Start Now Your 5-Step Journey to Winning a Microsoft Partner of the Year Award

September-November Build your story long-list

At the heart of every award is a great customer story (or two). Sales & delivery teams know the best stories. Build a long-list of stories to choose from.

October-March Build Win Wires

Create win wires for each of the stories on the long-list. Socialize your win wires through your contacts at Microsoft and get feedback. If any of

October-January

Fine-tune your story long-list

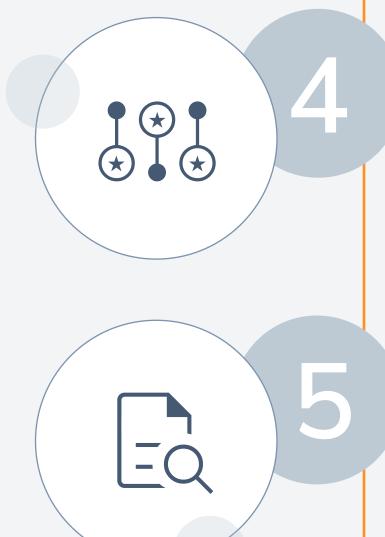
Check to see if your story includes:

- Business transformation goals & metrics
- Microsoft technologies used preference for unique or advanced use cases
- Customer or other social proof
- Competitive take-out (optional)

Special note: Ensure that your customer knows you are submitting for an award and you will be showcasing their project. This is a PRIVATE submission; their information will ONLY be shared with the Microsoft judges.



your customers are willing, turn their win wire into a public case study.



February

Align stories to Awards categories

Your story might be a fit for more than one category. For example, a story for a not-for-profit might also fit in:

- Migration to Azure
- Security
- Sustainability Changemaker

October to February Alignment to Microsoft

Document everything that you are doing with Microsoft including:

- Marketing campaigns
- Solution Partner designations
- Certifications
- Marketplace transactions
- Revenue goals
- Joint account planning
- QBRs

Sept	Oct	Nov	Dec	Jan	Feb	Mar
Build yo	ur story lo	ong-list				
	Fine-tun	e your sto	ory long-li	ist		
	Build Win Wires					
	Align stories to Awards categories				1	
	Alignment to Microsoft					

Need more help? Contact Mercer-MacKay Microsoft Award team

Mercer-MacKay