The Art and Science of Winning BizApps Customers Webinar

17th of September 2024

Presenters

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Business Success Manager,

Business Applications, Crayon

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Agenda

- How to win in the SMB world with MSFT BizApps, including CRM and ERP solutions
- How to generate curiosity for BizApps products in the market
- Learn as a MSFT BizApps partner how to market yourself
- We will address how to manage missed opportunities with BizApps due to the lack of a dedicated team for pre-sales demos

- **Smart ways to make Microsoft your free marketing engine**
- Understand the collateral and assets available to help drive demand generation for your BizApps business
- Demonstration of the Digital Marketing Content Platform
- Demonstration of the Partner Marketing Centre and how to use and navigate

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Microsoft business applications momentum

23% — Dynamics 365 revenue growth

2x — Dynamics growth faster than market

30,000 — Customers used Copilot Studio

330,000 — Organizations used AI-powered capabilities in Power Platform

25M — Monthly active Power Apps users

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How to win in the SMB world with MSFT BizApps

Customer Targeting Lists (aka Cohorts)	Counter Offer
Customers on spreadsheets , Outlooks, MS access	Modernize CRM Solutions - Dynamics Sales Enterprise solutions, Customer Service and customer Insights
Using On prem legacy D365 CRM/ERP solutions	Migrate from Dynamics OnPrem to cloud Business Central/Sales Use the Promos
Monolithic, Have an old solution that is retiring or unreliable CRM & ERP Systems - Manual, disconnected experiences Multiple apps and UI's. Difficult to customize and extend	Bizz apps – CRM/ERP/Power Apps/Power BI Fabric
Customers on expensive off the shelf CRM/ERP systems Business has outgrown their entry-level accounting software, such as QuickBooks	Counter Offer to expensive and templatized solutions D365 Business Central/D365 Sales Enterprise
Cross sell to customers who are using M365	In Microsoft—in just Modern Work, the install base is over 150M SMB Seats—and we've only scratched the surface with less than 2% Business Application penetration
For customers that are not ready to migrate off other CRM platforms	Connect with your existing CRM , Copilot for Sales , Copilot Studio

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Bizzapps Solution Play

Establish capacity and capability required to execute CRM/ERP compete & migrations	Achieve Sales Specialization	Bring industry expertise into deals through repeatable IP	Drive Customer success by adhering to FastTrack Success by Design governance framework

1

Listen & consult

Build Pipeline

Create CRM compete and migration pipeline

Campaign in a box
Pitch Decks

2

Inspire & design

Deliver

Deliver customer vision and quantify value

CRM/ERP Vision and Value

3

Empower & achieve

Win deal

Influence sale through tailored demo and solution architecture design

Tailored Demo:
CRM/ERP
Advisor incentives (OSA)

4

Realize value

Deploy

Deploy solution, demonstrate value and have support plan

CRM/ERP migration tooling
Post sales incentives

5

Manage & optimize

Drive

Drive Incremental usage and cross sell other products

Post sales incentives

Microsoft Dynamics 365 – Microsoft Adoption

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How do you generate curiosity for Dynamics 365 products

