



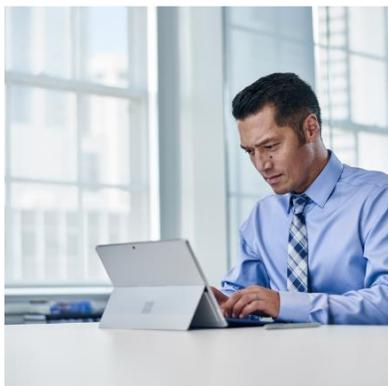
Define & Design the Solution Offer

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Define & Design the Solution Offer

Resources



RESOURCES

- [Value Proposition Video](#)
- [Partner Crossover Sessions at WPC](#)

Defining Your Value Proposition

Your value proposition is what gets customers excited to transact business with you and enables them to match their needs with your services, ideally in a way that differentiates you from the competition.

Microsoft has created a stream-lined process for defining your value proposition as a part of the Microsoft Partner Crossover program. In short, defining your value proposition amounts to building a single phrase from these components:

FOR...	Customers, Companies, Decisions makers
WHO...	Needs or problems to solve
OUR SOLUTION...	Short phrase that describes the solution
DOES/INCLUDES...	What is the solution (seen by the customer)
AND ENABLES TO...	Benefits for the customers
UNLIKE...	Direct and indirect competition
THANKS TO...	Killer feature / Company top strength

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FOR: Define the target audience of your value proposition. Who would see the value? These are the profiles of your target customers, companies and the decision makers within those companies. Try to make these definitions succinct and precise, but avoid making them too generic. For example, you might say “Companies between 50 to 100 employees” instead of just “SMB”. Also, note that the customer may have as many as three different roles- the customer can be the one who uses your service, the one who decides on selecting your services and the one who pays for your service. Sometimes all three roles are owned by one person, but sometimes the roles are spread across two or three people.

WHO: Describe the specific business process you want to help- this is the customer’s need. Examples of this include “improve sales conversation rate” or “spend less time getting to sales insights”.

OUR SOLUTION: Describe the solution you are offering to your customer. It is critical this be simple to understand and succinct. The easier it is for prospects to understand your solution, the faster you will sell it and the lower will be your cost of sales. For example, “A full dashboard service to provide your topmost business indicators in real-time”. In defining your solution avoid being too generic (e.g., “a service to increase your productivity”) or too feature centric (e.g., “an HTML5 dashboard powered by AJAX”).

DOES/INCLUDES: Describe the features as they are viewed by the customer, not as you have designed them. For example, “A globally accessible solution with advanced collaboration features” as opposed to “a digital workplace that powers the experience with external compute in datacenters hosted in 23 regions”. Focus on the most important features and use terms that your customers are familiar with from their particular industry.

AND ENABLES: Highlight the benefits of your solution. For emerging market, the benefit should highlight the process improvement, while for a mature market you should consider highlighting the competitive advantage it provides the customer. For example, “No upfront investment”, “free up your IT resources to focus on your core business” and “flexible and scalable solution that grows with your business”.

UNLIKE: Describe what the competition is doing and why your solution is the best one. For example, “undisputed leader in TPC-H performance” or “a fraction of the cost of most standard analytic solutions with the fastest learning curve”.

THANKS TO: Describe the “killer feature”, that one tangible argument a customer can use to justify the purchase of your product that does not apply to any of your competitors. Examples of such differentiators include: “delivered via a Microsoft Gold Certified Partner in Cloud” or “the only solution to operate 100% in country”.

Here is an example of a completed value proposition phrase:

FOR...	Companies between 50-100 employees, Business services/ Fast growing, CEO/MD/CFO
WHO...	Make sure their team are equipped to the right IT equipment, Focus on their core business
OUR SOLUTION...	All-in Digital Workplace service for employee
DOES/INCLUDES...	IT device, O365, integration, training, support for 79\$/m/user
AND ENABLES TO...	No upfront charge, one-stop-shopping, evolution
UNLIKE...	Buying fragmented solutions with a big upfront fee to buy the equipment and fund integration services
THANKS TO...	Exclusive 24/7 services / Microsoft Gold Certification

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Take the time to create your one phrase value proposition, it sits at the core for your solution offer.

