

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.

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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.



2

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

3



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



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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



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	Sept	Oct	Nov	Dec	Jan	Feb	Mar
Build your story long-list							
Fine-tune your story long-list							
Build Win Wires							
Align stories to Awards categories							
Alignment to Microsoft							

Need more help?  
Contact Mercer-MacKay  
Microsoft Award team