❑ **Use cases** - How a solution has addressed an

industry problem

❑ **Testimonials** - What customers are saying

❑ **Product Demos** - Get to visualise how the product

works

CURIOSITY

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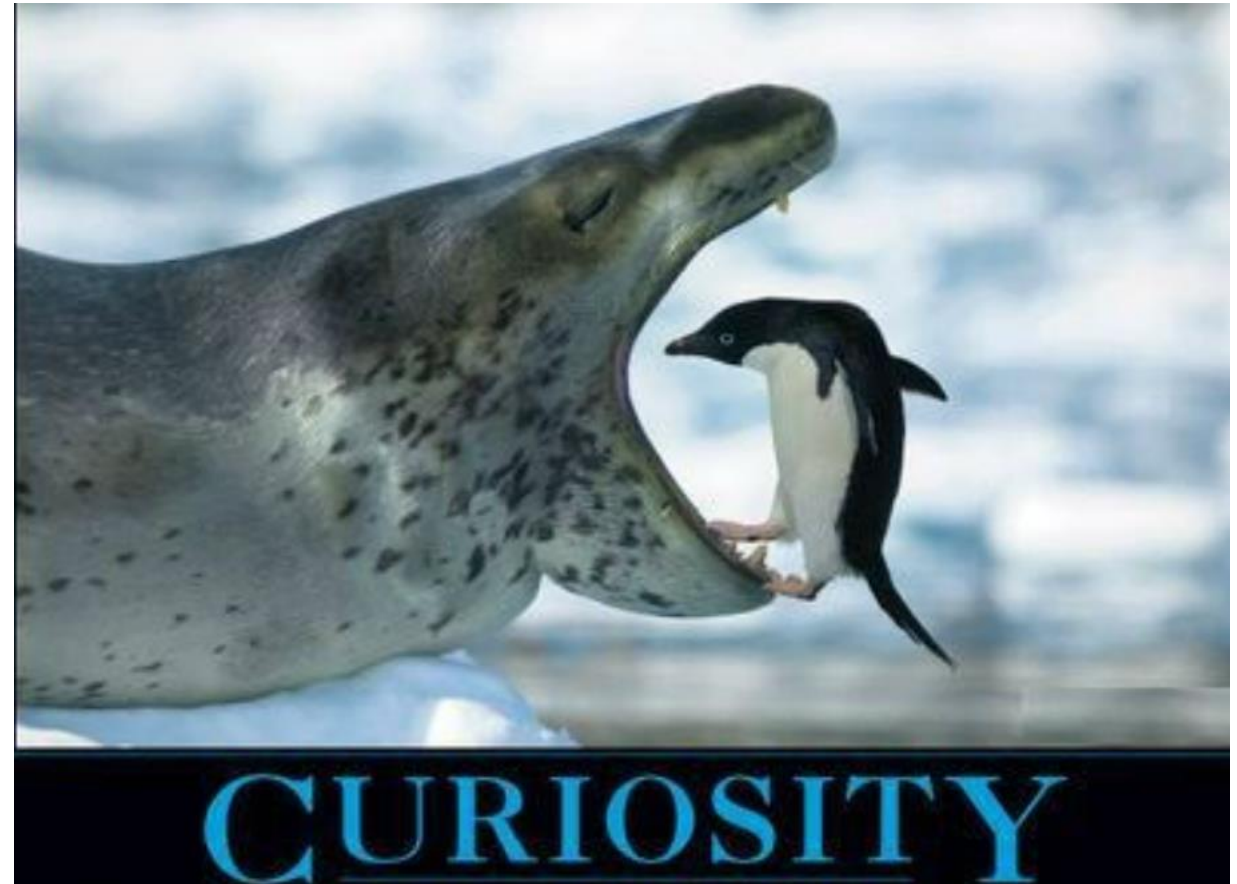
Put it into action: Prepare, connect, and meet (STREAMLINE FUNDRAISING AND ENGAGEMENT)

STEP 1 PREPARE

1. Study the common scenarios for this use case
2. Know the challenges, solutions plays, and enabling products for this use case
3. Discover the needs of target nonprofits with research

Start by understanding:

- What are common fundraising pain-points for similar organizations
- How diversified is the organization's fundraising
- Are they currently using other Dynamics 365/Power Platform solutions
- Are they using O365?

STEP 2 CONNECT

Reach out to your prospect and demonstrate an understanding of their needs.

STEP 3 MEET

Try these conversation starters

- What is the current state of your fundraising and engagement?
- How are you managing donors and constituents today?
- How do you integrate fundraising and/or marketing campaigns across different fundraising channels?
- How is your organization extracting value from your data to help fundraisers succeed?
- How much time are your fundraisers spending on routine, repetitive tasks?

Words that work

Fundraising & Engagement is built on Dynamics 365 Sales

Dynamics 365 Sales puts tools and information at a fundraisers' fingertips, helping them remain customer-centric. Access to donor data and people is faster and easier, and the guidance of AI-generated actionable insights keeps fundraisers focused.

Dynamics 365 Sales uses AI to recommend the next best actions to take based on your organization's data and signals. Insights and sentiment analysis capture opportunities, call out at-risk relationships, and identify best practices.

Dynamics 365 Sales automates fundraising processes, eliminates tedious tasks, and provides quick access to tools, data, and seamless collaboration so fundraisers can get the answers they need to focus on building relationships and bringing in more donations.

