ACHIEVING CO-SELL STATUS

A COMPREHENSIVE GUIDE FOR MICROSOFT PARTNERS

Maven
COLLECTIVE

PURPOSE OF THIS GUIDE

Communicate a powerful value proposition to Microsoft field sellers.
Display your industry specialization and expertise within the Microsoft ecosystem.

PREREQUISITES TO ACHIEVING CO-SELL STATUS

Prior to embarking on your co-sell journey, there are a few requirements you must meet:

- Evaluate your eligibility requirements to ensure your listing remains In-Market
- Ensure your Commercial Marketplace offer has been published and is live
- Create a product landing page on your website for your co-sell documents to link to

THE BENEFITS OF ACHIEVING CO-SELL STATUS

Achieving co-sell status helps you increase your visibility within Microsoft. The better Microsoft knows you and your work, the more likely they are to recommend your services, opening new market segments for your business.

Co-sell status enables you to foster trust with prospects and boost revenue through qualified leads from Microsoft channels. With the Microsoft sales team at your fingertips, co-sell allows you to go beyond straightforward channel partnerships through pre-sales support and sales enablement.

WHY DO YOU NEED A CO-SELL GUIDE?

This guide aims to help Microsoft Partners communicate a powerful value proposition to Microsoft field sellers. Our best practices will direct your team to articulate the unique value of your services.

The Mavens have helped several Microsoft Partners achieve co-sell status, and by following our guidelines, you will be able to emphasize your in-depth knowledge and ability to address unique challenges across various industries to make your offerings more appealing to Microsoft.

REQUIRED DOCUMENTS

The following documentation is required in order for you to become co-sell ready.

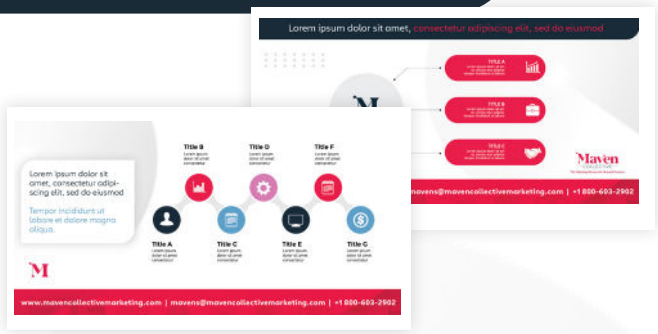
CUSTOMER ONE-PAGER

Your one-pager should include the following information:

- Short introduction about the company
- Brief, but captivating, solution offering (the service for which you are building co-sell listing)
- Testimonial from a client related to that service
- Contact information (name, phone number and email)

CUSTOMER PRESENTATION

Minimum of 6 slides, identify the customer pain points in this deck. Be sure to include:



- Challenges: Lay out the pain points clearly, focus on the main challenge that you are looking to solve with your service
- Ideal solution: Describe what the ideal solution would be
- Desired outcome: Describe what the end goal is for your customer, where you see them after making the most of your service, how you bring value to them
- Solution: Explain your solution with more detail, write down at least 3 advantages of your service
- Microsoft + You: Explain the value proposition of your service alongside the Microsoft product, and the value your solution and Microsoft technology bring
- Customer Success: Share a customer testimonial, quantitative customer wins/ statements/proof points
- Channel Partner (if applicable): If you have worked on your solution with a channel partner, then this slide is for you - include the same things as you did in the customer success slide but for a different customer with your channel partner information
- Contact Information along with a link to the solution landing page

RECOMMENDED DOCUMENTS

The following documents, while not required, are highly recommended to differentiate your solution. By going the extra mile, you can earn greater recognition from Microsoft by clearly showcasing your value. With the help of these additional documents, you can help Microsoft's sales teams understand exactly what you do as an organization, so they can assist you better.

These documents can also be used in a variety of different ways across marketing channels, so we highly recommend creating high-quality assets.

CUSTOMER CASE STUDY

- 2-page PDF
- Snappy headline/case study title
- Executive summary of your customer case
- Customer challenges
- Business solution
- Customer benefits
- 3 supporting statements for your benefits (results/ highlights)
- Your contact information
- Your customer's details (name, industry, size, website, country

VERIFIABLE CUSTOMER WINS

Provide specific examples of customer successes after your solution has been deployed

You can extract this information from your case study and customer wins in the other decks and provide additional details, get technical and give more context

Include contact information

BEST PRACTICES TO DIFFERENTIATE YOUR ASSETS IN THE SEA OF SAMENESS

Microsoft supplies templates to help Partners build their supporting documentation. However, with 400,000+ partners in the Partner network, and so many trying to become co-sell ready, you are swimming in the sea of sameness! Following the templates is essential to ensure you provide all the necessary details to internal Microsoft sales channels, but you can still find ways to help your company, its services, and collateral materials stand out from the crowd.

1

CLARITY IS KEY:

In the overcrowded marketplace, success often hinges on the small but impactful details. To rise to the "top of the pile," clarity is your greatest ally. When preparing collateral assets for your co-sell listing, make it crystal clear how your solution delivers value.

2

INVEST IN IMPACT:

Invest time and effort into crafting co-sell assets that are not just clear but immensely impactful. These assets are your digital ambassadors; keep them fresh, relevant, and well-maintained.

3

CONSISTENT BRANDING & MODERN DESIGN:

Your branding should be a visual testament to your company's evolution – modern design, a harmonious balance between graphics and text, and a reflection of the times. Be future-focused when you create them; these assets should be reusable, making them the cornerstone of not only your co-seller but also overall marketing and sales arsenal.

4

INDUSTRY EXPERTISE:

To truly stand out in a world of competition, consider including optional assets. Highlight your industry expertise through compelling case studies. This is especially crucial since Microsoft's internal sales team is segmented by industry specializations. Your knowledge and insight can be the key to unlocking the minds of your target audience.

5

AMPLIFY YOUR PRESENCE:

Once your listing is live, go big – spread the word with a press release, a compelling blog post, and enthusiastic promotion on social media. Flaunt your co-sell status with pride!

Embrace these guidelines, infuse them with creativity & watch your co-sell listing propel your success to new heights.

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The Marketing Partner for Microsoft Partners

Work with the Mavens

Recognized as 2023 B2B Agency of the Year by PR Daily and Top 10 Digital Marketing Companies in Canada 2023 by MarTech Outlook Magazine, Maven Collective Marketing is a leading B2B marketing agency that specializes in delivering measurable results for SaaS and software services clients worldwide, with a focus on Microsoft Partners. Their award-winning services encompass a wide range of digital marketing strategies, including branding, SEO, content development, website design/development, event marketing, paid advertising, etc. Plus, Microsoft Partner Marketing services including Commercial Marketplace listings, Co-Sell Ready listings, Partner Solutions Adoption Gallery listings, Partner profiles, innovative MS Partner Digital Self-Audit packages and tailored content creation services as the exclusive Content Development Services Provider for MSDynamics World.

Leveraging a deep knowledge of the Microsoft landscape, the agency has a solid reputation for creating dynamic, effective strategies for demand creation, lead gener-ation, and customer retention. Since 2012, Maven Collective has consistently garnered prestigious industry recognition with accolades from Clutch, AVA Digital, w3, Davey, WebAward, dotComm, Ragan PR Daily, Summit Creative, and Summit Marketing Effectiveness. As certified Google Partner, HubSpot Solutions Provider, ClickDimension Certified Business, ActiveCampaign Official Agency Partner, and Dripify Affiliate, Maven Collective's expertise sets them apart, supporting longstanding relationships with many valued clients.

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