MSX Integration for intelligent guided selling experience – live July 20

Catalyst is a selling process on Digital Transformation which enables sellers to lead with Business value selling (vs. technology products & features). Catalyst is a customer-facing brand that enables us to set expectations with the business executives on what kind of journey they can expect to go through with Microsoft to conceive, plan and execute business-altering digital transformation plans. The Catalyst IDEA framework is a journey that customers take with sellers to discover, envision, uncover business value, demonstrate the solution and ensure realization of the business value that was envisioned at the start of the journey.

To support the field as they build the Catalyst IDEA selling muscle, Catalyst will be incorporated into Microsoft Sales Experience (MSX) CRM for an intelligent guided selling experience beginning July 20. Sellers will be able to manage a Business Applications Catalyst customer opportunity within MSX, which will prompt sellers on the next best action to take a customer through the Catalyst journey.

On July 20 MSX CRM will launch the following:

* Enterprise Recommender capabilities to enable sellers to build and manage a pipeline of opportunities
* A Business Process Flow (in place of MSP) aligned to the Catalyst IDEA stages.
* Next Best Action Recommendations and Contextual Notifications in the Business Process Flow, which will point sellers to the relevant accelerators at the right opportunity stage, along with links to request sales support resources.
* Help sellers identify the ‘right’ Partner (or MCS) support and enable the seller to share the customer opportunity, directly in the workflow.
* Content integration via Seismic – both content for the seller as well as relevant content to share with customers.

You will also be able to track execution of the FY21 Catalyst Win Formula as part of the new MSX CRM capabilities.  The reporting will enable sales manager coaching discussions to help sellers be more successful in driving customer opportunities through the Catalyst journey.

Additional information:

* [A14 scaling catalyst walking deck](https://nam06.safelinks.protection.outlook.com/ap/p-59584e83/?url=https%3A%2F%2Fmicrosoft.sharepoint.com%2F%3Ap%3A%2Ft%2FCatalystIntegrationintoMSX%2FEfT0q_pDFjhEk6Ngg2jtOBsBpe6guR3_cGpE9iEo0hZr2Q%3Fe%3Dp3F6dt&data=02%7C01%7Cv-coollm%40microsoft.com%7C5f912e895487453b62c008d80f30d2c9%7C72f988bf86f141af91ab2d7cd011db47%7C1%7C0%7C637276049654750981&sdata=bhbqLOd5%2FN0LDoB%2FIOf10aeHxwKtx22Eg42IuuXCnjE%3D&reserved=0)
* [Catalyst overview](https://nam06.safelinks.protection.outlook.com/?url=https%3A%2F%2Fmicrosoft.sharepoint.com%2Fsites%2Finfopedia%2FPages%2FDocset-Viewer.aspx%3Fdid%3DG01KC-2-3944&data=02%7C01%7Cv-coollm%40microsoft.com%7C5f912e895487453b62c008d80f30d2c9%7C72f988bf86f141af91ab2d7cd011db47%7C1%7C0%7C637276049654760935&sdata=UN%2FrriIVCUhEqiYg2JVQfYMjte%2FqpW0u0Qh8o4XhAEs%3D&reserved=0) (internal)
* [Video: Catalyst Sales Journey](https://nam06.safelinks.protection.outlook.com/?url=https%3A%2F%2Fyoutu.be%2FWvt1CJIDSM4&data=02%7C01%7Cv-coollm%40microsoft.com%7C5f912e895487453b62c008d80f30d2c9%7C72f988bf86f141af91ab2d7cd011db47%7C1%7C0%7C637276049654760935&sdata=WRB3WX0OWGZBedM5qdRk%2FxqdoObyNnZBYN%2BjNIqHJEo%3D&reserved=0) (to customer)
* [Video: Catalyst IDEA Selling](https://nam06.safelinks.protection.outlook.com/?url=https%3A%2F%2Fmsit.microsoftstream.com%2Fvideo%2F5cf008ec-8f23-4fad-a57f-06c526c0ca3b&data=02%7C01%7Cv-coollm%40microsoft.com%7C5f912e895487453b62c008d80f30d2c9%7C72f988bf86f141af91ab2d7cd011db47%7C1%7C0%7C637276049654770893&sdata=JgWuBZhQddsytznBFWebGaVQOShou4gUY4cg%2F5nqQbg%3D&reserved=0) (to field/seller)
* [Microsoft Catalyst Sales Desk](https://aka.ms/CatalystSD)

[Catalyst & Rapid Response Journeys](https://nam06.safelinks.protection.outlook.com/?url=https%3A%2F%2Fmicrosoft.sharepoint.com%2Fsites%2Finfopedia%2Fpages%2Flayouts%2Fkcdoc.aspx%3Fk%3Dg01kc-2-11315&data=02%7C01%7Cv-coollm%40microsoft.com%7C5f912e895487453b62c008d80f30d2c9%7C72f988bf86f141af91ab2d7cd011db47%7C1%7C0%7C637276049654770893&sdata=xtryjvttAWCsvd6nLHrTeof3Nm9UPEXkRJjAW08pUGo%3D&reserved=0)