

Microsoft Partner Sales Enablement Guide

Last reviewed: December 1, 2022

Next planned review date: January 1, 2023

Access the latest version here:

<https://aka.ms/enablementguides>

Partner Sales Enablement Guide Introduction

Organizations worldwide are in a **constant state of digital evolution**, and as customers continue their transformation journey, they are steadily decreasing their reliance of on-premises software and increasing their use of cloud services.

Our partners **play a vital role** in helping customers migrate to the cloud, while also assisting Microsoft with scaling our technology to meet these ever-changing customer needs.

To support our partner sales community in our shared goals, this guide was built to provide a simplified view of the upcoming sales training opportunities, sales resources, and other useful resources to support your organizations sales practice.

Be sure to check back frequently—new resources will be added as they are made available across our various platforms and channels.

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Sales Enablement for Partners

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Top News

What's hot in Sales Enablement
for partners right now



FY23 H1 Sales Bootcamps

These **multi-day** trainings provide foundational knowledge for selling the four **Microsoft Cloud solution areas**. Become proficient at starting the conversation, addressing pain points, pitching Microsoft cloud value, and overcoming objections by showcasing real-time customer benefits.

Business Applications [September 12-16 \(on-demand\)](#)
[December 5-9 – Register now!](#)

Security [October 19-20 \(on-demand\)](#)

Modern Work [November 8-10 \(on-demand\)](#)

Azure [November 14 – 18 \(on-demand\)](#)



Business Applications Sales Bootcamp

Build your sales knowledge to drive
customer digital transformation

December 5-7, 2022

Register for virtual training



New for this event:

- Badging
- IST time zone



Register now- Viva Sales Webinar

Digital

Viva Sales: scenarios, features and partner opportunity

When: Tuesday, December 13, 2022 | 8:00 AM (GMT-08:00)

Where: Online

Register now

Delivery language(s): English

Closed captioning language(s): العربية, Français, Deutsch, 日本語, Español, 简体中文

Boost CRM seller experiences with Viva Sales leveraging Microsoft 365.

Microsoft Viva Sales is a new seller experience, an application that leverages Microsoft 365 and Microsoft Teams to automatically capture, access, and register data into Salesforce or Dynamics 365 Sales CRM systems. Join this session to understand the core scenarios, key features, and the opportunity for you as a partner.

Agenda:

- What is Viva Sales?
- Why Viva Sales?
- Core Use Cases and Scenarios
- Demo
- Technical Architecture
- Prospecting and Targeting
- Licensing
- Partner Opportunity
- Partner Incentives and Offers
- Recommendations to Get Started / Best Practices
- Resources

Agenda

08:00 AM - 09:30 AM



Boost CRM seller experiences with Viva Sales leveraging Microsoft 365.

First Name *

Last name *

Email Address *

Job Role *

Phone Number *

Company Name *

Country *

Register

Cancel

Register Now!

*11/28 Update: Please note we are cancelling this program. As we know these topics are important to you, we will incorporate them into our other H2 events.



Sales Skill-Up Series for Partners

Sales Skill-Up is a brand-new monthly sales training that provides quick and useful information about common sales topics and questions.

Date	Topic
November 29 th	Co-Selling with Microsoft
December 13 th	Industry Selling
January 17 th	Cloud Economics
February 14 th	Microsoft Catalyst Demo



