

Why Cloud partner playbook for SMBs

July 2018

Playbook overview

Understand the SMB cloud opportunity

Focus your pitch by problem solving

Win cloud-reluctant SMBs

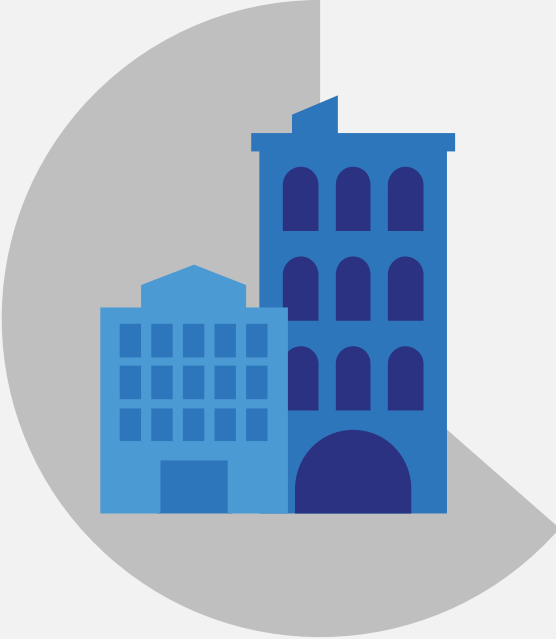
Build your SMB cloud practice



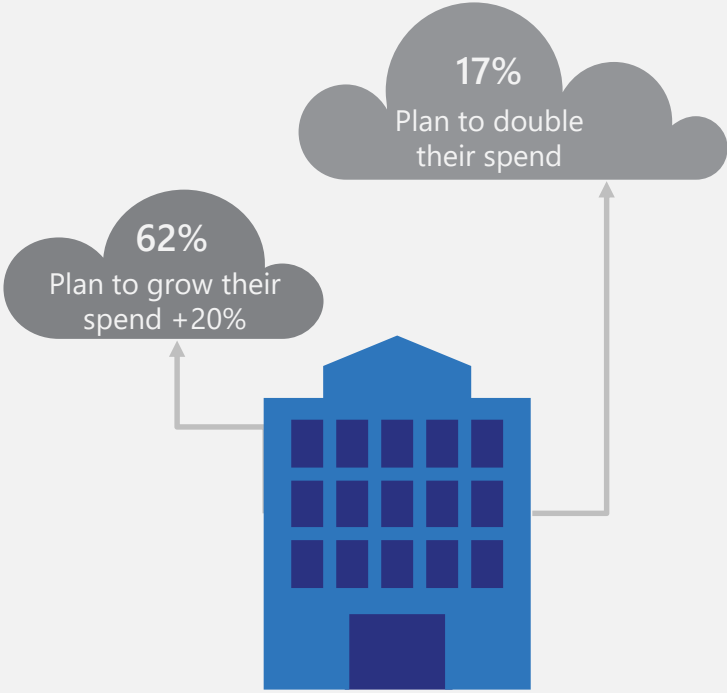
Understand the SMB cloud opportunity



SMBs are loud, proud and spending on cloud



SMBs account for **60%** of the global workforce¹



SMB cloud spend is growing²

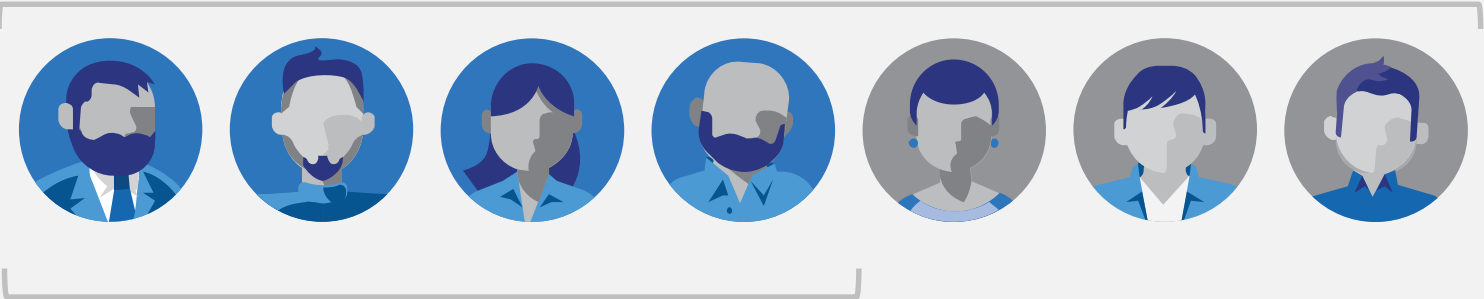
¹World SME Forum, <http://www.worldsmeforum.org/about/>.

