



CHANNEL PARTNER SOLUTIONS & MARKET SALES STRATEGY

CYBER CLOUD SECURITY



PARTNERS: THE ULTIMATE DEFENSE



Roadmap GTM Strategy

The Accelerator Team collaboratively develops the product and go to market strategy:

- 1 | Solution Components**
Understand the product and partner component combinations that make up the solution portfolio.
- 2 | Market Strategy**
Buyer personas, use cases and pain points that drive demand for this solution set.
- 3 | Sales Strategies**
Creating value propositions, competitive positioning, pricing, and closing & upselling.
- 4 | Marketing Campaigns**
Demand generation campaigns to drive lead flow for the partners.



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PARTICIPATE

Connect and Grow

Partner Accelerator for Microsoft Cloud Solutions

To participate join the online group where you can submit:



Presentation slides

Partners can add their channel program slides to be part of this deck, showcasing their partner offering.



Digital Marketing

Content that you would like to be shared, republished and promoted, such as expert blogs, white papers etc.



Webinars

Promote your upcoming channel events, ideal for engaging new partners and providing sales training.