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How to Market as a BizApps Partner

❑Differentiate your organization

❑Invest in your growth with Microsoft go-to-market services

❑Keep your bill of materials and contacts updated

❑Include a Bizzapps category in your solution name

❑Showcase your customer successes

❑Give back to the community

How to manage BizApps pre sales when you don't have a dedicated team

❑ [Partner Benefits Packages](#)

❑[Sales and Pre Sales Training](#)

❑[Crayon Partner Connections](#)
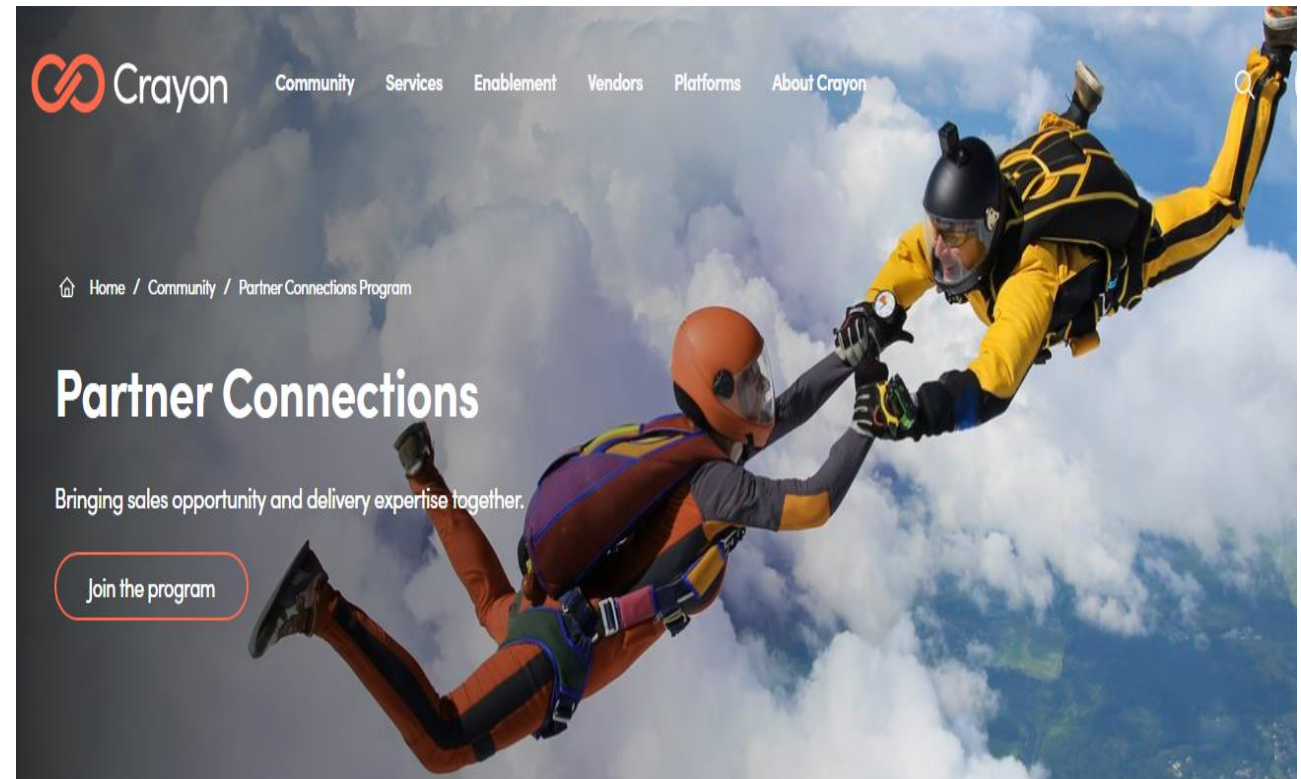
Customer Promotions

Aug 1 2024

Business Central 10% discount for M365 Customers

- **10% discount** off Dynamics 365 Business Central Essentials or Premium Annual Subscription

- **Globally available** from Aug 01, 2024 – June 30, 2025

- (Requires M365 Business Standard or Premium deployment)

aka.ms/BCM365Promo

Extended!

For on-premises customers moving to cloud:

Bridge to the Cloud II promotion extended

- Any Dynamics 365 online licenses at **40% discount**

- Extended through December 31, 2025

aka.ms/bttc2t

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Sunny Prince

Business Success Manager

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Connect with me through linkedin here

Smart ways to make Microsoft your free marketing engine

Partner marketing momentum

Biz Apps Campaigns	FY24 Campaigns	Partners activated
45,000+	**224,139**	**15,802**
Campaign downloads	Downloads from 34 total Solution play, Solution area, and industry campaigns	Total partner organizations activated to use Campaign in a Box assets

What is Campaign in a Box?

Drive pipeline via development and consumption of best-in-class CiaB through partner led Dynamics 365 and Power Platform campaigns

What is CiaB?

