

MICROSOFT READINESS ROADSHOW

THE CHALLENGE

Microsoft needed to develop a better, scalable way to educate their partner community on how to market their own companies. They calculated that if each partner could generate just three incremental deals a year, revenue would grow by the millions. Microsoft sought a marketing firm to deliver live partner training in hopes of generating profitable sales and marketing deliverables.

WHY EXTRA MILE MARKETING?

Through our well seasoned trainers' channel experience, particularly in the technology industry, Extra Mile Marketing educates partners using overall marketing best practices, along with specific marketing techniques for technology providers and service businesses. Our trainers connect with attendees using interactive presentations, engaging them in a non-traditional classroom environment. In addition to the upbeat, interactive setting, we deliver turnkey programs and develop full course materials, including templates and workbooks for partners to use as reference guides in creating their own marketing campaigns.

THE SOLUTION

Through the Microsoft Readiness Road Show, Extra Mile Marketing taught marketing best practices to over 600 companies in 30 cities by focusing on actionable subjects. Extra Mile Marketing produced an eight-hour, highly interactive class entitled "Building a Winning Marketing Plan". Within the first few classes of the pilot, presenter evaluation scores were averaging 97%. News of our success spread rapidly within the partner channel and Microsoft invited Extra Mile Marketing to deliver a cross-country training program, teaching live courses in cities coast to coast. The Readiness Road Show gave Microsoft's high potential partners the tools they needed to be more effective with their sales and marketing.

"It was definitely the most helpful marketing training that I have ever attended! This was the first time that I received practical information that I could apply to my business. Thanks for the useful workshop!!"

Mirella Huber, COO
Random Technologies
Corporation

Each version of the class is designed to build a stronger partner channel and educate partners through interactive instructions and multimedia learning materials. Educational CD-ROMs included power point presentations, templates for marketing materials, and budgeting tools. Along with these materials, partners received binders created by the Extra Mile team which included exercises, presentation materials, and other templates. Throughout the classes, attendees learned about the benefits of each marketing tool such as the Extra Mile Marketing ROI (Return on Investment) Calculator™.

The Readiness Road Show has reached a 99% recommendation rate by partners and many have continued their marketing education through Extra Mile Marketing web seminars, and by subscribing to the Extra Mile Marketing newsletter.



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