# Building a more profitable practice with Microsoft and Tech Data

# Making the most of your Microsoft partnership.

As a Microsoft partner, you have access to a wealth of tools, resources and support to optimise every customer engagement.

A key element of this is Microsoft Solutions Designations (and by extension, Specialisations). Leveraging these can help you elevate your partnership status and reputation within the Microsoft network, and increase your overall leads and profitability.

Partners are encouraged to focus on solutions that match their core strengths, moving away from a 'Jack of all trades, master of none' approach.

In this guide, we focus on how you can optimise your success by using Microsoft Solutions Designations at every stage of the customer journey. It's important to note that this is just one ingredient in the recipe to profitability with Microsoft.

We have mapped the information in this guide to the following Microsoft sales stages, known as the Microsoft Customer Engagement Methodology (MCEM):
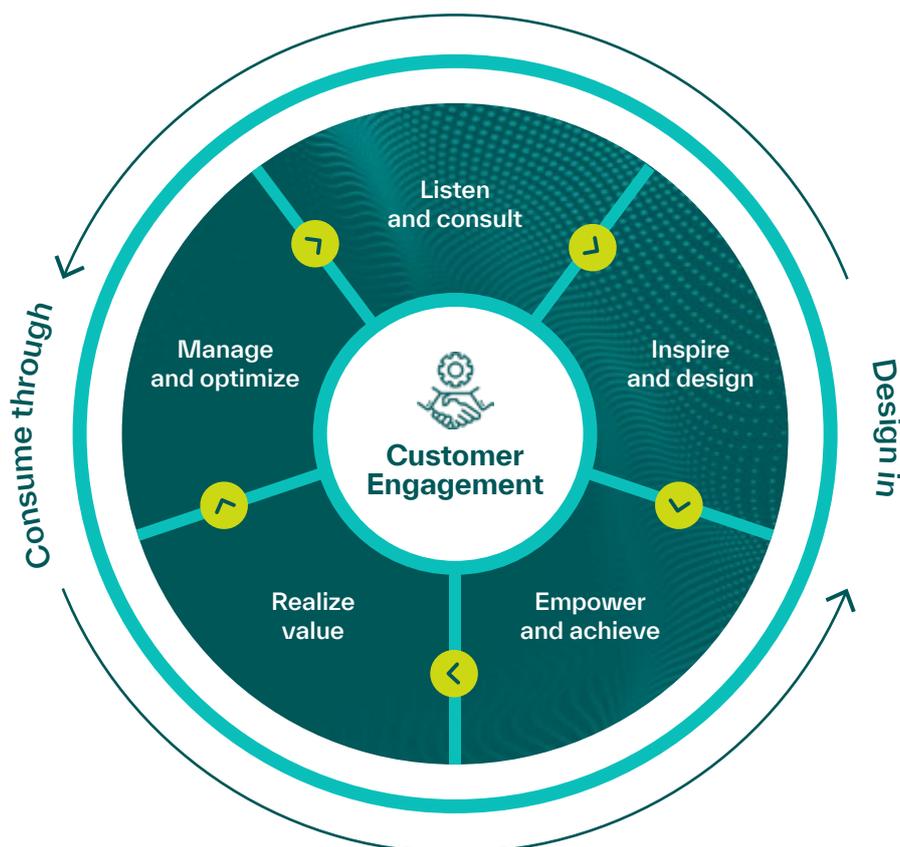
# Stage 1
# Listen and Consult

The initial stage of any customer engagement is all about listening to your customer, identifying their requirements, and mapping these to a suitable Microsoft solution play.

# Tips for Success:

**Co-sell with Microsoft**
Share details of your pipeline with the Microsoft sales team, and collaborate on how you can best find, execute and win deals.

**Capture as much detail as possible**
The more up-to-date information you can provide Microsoft on your customers, the greater your chance of success.

**Lean on Tech Data**
Our experienced team can guide you through this initial stage, and support you in your interactions with Microsoft.

**Here is a useful resource:**
Co-selling with Microsoft sales teams and partners

# Stage 2
# Inspire and Design

Once you have determined your customer's requirements, you should then start working with them to determine how the solution play you have recommended will deliver on their needs.

# Tips for Success:

**Use pre-existing frameworks**
Leverage Microsoft's existing frameworks to map out your customers' solutions with accuracy.

**Run pre-sales workshops**
Partners are incentivised to run pre-sales activities across many pillars within the Microsoft ecosystem. Revenue recognition is available when you influence successful transactions of Business Applications, and rebates are available for activities under Azure and Modern Work. See details below.

**Here is a useful resource:**
Microsoft solution frameworks

# Stage 3
## Empower and Achieve

At this stage, the deal is constructed, and you should be ready to sign an agreement with your customer.

# Tips for Success:

### Update your co-sell opportunity
Be sure to add deal notes and the correct value. Data quality is imperative, as it gives the Microsoft team an accurate understanding of how long it took you to execute, and an understanding of the timeline. Your Tech Data Business Development Manager can assist you with ensuring your submission is complete and aligned with Microsoft's programs.

### Keep Microsoft informed of the deal's progress
Remember that a co-sell opportunity is linked to the overall deal, so finalisation of the agreement transaction doesn't mean the opportunity has been won, especially if there are services remaining to be deployed, i.e. if a customer signs an Azure CSP be deployed and a ramp period, this should be reflected so the Microsoft team understand the overall deal progress. agreement and their subscription has been stood up. If there are solutions still to be deployed and a ramp period, this should be reflected so the Microsoft team understand the overall deal progress.

## Ensure you are submitting the right detail

Check that you have deployed the right mechanisms to ensure your work counts towards your Solutions Designations journey. This means ensuring that you have submitted any Claiming Partner of Record (CPOR) applications or ensured that a PAL (Partner Admin Link) is applied to all engineering accounts working within the customer tenant. It's here you can also use programs such as AMMP (Azure Migration and Modernisation Program), CMF (Cloud Migration Factory) and Azure Accelerate, for example, for Azure workloads.

## Leverage available incentives

Details are provided below of the kinds of incentives available for partners working across the various Microsoft solution areas.

# Stage 4
# Realise Value

In this stage, your agreement should be signed and your solution deployed. You're essentially handing over the keys to your customer's shiny new solution.

## The two priorities in this stage are to:

- **Achieve** the highest customer satisfaction.
- **Ensure** seamless alignment and implementation of the project.

By the end of this stage, the customer should be satisfied with partner implementation, and both your and Microsoft's project outcomes should be met with metrics in place.

# Tips for Success:

**Close the co-sell opportunity in the Partner Center.**

**Leverage available incentives**
Details are provided below.

**Leverage post-sales activities**

**Share your Success**
Was your initiative high impact? Was it a special strategic win? If so, be sure to celebrate and share results with the Microsoft team to ensure the win is amplified via a published 'Winwire'. These are shared within all internal Microsoft sales teams and on partner.microsoft.com in the form of a case study. Working with the Tech Data team to share a win within Microsoft makes you highly visible to the account and sales team.

# Stage 5
# Manage and Optimise

Working as a trusted Microsoft partner shouldn't mean that the opportunity stops when the deal has been completed.

# Tips for success

### Look for more opportunities
Ensure you continue to work with each customer to determine new projects or initiatives that may be suitable as part of their Microsoft Cloud journey.

### Collaborate with Tech Data
Work with our team to perform any additional workshops required as part of your customer's journey.

We know how to set-up
**Microsoft Partners**
**for success.**

Let us show you how to increase margin
and profit through the lens of the
Microsoft AI Cloud Partner Program.

Book a Partner Masters Workshop
with our experts today.