- **Ready to launch** customizable campaigns
- **Approved** Microsoft **value propositions, messaging, and branding**
- **Aligned** to Microsoft **priority solution areas and industries**
- **Available to all Microsoft AI Cloud Partners**
- Microsoft invests **significant $$ and resources** so that partners can **GTM quicker and faster**
- Drive **top of the funnel leads** for partners

Example: Digital Marketing Content OnDemand Campaign | frontline workers

Build awareness
Demand gen email sequence, social assets/ads, Infographic, Thought Leadership

Acquire leads
Gated e-book The Total Economic Impact™ Of Microsoft 365 For Business

Nurture opportunities
To-customer pitch decks

Localisation: 11 languages (FY24) German, Spanish (LATAM), Italian, French, Russian, Japanese, Chinese (simplified), Chinese (traditional), Korean, Turkish, Portuguese (LATAM)

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Two ways to leverage Campaign in a Box at no cost

Partner Marketing Center (PMC)

Highly customizable assets

aka.ms/pmc

Digital Marketing Content (DMC)

Automated campaign delivery

aka.ms/dmc

Business Applications thru-partner-marketing campaigns

Drive pipeline via development and consumption of best-in-class CiaB through partner led Dynamics 365 and Power Platform campaigns

	Solution play	Campaign
1	Scale business operations	Business Central for SMB [DMC](#)/[PMC](#)
		Maximize sales impact with Dynamics 365 (SMB) [DMC](#)/[PMC](#)
2	Modernize service	Modernize customer service (Banking) [PMC](#)
		Modernize customer service (Healthcare) [PMC](#)
		Modernize customer service (Government) [PMC](#)
3	Accelerate revenue generation	Accelerate sales with Dynamics 365 [DMC](#)/[PMC](#)
4	Modernize ERP	Migrate and modernize your ERP with Dynamics 365 [DMC](#)/[PMC](#)
		Optimize financial and operating models—service-centric ERPs [DMC](#)/[PMC](#)
5	Innovate with AI in Low Code	Scale innovation with Power Platform [DMC](#)/[PMC](#)
		Power Automate—innovate with low code [PMC](#)

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More resources to support your go-to-market

- Messaging & Positioning Framework
- Pitch Deck
- Conversation Guide
- Elevator Pitch
- Battlecards (NetSuite, Sage Intacct, Acumatica, QuickBooks/Xero)
- Copilot videos
- eBooks
- Migration TEI Forrester Study
- Migration ROI Calculator
- Business Central + M365 Flyer

Visit our [Business Applications Partner Hub](#)
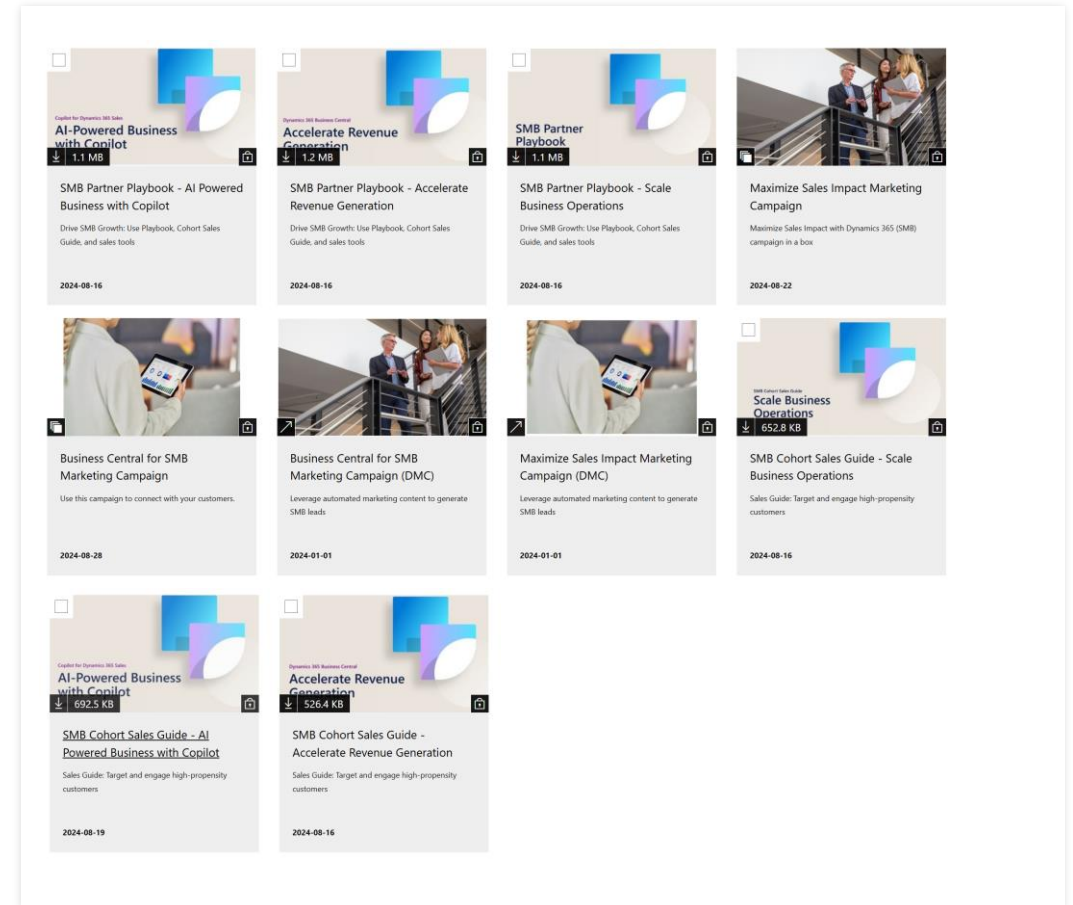**for the latest resources and assets**