Partner Sales Acceleration Program

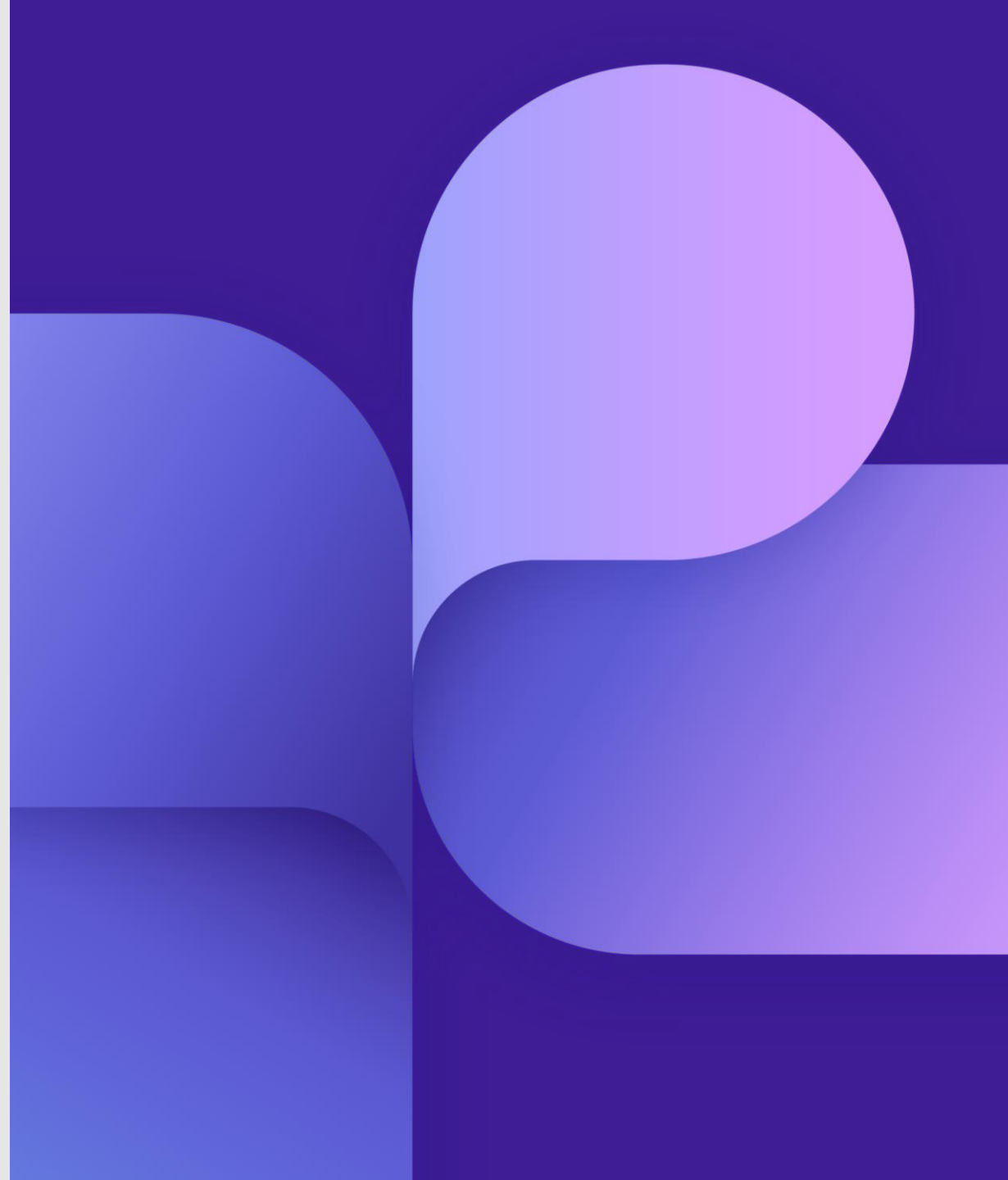
On-demand training
that works for you

[Explore now](#)



Upcoming Training Opportunities

Attend an event





Now on-demand

Business Applications Sales Bootcamp

Differentiate your sales strategy
by unlocking the power of
Business Applications

September 12–16, 2022

Register for virtual training





[Now on-demand](#)

Security Sales Bootcamp

Help your customers understand Microsoft security solutions with sales training

October 19-20, 2022

Register for virtual training





[Now on-demand](#)

Modern Work Sales Bootcamp

Discover the sales opportunities with
Microsoft 365 productivity solutions

November 8-10, 2022

[Register for virtual training](#)



Now on-demand

Azure Sales Bootcamp

Learn to provide holistic
App innovation, Data, and
AI solutions to your customers

November 16-17, 2022

Register for virtual training



Microsoft Catalyst: Transformation through the IDEA framework



Inspire

Imagine what the future state of your business could look like and define your digital transformation journey



Design

Quantify the value of your business transformation, the case for change and technological impact



Empower

Ensure buy-in across your organization with a visual and tailored immersive experience



