The Microsoft Education Partner Readiness Kit is designed to familiarize you with the Microsoft Education value proposition and give you quick resources and talking points to share with your customers. These downloadable resources are categorized according to the stages of the sales cycle.

**Readiness**
Prepare yourself to speak about Microsoft Education solutions to your customers.

- **Microsoft Education K-12 and HEI Vision Presentations and Pitch Deck**
  Use this presentation to land the Microsoft Education pitch with your customers.

- **Microsoft Education Targeting Guide**
  Use the following targeting guide to better understand how to pivot the Microsoft Education story across different customer personas.

- **Microsoft Education TeleSales Scripts**
  Use these scripts to guide you on calls with your customers.

- **Microsoft Education Battlecard and Objection Handler**
  Use the Microsoft Education Battlecard and objection handler.

**Awareness**
Use these materials to drive demand for Microsoft Education products and services to help grow your business.

- **Unlock Limitless Learning Campaign Assets & Templates**
  Comprehensive assets intended to assist you to drive interest in Microsoft Education Products and Solutions.

- **Microsoft Education Videos**
  Video case studies to help you drive Microsoft Education awareness with your customers.

- **Microsoft Education Videos (Product, Implementation, Case Studies, and More)**
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- **Microsoft Education Windows 7 End of Service Campaign**
  Use the following campaign materials to help drive customer transition from Windows 7 to Windows 10.

- **Device Finder**
  Browse Microsoft Featured Education Devices to learn about the latest for your students.

**Intent**
Use these materials to help convince customers to invest in Microsoft products and solutions.

- **The Total Economic Impact™ of Microsoft 365 Education**
  In-depth study to show you how to pitch Microsoft 365 Education.

- **Total Economic Impact Infographic**
  Quick overview to share with your customers that explains to them how Microsoft 365 Education can save them money.

- **TIE Social Cards**
  Graphics that you can use in social posts to drive customers to Microsoft 365 Education TIE studies.

- **Microsoft Computer Interfaces and Their Impact on Learning**
  A study to help customers understand the benefits of using interfaces such as digital pens to drive better learning outcomes.

**Purchase**
Use these materials to understand how to license, deploy and build a practice around Microsoft Education products and solutions.

- **Licensing Guidance**
  Learn about Microsoft's Individual Licensing Options that best address your customer's business needs.

- **Deployment Guidance**
  Learn how to deploy Microsoft Education Solutions across Office 365, Windows, Intune for Education, School Data Sync and more.

- **Partner Opportunity Model**
  Understand how you can build a practice around Microsoft Education products and solutions.

**Fandom**
Use these materials to help drive excitement and usage of Microsoft Education products and services.

- **Microsoft Education Customer Stories**

- **Fresno Unified: Case Study**
  Fresno Personalized Learning Initiative: Year 1 Report.

- **Preparing the Class of 2040**
  New research offers insight on the future of learning.

- **Microsoft Education Solutions Brochure**
  Share with your customers the exciting new education solutions that Microsoft and its partners have developed for students, teachers and institutions.