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Partner Marketing Centre (PMC)

PMC: Craft your own campaign

Partner Marketing Center (PMC) offers highly customisable campaign assets

- Accelerate your sales and marketing using campaigns in a box to run your own outreach

- Easy-to-use sales and marketing kits contain assets and guidance to accelerate your prospecting efforts

- Choose from hundreds of assets available on the Business Applications Partner Portal

Available to all Microsoft Partners at no cost

PMC: Business Applications campaigns >

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Example: Business Central for SMB campaign

PMC gives you flexibility to use the assets within your own marketing campaigns. Pick and choose when to use the assets and easily add your own branding

Customisable assets

Each assets provides easy editing to allow you to add your own branding.

Digital Marketing Content (DMC)

DMC: Your marketing automation platform

**Turn-key marketing tool:
Microsoft OnDemand Digital Marketing
Content (DMC)**

- Easy-to-use tool offers comprehensive digital campaigns that include curated, to-customer marketing materials and sales resources in a highly prescriptive format

- Campaign assets include suggested tweets, LinkedIn posts, Facebook statuses, mini-blog posts, emails, and more

- Partners' logos and company names are automatically inserted and materials are fully customizable

Available to all Microsoft Partners aka.ms/dmc
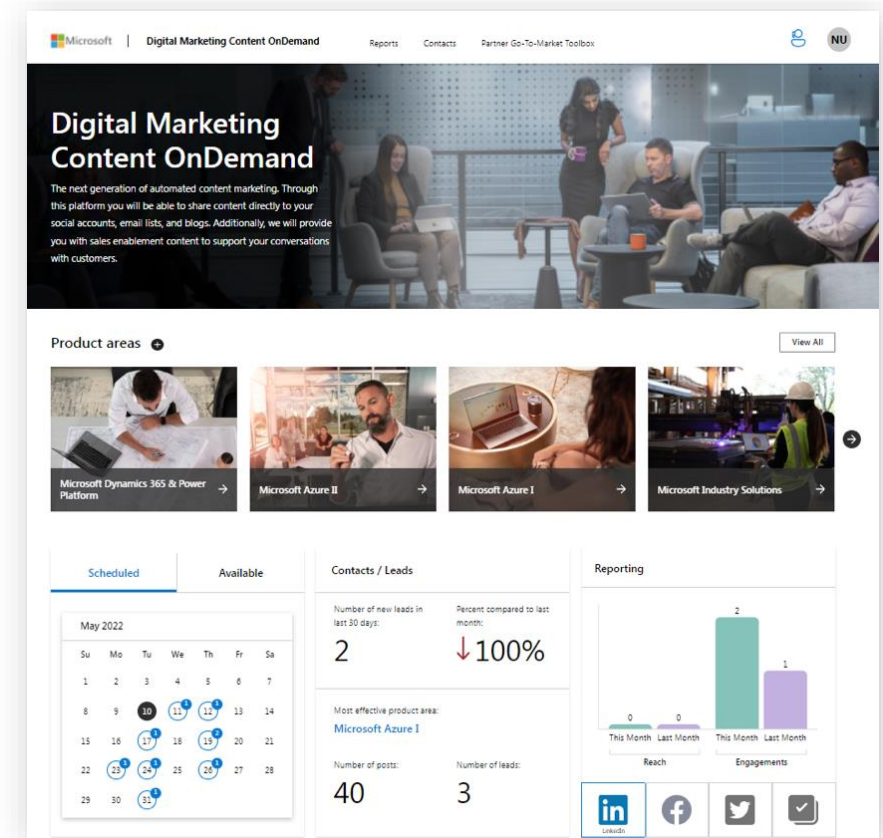
Log into DMC and set up your account using MAICPP login credentials.

