

PARTNER-TO-PARTNER: DYNAMICS PARTNER BEST PRACTICES

UNDERSTANDING THEIR NEEDS

The Microsoft Dynamics Marketing Team wanted to help partners drive revenue within their existing customer base. Several partners excel at identifying and closing new business with existing customers, so they wanted to capture these stories and provide partners with best practices to grow the profitability of each client.

HOW WE HELPED

Knowing that partners trust and value the experiences of other partners, we recommended developing a guide entitled “Best Practices for Growing Revenue with Existing Customers”, using partner stories as the focal point.

EMM managed the entire process from partner surveys to interviews, to writing and printing. Over 200 partner stories from all over the world were submitted (from countries as varied as New Zealand, Spain, and Indonesia). Extra Mile reviewed all submissions and published 15 final stories after conducting partner interviews for the best stories.

The stories were selected based on such factors as geography, partner type, revenue gained, ease of idea implementation, and applicability with the widest array of partners. EMM wrote and designed the guide with relevant, inspiring and highly readable guidance, while incorporating photos of the partner contacts to help bring the stories to life. Insights and best practices were prominently featured throughout the guide.

The guide was a huge hit with Dynamics partners. The entire inventory was snapped up by partners at the Worldwide Partner Conference in one session, and became a hot topic of discussion during the conference.

“As I said at the event, the handout/brochure around partner marketing activities to existing clients is the single best thing I have seen in this regard from Microsoft in my 7 years of working for Microsoft Partners, really impressed.”

*Ben Campbell-Barry
Executive General Manager
Eclipse*



WWW.EXTRAMILEMARKETING.COM
915 118th Ave SE, Suite 250 Bellevue, WA 98005
(425) 746.1572 main • info@emminc.com