Achieve

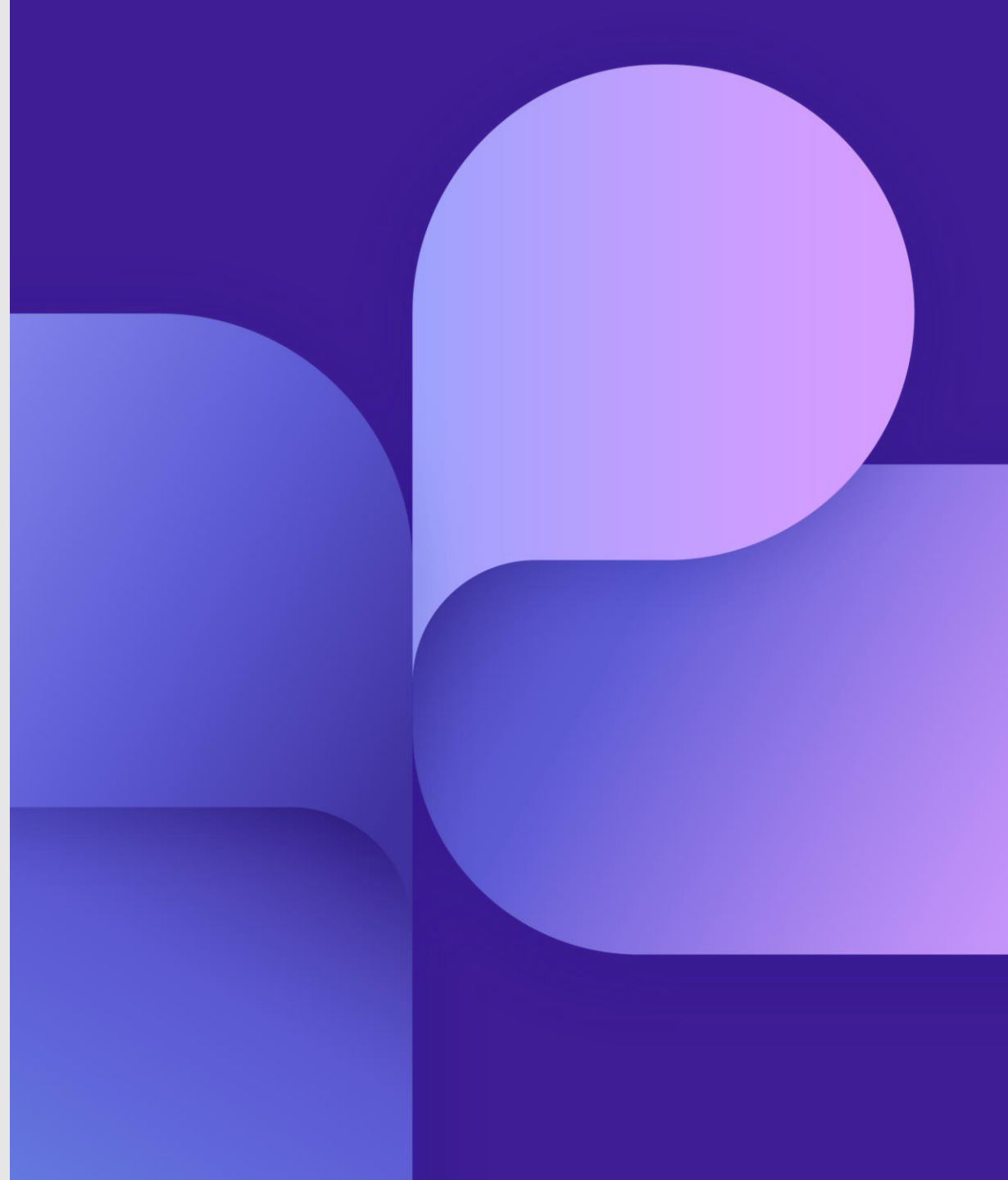
Execute your strategy and ensure a smooth launch with an executive-ready proposal and basis for customer success plan

How we'll get there:



Recommended Sales Training

Find recommended skilling pathways



Azure Sales Learning Journey

Fundamentals



Intermediate

Azure Fundamentals (AZ-900)

Training includes:

- 9 hours of [Microsoft Learn](#) content
- Understand benefits of cloud computing
- Describe cloud concepts
- Describe core cloud services
- Describe general security and governance features

Azure SMB Partner Sales Acceleration Program

Training includes:

- 4 hours of on-demand [Partner Training Center](#) content
- Learn how to influence five important “moments that matter” while selling Azure in SMB engagements

Azure Data & AI Partner Sales Acceleration Program

Training includes:

- 4 hours of on-demand [Partner Training Center](#) content
- Accurately qualify & profile opportunities.
- Predictably create a pro-Microsoft bias (differentiation).
- Identify and expand prospect business cases.
- Secure access to and influence Business Decision Makers.