Define & Design the Solution Offer

Defining Your Solution Offer

A solution offer is how you package your value proposition.

You determine what it is you think customers will buy and balance that with how selling that offer is good for your business. The key here is to think thru this offer in advance of a customer need.

Most service providers sell using a demand-based approach. That means they are like the clothes tailor who makes every clothing article on-demand and custom to each individual customer need. What you want to do is evolve this into an offer-based approach. In contrast to the tailor, in the offer based approach you have an inventory of jackets you can offer to customers that meet their needs directly or with minimal adjustment. To switch from a demand based approach to an offer based approach, it is critical to think of your services as a product. This solution offer includes the unique value you have defined in your value proposition, the services included, and the way you price the benefits made available to your customer. The key is that this solution offer is a stock offering- it is the same offer you can make to every customer.

Why is this packaging of a solution offer important? First, because most customers are now shopping for their solutions and making significant decisions before they even talk to a salesperson. A well-defined solution offer can turn a lead into a qualified prospect or even a customer without any active intervention on your part. A lack of a solution offer, wherein the lead needs to talk to a salesperson first, may mean the customer keeps searching and gravitates towards vendors that do provide a solution offer that meets the customer needs. Second, this packaging is important because the potential market for tailor-

made offers is significantly smaller (e.g., 10% of the market) than those for ready-made offers (which may represent 90% of the market). Third, by having your solution offer packaged in advance it means your pre-sale effort is done exactly once- you are not having to repeat it for every prospect. Fourth, because statistics show that the average gross margins for packaged IP (like that capture in a well-defined solution offer) can take project services margins from 15% to over 45%.

Read on to understand how you define the pricing for your offer as this turns out to be an integral piece of you define your offer.

Services Offered

Project services lead IT revenue and are the most commonly offered solutions to customers across all four cloud-based practices.

IP Services are the least commonly offered to customers; nearly half do not offer IP services across all 4 practices.



Vertical Offerings

Resources



Delivering datacenter level networking expertise is critical to an enterprise hybrid cloud offering.

RESOURCES

- [Azure Government PDF](#)
- [Available Services by Region](#)
- [Contact Microsoft About Azure Government](#)
- [Azure Compliance](#)
- [Maximize your profitability with vertical solutions](#)
- [Cloud Partner Strategy 2.0 Going Vertical](#)

Consider Verticalizing your Solution Offer

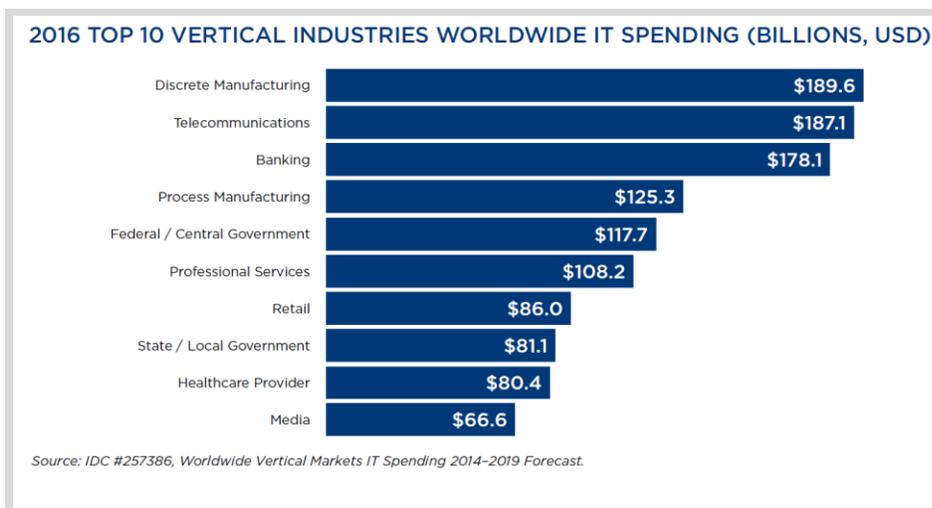
It is recommended that you specialize by vertical, functional process, or by technology.

