



FRONTIER FUNCTION GUIDE

Frontier Sales: The agentic pipeline

Build an AI-fueled selling engine that enables humans to spend more time doing what matters most: creating relationships and trust.

At Microsoft, we believe the future of work is Frontier Firms—organizations that are human-led and agent-operated, buy intelligence like it's electricity, and compound it like interest. That shift should have a profound impact on every function.

Imagine a sales organization where every seller leads a team of tireless agents—AI systems that listen across your data estate, anticipate next steps, and quietly move work forward, freeing humans to focus on the high-value tasks they do best. That's our vision of Frontier Sales. The daily interface isn't a maze of apps; it's a unified "system of action" that brings planning, intelligence, and customer messaging into one flow—reducing noise, speeding cycles, and raising the quality of every interaction.

As these agents become the dominant way sellers work, the benefits should multiply, resulting in more productive teams, faster pipeline velocity, and clearer line-of-sight to revenue. Leaders who embrace this human-led, agent-powered model don't wait for end-of-year proof. They use these systems to track leading indicators and operations in real time, turning experimentation into outcomes and outcomes into growth.

Becoming Frontier

Sales leaders know the math. Employees spend too much time on internal workflows—updates, reviews, pricing, approvals—and not enough time with customers. Frontier Sales starts with a simple, powerful premise: let AI run the internal rhythm so humans can invest in relationships, orchestration, and negotiation, the parts of selling where trust and judgment drive outcomes.

In practice, we've discovered that building a Frontier Sales organization means giving every seller a toolkit of agents that work the pipeline in the background, surfacing opportunities, keeping records current, and flagging shifts in buyer behavior. AI doesn't close the deal—it enables human sellers to be more present where trust matters most.

The Frontier Sales transformation

When every seller has a team of agents, AI can run the internal workflows to mitigate friction, help accelerate outcomes, and enable humans to build deep trust with customers.

CURRENT SALES PROCESS

Linear execution across siloed roles
Reliance on internal coordination drives friction

Relationships diluted by admin work
Relationship building limited by deal construction

Manual funnel execution
Internal rhythm limits long-term investments

Sales constrained by human reach
System stability prioritized over business outcome

FRONTIER SALES PROCESS

Fluid human-AI deal teams
orchestrate negotiations aligned to customer workflows

AI as a strategic enabler
automates contracts speed, enabling humans to build deep trust

Automated internal workflows
empower sellers as deal architects to shape future negotiations

Agent-driven scale powered by autonomous agents while maintaining personalization

Instead of rigid function-based hierarchies, you can create fluid teams aligned with customer needs and featuring clearly defined human and agent responsibilities. Enablement shifts from “tools training” to prompt craft, orchestration, and negotiation under uncertainty. And governance becomes visible: an agent registry with owners, audit history, and performance scorecards will feed the same pipeline and forecast views your leaders already trust. This is how you get out of pilot purgatory and into impact at scale.

What Frontier Sales could look like

Let’s take Alice, a sales professional at a Fortune 500 company. Until recently, her day was a maze of handoffs and status meetings—chasing CRM updates, stitching together proposals, wrangling pricing, and coordinating across siloed teams—leaving too little time to build relationships. With agentic support, she doesn’t have to worry about internal workflows. AI pulls the right signals, drafts what she needs, and orchestrates next steps so human–AI deal teams can move in alignment with customer needs. Alice now spends her time where it matters—co-creating solutions, navigating stakeholders, and deepening trust.

A day in the life of a Frontier Sales professional

With her agentic support team working continuously in the background, Alice is empowered to focus on the human side of sales, supercharged by insights and context provided by AI.

Alice, Sales professional



9 am: Meeting with strategic buyer

10 am: Build proposal based on customer signals

1 pm: Co-create solution with buyer

2:30 pm: Navigate stakeholder dynamics

4 pm: Expand and set up future deal opportunities

Agentic support team



Sales lead agent
Prioritizes high-value accounts



Proposal draft agent
Produces buyer-specific decks and competitive rebuttals



Buyer coach agent
Surfaces real-time buyer intelligence



Admin/CRM agent
Keeps data accessible via automated updates



Pricing agent
Dynamically calculates pricing scenarios



Expansion agent
Monitors post-sale insights and trends

3 key principles every Frontier function should follow

1

Make the invisible visible

Frontier functions start by mapping every step of their work, surfacing hidden bottlenecks and inefficiencies. By turning invisible processes into visible, measurable units, they enable targeted improvements and unlock new opportunities for AI-driven impact.

2

Treat AI as core infrastructure

Rather than approaching AI as a side project or innovation showcase, Frontier teams embed AI into their core processes. This means going beyond simply automating tasks. It's about fundamentally rethinking roles and redesigning workflows so AI is integral to how work gets done, compounding business value and accelerating cycles.

3

Make experimentation a practice

There's no finish line for AI transformation. Frontier functions are always in beta, continuously experimenting, measuring, and refining their approaches. They set up structured tests, track results, and evolve roles and processes based on evidence—not assumptions—ensuring agility, accountability, and sustainable growth.

The difference between a Frontier function and everyone else is not belief—it is behavior. Frontier leaders don't wait for perfect data or a five-year plan. They make the work visible, put AI at its core, experiment and refine, and move forward.