Azure Apps & Infrastructure Partner Sales Acceleration Program

Training includes:

- 4 hours of on-demand [Partner Training Center](#) content
- Accurately qualify & profile opportunities.
- Predictably create a pro-Microsoft bias (differentiation).
- Identify and expand prospect business cases.
- Secure access to and influence Business Decision Makers.

Targeted roles include:

- Sales
- Microsoft Partner Sales Specialists
- Pre-Sales & Tech Pre-Sales

Resources

- [Azure partner readiness hub](#)
- [Azure SMB Partner Sales Acceleration Program \(PSAP\)](#)
- [Azure Apps & Infrastructure Partner Sales Acceleration Program \(PSAP\)](#)
- [Azure Data & AI Partner Sales Acceleration Program \(PSAP\)](#)
- [Microsoft Learn](#)

* Some content may require signing in with your Partner Center–associated email

Modern Work Sales Learning Journey

Fundamentals



Intermediate

Microsoft 365 Fundamentals (MS-900)

Training includes:

- 9 hours of [Microsoft Learn](#) content
- Describe security and compliance concepts and methodologies
- Describe concepts of Microsoft identity
- Describe capabilities of Microsoft security solutions

Modern Work & Security SMB Partner Sales Acceleration Program

Training includes:

- 4 hours of on-demand [Partner Training Center](#) content
- Learn how to influence five important “moments that matter” while selling Modern Work in SMB engagements
- Understand core information about the Modern Work & Security sales plays that Microsoft has design specifically for SMB’s

Frontline Worker Presales Training

Instructor training, 3 hours, 6 videos

- Frontline Worker Overview
- Frontline Worker Scenarios and Use Cases
- Frontline Sales Guidance
- Purpose-built devices for frontline workforce
- Microsoft Surface for Frontline Workers
- Frontline Workforce Sales Cycle

Modern Work Partner Sales Acceleration Program

Training includes:

- 4 hours of on-demand [Partner Training Center](#) content
- Accurately qualify & profile opportunities.
- Predictably create a pro-Microsoft bias (differentiation).
- Identify and expand prospect business cases.
- Secure access to and influence Business Decision Makers.
- Understanding of Microsoft’s core Modern Work sales plays

Microsoft Teams Partner Sales Readiness

Instructor training, 1 hour, 4 videos

- Best practices & envisioning
- How to approach competitive sales scenarios
- Partner opportunity
- Microsoft Teams Sales Readiness (PPT)

Targeted roles include:

- Sales
- Microsoft Partner Sales Specialists
- Pre-Sales & Tech Pre-Sales

Resources

- [Modern Work & Security SMB Partner Sales Acceleration Program \(PSAP\)](#)
- [Modern Work Partner Sales Acceleration Program \(PSAP\)](#)
- [Microsoft Learn](#)

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Security Sales Learning Journey

Fundamentals



Intermediate

Security, Compliance, and Identity Fundamentals (SC-900)

Training includes:

- 7 hours of [Microsoft Learn](#) content
- Describe security and compliance concepts and methodologies
- Describe concepts of Microsoft identity
- Describe capabilities of Microsoft security solutions

Modern Work & Security SMB Partner Sales Acceleration Program

Training includes:

- 4 hours of on-demand [Partner Training Center](#) content
- Learn how to influence five important “moments that matter” while selling Security in SMB engagements
- Understand core information about the Modern Work & Security sales plays that Microsoft has design specifically for SMB’s

Security, Compliance, & Identity Partner Sales Acceleration Program

Training includes:

- 4 hours of on-demand [Partner Training Center](#) content
- Accurately qualify & profile opportunities.
- Predictably create a pro-Microsoft bias (differentiation).
- Identify and expand prospect business cases.
- Secure access to and influence Business Decision Makers.
- Understanding of Microsoft’s core Security sales plays