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DMC: Business Central campaign

1 **Promotion**
Searching for ways to solve burning issues

2 **Exploration**
Looking to identify best practices, industry benchmarks, and business requirements

3 **Evaluation**
Research which products will solve burning issues

4 **Decision**
Need a full understanding of total cost of ownership, deployment, go-live, user adoption

Visitors to gated hero assets submit contact information and are converted to leads. Leads receive a multi-email nurture series*, surfacing mid-funnel assets to enhance consideration. As leads progress through nurture campaign and show behavioral indicators, they are qualified for hand-off to sales.

Leads can be passed to sales following nurture and qualification. Pitch deck and/or a solution sheet* are used to enhance 1:1 customer meetings.
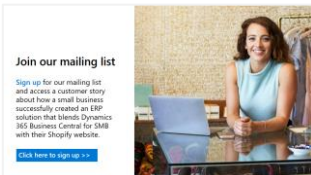
Promo emails
An email can be sent to existing known contacts to capture interest and promote the hero assets.

LinkedIn InMail
LinkedIn InMail draft that can be customized, then copied into an InMail campaign.

Social ads
Leverage as paid or organic social ads to drive traffic to a campaign landing page for the hero assets.

Gated download page 🔒

E-book

Infographic

Customer Stories

E-book, infographic, and customer story readers are directed to contact you for further information/action.

Email nurture*

Email #1
Datasheet*
Contact sales — Yes
No ↓

Email #2
Infographic Week 3 or 4
Contact sales — Yes
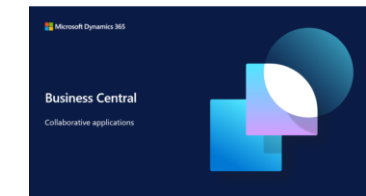No ↓

Email #3
Thought leadership
Contact sales — Yes

Sales handoff

Pitch Deck

Sales Guide

*Partner-provided assets

DMC automation platform

Select 'Product Areas' to view all campaigns available

DMC automation platform

Select 'Microsoft Dynamics 365 & Power Platform' for all of our Business Applications campaigns

Once your campaign is running, you'll see all reporting here

Running campaigns	**Product areas**	Completed campaigns	⊕		View All

Microsoft Dynamics 365 & Power Platform →

Microsoft Azure →

Microsoft Industry Solutions →

Local UK Cross Solutions Campaigns →

Scheduled   **Available** →

‹ **September 2024** ›

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	**12**	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

Contacts/Leads

Number of leads:

0

Percent compared to last month:

–

Most effective product area:

–

Number of posts:

4

Number of leads:

0

Reporting

0	0		0	0
This Month	Last Month		This Month	Last Month
Reach			**Engagements**	

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DMC automation platform

Each campaign is listed, along with its duration – either 6 or 8 weeks

DMC: Business Central campaign

Select 'Run campaign' to get started

Business Central for SMB

Published date: May 16, 2023
Last updated: June 18, 2024

Share campaign

Traditional financial management systems for small and medium-sized businesses (SMBs) aren't built for rapid change. Manual and inefficient processes inhibit growth and make it difficult to adapt to disruptions.

To help SMBs overcome these challenges and make their visions a reality, your services and Microsoft Dynamics 365 Business Central offer a connected business management solution that enables them to adapt faster, work smarter, and perform better. With your expertise and a connected solution, SMBs can combine their finance, sales, services, and operations teams within a single, easy-to-use application to get the insights needed to drive their business forward and prepare for what's next.

Re-run campaign

Next campaign - Optimize financial and operating models Part I

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6

Week 1 - Introducing Business Central — Completed >

Week 2 - Microsoft 365/Dynamics 365: Better Together — Completed >

Week 3 - Adapt Faster — Completed >

Week 4 - Work Smarter — Completed >

Week 5 - Perform Better — Completed >

Week 6 - Realize Results — Completed >

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DMC: Business Central campaign

Choose how you would like to run the campaign.

