# Partner Readiness Kit

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.

#### The Elevator Pitch

Microsoft Education's mission is to empower every student on the planet to achieve more. In doing so Microsoft is committed to delivering tools that drive better learning outcomes like personalized learning tools in Office and Windows. Teachers can transform classroom time with real-time collaboration and feedback loops in Microsoft Teams. And with the availability of affordable Windows devices capable of running Windows 10 starting at \$179 for 4gb/64gb configuration, customers get the full functionality of a PC and the flexibility of the Microsoft education ecosystem at a competitive price point. Finally with Intune for Education, Microsoft's mobile device management solution designed for education a customer with zero infrastructure can deploy a classroom of fully managed devices in under an hour!

## Readiness

Prepare yourself to speak about Microsoft Education solutions to your customers



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



<u>Microsoft Education Telesales Scripts</u> Use these scripts to guide you on calls 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.

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<u>Microsoft Education Battlecard</u> <u>and Objection Handler</u> Use the Microsoft Education battlecard and objection handler.



Microsoft Education Narrated Pitch Decks (with audio) The following narrated pitch decks are 90 seconds or less each and are designed to show you how to pitch Microsoft Education products.



Microsoft Education Product One Pagers

Use the following one pagers to gain a deeper understanding about Microsoft education products and how to handle objections as they relate to them.

## **Awareness**

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

Unlock Limitless Learning Microsoft Education Style Guidelines

<u>Unlock Limitless Learning</u> <u>Campaign Assets &</u> <u>Templates</u> Comprehensive assets intended to assist you to drive interest in Microsoft



Microsoft Education Videos (product, implementation, case studies, and more) Video case studies to help you drive Microsoft Education product



Microsoft Education Windows 7 End of Service Campaign

Use the following campaign Materials to help drive customer transition from



#### <u>Device Finder</u>

Browse Microsoft Featured Education Devices to learn about The latest and greatest Microsoft Education devices.

*Education Products and Solutions.* 

awareness with your customers.

Windows 7 to Windows 10.

- Share with your customers

## 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 share with your customers to help them understand the monetary benefits of switching to 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.



<u>TEI Social Cards</u> Graphics that you can use in social posts to drive customers to Microsoft 365 Education TCO studies.

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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 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

Share Microsoft Education Customer Stories with your education customers. Browse across dozens of written and video stories. Filter by geography, product, and grade level. Fresno Unified, the Futures Challenge, and 21C Learning Design

Fresno Unified: Case Study

Fresno Personalized Learning Initiative: Year 1 Report.



Preparing the Class of 2030 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.