Targeted roles include:

- Sales
- Microsoft Partner Sales Specialists
- Pre-Sales & Tech Pre-Sales

Resources

- [Modern Work & Security SMB Partner Sales Acceleration Program \(PSAP\)](#)
- [Security, Compliance, & Identity Partner Sales Acceleration Program \(PSAP\)](#)
- [Microsoft Learn](#)

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Business Applications Sales Learning Journey

Fundamentals



Intermediate

Power Platform Fundamentals (PL-900)

Training includes:

- 9 hours of [Microsoft Learn](#) content
- Learn business value and product capabilities of Microsoft Power Platform

Dynamics 365 Fundamentals (CRM) (MB-910)

Training includes:

- 16 hours of [Microsoft Learn](#) content
- Learn business value and product capabilities of the customer engagement capabilities of Dynamics 365

Dynamics 365 Fundamentals (ERP) (MB-920)

Training includes:

- 16 hours of [Microsoft Learn](#) content
- Learn business value and product capabilities of the enterprise resource planning capabilities of Dynamics 365

Business Applications SMB Partner Sales Acceleration Program

Training includes:

- 4 hours of on-demand [Partner Training Center](#) content
- Learn how to influence five important “moments that matter” while selling Business Applications in SMB engagements
- Understand core information about the Business Applications sales plays that Microsoft has design specifically for SMB’s

Business Applications Partner Sales Acceleration Program

Training includes:

- 4 hours of on-demand [Partner Training Center](#) content
- Accurately qualify & profile opportunities
- Predictably create a pro-Microsoft bias (differentiation)
- Identify and expand prospect business cases
- Secure access to and influence Business Decision Makers
- Understanding of Microsoft’s core Business Applications sales plays

Microsoft Catalyst

Training includes:

- 6 hour on-demand MOOC, more info [here](#), register [here](#)
- Understand all 9 FY22 Sales Plays for Business Applications
- Drive digital transformational deals with the IDEA Framework

Targeted roles include:

- Sales
- Microsoft Partner Sales Specialists
- Pre-Sales & Tech Pre-Sales

Resources

- [Business Applications SMB Partner Sales Acceleration Program \(PSAP\)](#)
- [Business Applications Partner Sales Acceleration Program \(PSAP\)](#)
- [Microsoft Learn](#)
- [Microsoft Catalyst](#)

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Resources

Supporting you on your
learning journey



Learning Resources

Partner Sites (Aka Transform or Partner Portal)- Sales resources, tools, and offers

[Azure Partner Network](#)

[M365 Partner Readiness Hub](#)

[Microsoft 365 Maps](#)

[Dynamics 365](#)

[M365 Partner Compete Guide](#)

[Power Platform](#)

Sales Enablement Trainings

[Training Center on Microsoft Partner Network](#)

[Partner Sales Acceleration Program \(PSAP\)](#)

[Microsoft Learn](#)

Licensing

[Licensing Training](#)

[Monthly Licensing Training Webinar](#)

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Global Partner Enablement -
Sales Enablement Lead for:
Azure, Modern Work, Security

Ben Ellgass

[LinkedIn](#)

As the Global Partner Sales Enablement Lead for Microsoft's core Solution Areas: Modern Work, Security-Compliance-Identity, and Azure, my role is to help manage the worldwide sales enablement strategy for the partner community, ensuring they have access to the right resources, tools, and trainings to accelerate their Microsoft sales practice.

Having spent nearly 9 years working within the Microsoft partner community, it's my goal to bring relevant, value-added sales resources and thought leadership to support partners at scale.



Global Partner Enablement -
Sales Enablement Lead for:
Business Applications

Tyne Dutzer

[LinkedIn](#)

Hi- I'm Tyne and your global Business Applications Sales Enablement Lead. As our partners have been asking for a long time for sales skilling, I am excited to bring this to life by providing helpful training and raising awareness to our partner resources, tools, and offers. As a sales professional myself, I understand how valuable training can be when done clearly and with value add.

Business Applications is an exciting area to be in, especially at Microsoft. Let us help you understand the value propositions so you can better sell business outcomes to your customers.

Please reach out if I can do anything to make your experience better. Let's go on this journey together!



Thank you