You have the option of manually scheduling your posts (recommended, as this also gives you the opportunity to review and modify the prewritten social copy, emails, and blog posts) or you can set your account to automatically run the campaigns you've selected.

How would you like to run this campaign?

You can determine the social, email and blog accounts to automatically post to below.

Campaign 1 – Business Central for SMB

Automatic

Manual

Cancel automatic campaign

Download campaign contents

Back   Next

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DMC: Business Central campaign

Select which of your organization's platforms and social networks you want to connect to your campaign.

Select which email platform you want to use to send EDM content

Select your timezone and preferred time for posting content.

Set manual campaign default values

Running a manual campaign allows you to share each piece of content in a unique way. If there are core networks or times you plan to post to, or on, configure them below to reduce repetition later. You will still need to individually select and schedule content in order for it to post

Select your default networks to post to:

Select your default email networks to post to:

Select default time zone:

E. Australia Standard Time

Choose default posting times:

8:00   AM

Back   **Start campaign**

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DMC: Business Central campaign

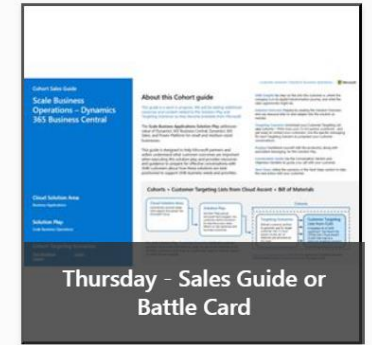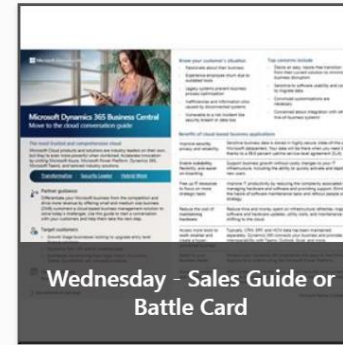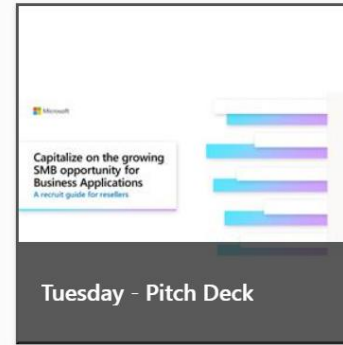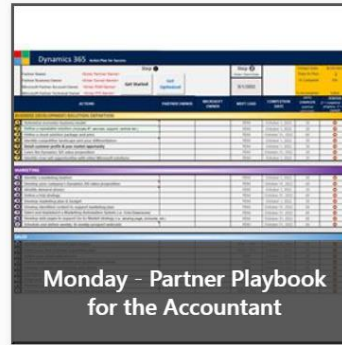| 1	2	3	4	5	6
Week 1	Week 2	Week 3	Week 4	Week 5	Week 6

Week 1 - Introducing Business Central   Completed ⌄

1. Content to help you and your team better understand the content and support the live campaign

Content for you

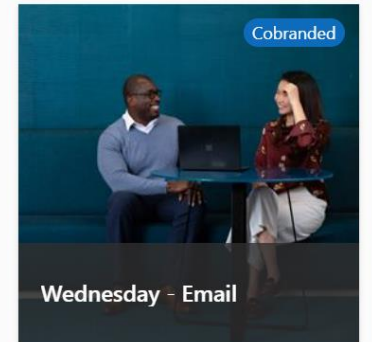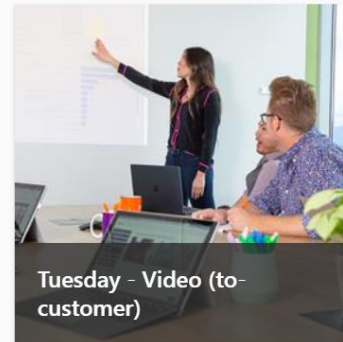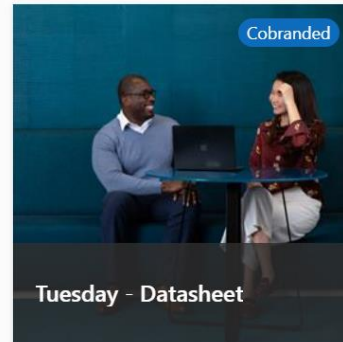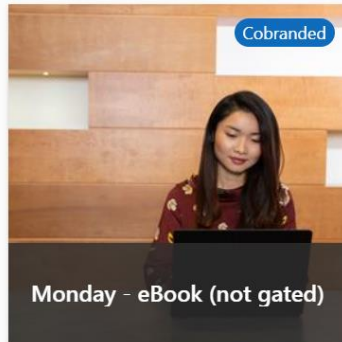| Monday - Partner guidance/training	Monday - Partner Playbook for the Accountant	Tuesday - Pitch Deck	Wednesday - Sales Guide or Battle Card	Thursday - Sales Guide or Battle Card