The following are examples of these types of specialization:

- Vertical specialization: manufacturing, banking, retail
- Functional process specialization: accounting, human resources, marketing campaign management
- Technology specialization: systems management, analytics, enterprise resource planning

Think about it this way, if there is lack of differentiation in the market owing to approaches like verticalization, then price becomes primary differentiator between you and your competition. This can erode your margins and trap you in a business they can't afford to invest in as prices race to the bottom in order to win customers.

Establish your company as an expert in your selected areas. You can also focus on a specific technology or be known as an early adopter and technology leader. But the real value comes from IP or expertise in an industry, vertical or business process. The combination of adding IP to a vertical or business process expertise makes that advantage even more powerful



Our research with partners suggest mastering one specialization before adding additional ones. We understand that it is easy to be distracted, by saying "yes" to every request, and by diversifying into too many offerings. But in the long run, it is better to say "no" to those projects that are outside of your focus. Partners have shown benefit from having a strict focus on one key solution and growing by expanding one vertical at a time.

Identify Partnership Opportunities

Partner to Partner

Build Smart Partner Relationships and focus on what you do best

It is tempting to want to do everything related to your business, but the fact remains you will never have enough time. This is a primary reason to seek out compatible partners that can help you to:

- Complete Your Solution
- Build Credibility
- Partners for Infrastructure
- Leverage Joint Marketing
- Add-on to Sales
- Broaden your Customer Base

[Finding the right type of partnerships is key](#) to finding success in today's incredibly competitive market. Some partner combinations meld together wonderfully to create truly satisfying success, and to help you find the right mix, here's an example of a partner recipe we know works:

ISV + channel-based MSP partners = international success
[Find out what's in it for the Partners and customer and the secret of success.](#)

Make connections with Dynasource.com

It's hard to beat the value of partner-to-partner conversations and networking. Luckily, there are communities to help you expand your network and make an even bigger impact on your business.

[Dynasource](#) is, a global two-sided marketplace that allows partners to connect with other firms that have complementary expertise and capabilities. If you have excess capacity, increase your billability and profitability by finding partners that can drive

utilization of your staff. If you lack the capacity, Dynasource can help you connect with partners that have the expertise to enable and expand your solutions. If your customers are looking for a solution that is outside your particular expertise, you can use Dynasource to find an expert that can provide that solution. By connecting through Dynasource and agreeing to work together, you can meet customer demand for needs across the Microsoft portfolio and grow your business.

TRANSFORM THROUGH COLLABORATION

After you've created a profile on Dynasource, you can search the Dynasource Microsoft Partner Community for qualified resources that can collaborate with your team on an opportunity. This allows you to transform your cloud business and expand your offerings at a pace that works for you.

INCREASE DEMAND FOR YOUR RESOURCES

Business is not always predictable, but retaining your quality staff is essential to your success. With Dynasource, you are able to make your resources and capabilities available to partners who can utilize them today, making your workforce agile and billable.

GET STARTED NOW

In order to join Dynasource, all you'll need is general information about your business. Once you create a profile, you will be able to search for other resources and jobs, as well as create and post your own. You will be able to control the availability of your resources and what level of information you would like to share about your capabilities. With the Dynasource premium membership, you'll be able to request connections with other members and resources.

RESOURCES

- [Smart Partner to Partner Relationships](#)
- [A Recipe for Global Success](#)
- [Dynasource](#)
- [Selling thru Partners](#)
- [The right ingredients for partner-to-partner success](#)
- [4 Ways to Increase Revenue through a Partner Channel - Entrepreneur.com](#)