2. Content that can be posted to the channels/platforms that you connected in the previous step

Content to share

+ Add new content	Cobranded Monday - eBook (not gated)	Cobranded Tuesday - Datasheet	Cobranded Tuesday - Video (to-customer)	Cobranded Wednesday - Email

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DMC: Adding your branding under 'Manage Profile'

Select 'Manage Profile' to add your organisation's logo, web banner and business information.

Create your own Microsite using DMC

Add your logos and Microsoft partner badge here

*Tip: You can create your own badge in Partner Centre

DMC: Create a Microsite

You can create your own simple Microsite for free within the DMC platform. It will automatically pull in your logo and you can customize it with your own brand colours and content.

AN DER SEN

Partner A with Microso

Explore further information with ABC

Microsite color

Subdomain

nombrecualqueirahi

Cancel   Save

Optimize your hiring process with Copilot for M365

Tue, Sep 3rd 2024 3:51 PM

As an HR professional, you should be spending your time getting to know candidates, not mired in admin work or buried in data.
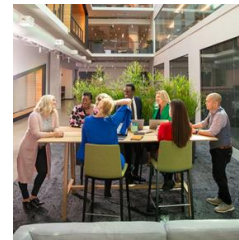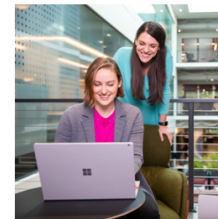When you bring Copilot for Microsoft 365 into the productivity apps you use every day, you have a virtual teammate who can take on your most time-consuming tasks. As a Microsoft Partner, we can assist your team in optimizing Copilot for a more efficient workday.

Read more

Stop ransomware in its tracks

Tue, Sep 3rd 2024 2:42 PM

Traditional cybersecurity solutions just can't keep up with the evolving sophistication of today's ransomware. As experts in providing security solutions for businesses like yours, we stay on top of the most powerful solutions out there, and we're confident that we can help you implement a security solution that will provide the result of what they can do. Get our infographic to learn more.

Read more

Four ways HR professionals can lead the AI transformation

Mon, Sep 2nd 2024 3:51 PM

Generative AI has the potential to not only boost productivity but fundamentally shift the way we work – and HR teams have a unique opportunity to lead that change.
As a Microsoft Partner, we are here to provide HR teams with the support they need to embrace the adoption of Copilot for Microsoft 365 and implement lasting, transformational change. Check out these insights on how HR can help their organizations embrace the AI revolution.

Read more

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DMC: Create Digital Web Banners

You can choose from a library of banners to edit within DMC, ready to add to your website.

*Tip: Watch the tutorials at the bottom of this page for more tips to get started

Microsoft | **Digital Marketing Content OnDemand**   Social Marketing Campaigns ⌄   Web Banners ⌄   Contacts   RC

Digital Web Banners

Through this portal you will be able to attract and engage customers by leveraging professionally crafted and dynamic web marketing content, delivered directly to your website.

Explore our banners →

Go to Banners
Explore our vast library of banners

My Banners
Edit your previously started banners

Download Quickstart Guide
Download the QuickStart Guide to learn more about DMC's Web Banners module

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DMC: Reporting dashboard

Choose 'Reports' in the Social Marketing Campaigns menu to access the reporting dashboard for your campaigns for Social Posts and Emails
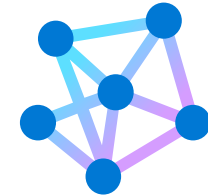
Get started

Best practice for running a campaign

Add your own logos, branding and messaging to make the content unique to you

Share your own customer case studies to showcase your success and expertise

Ensure you have a process in place for sales handoff and follow up for leads

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Get started

How to make Microsoft your free marketing engine

Explore assets in PMC and DMC and plan your campaign

Customise your campaign with your unique value proposition, industry messaging or customer stories

Use the assets on the Business Applications Partner Hub to progress your leads

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So what now?

Your feedback is important to us. So please fill the feedback form so we can keep bringing such engaging webinars again in future

You can also use the QR code to give us the feedback

A BIG Thank You!!