²RightScale©, "2018 State of the Cloud Report™," 2018.

Some SMBs are more cloud-reluctant than others

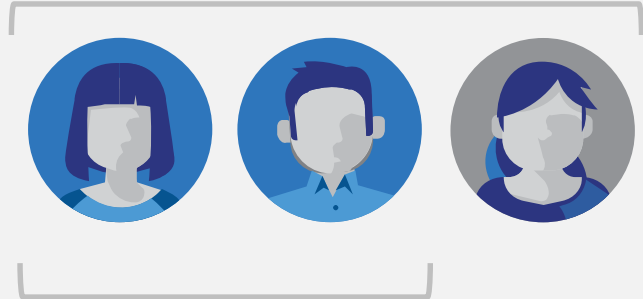


Two-thirds of SMBs already use cloud



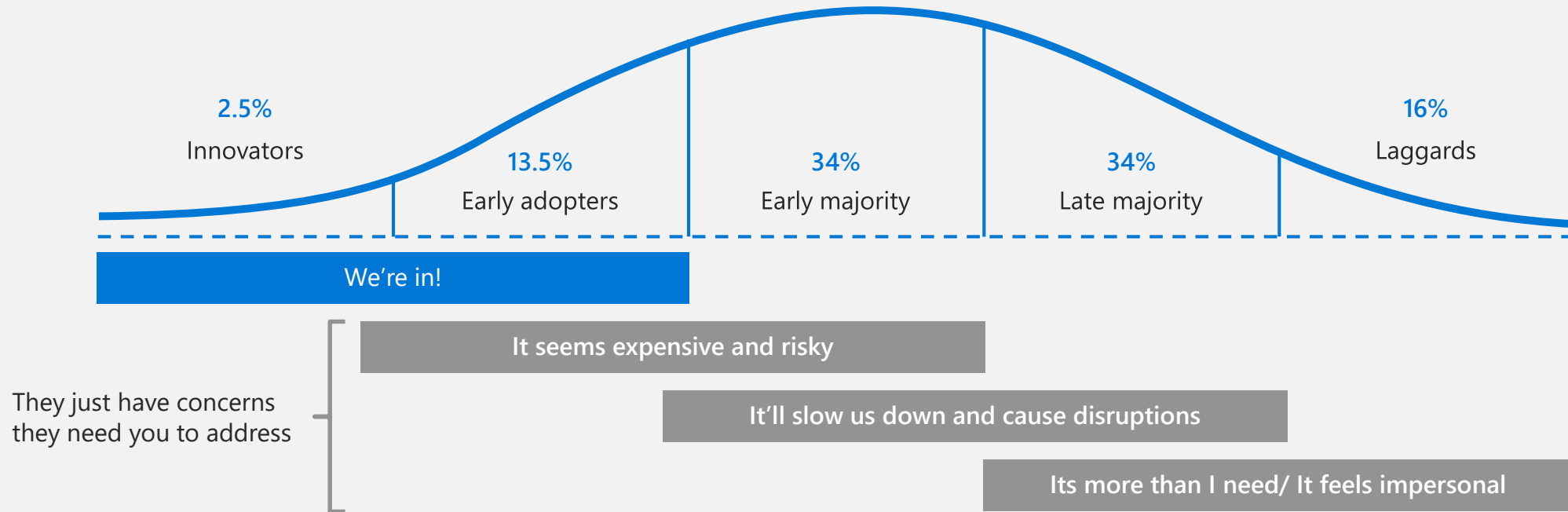
54% expect to increase cloud investments

One-third of SMBs do not use cloud yet



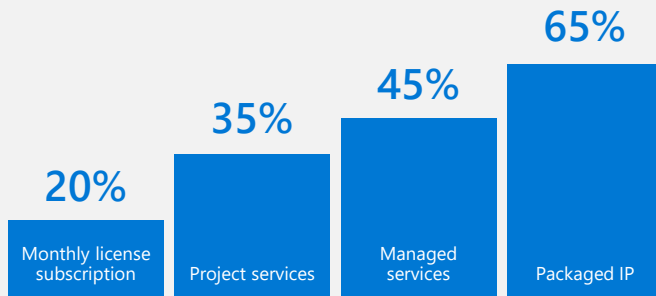
66% are considering it

Cloud-reluctant SMBs are not cloud adverse



Developing your SMB cloud practice pays off

Improve your profitability
by offering higher-margin
services



Sell more to each customer
with a clear upsell path for
additional cloud services



Drive customer retention
by establishing yourself as a
trustworthy cloud advisor

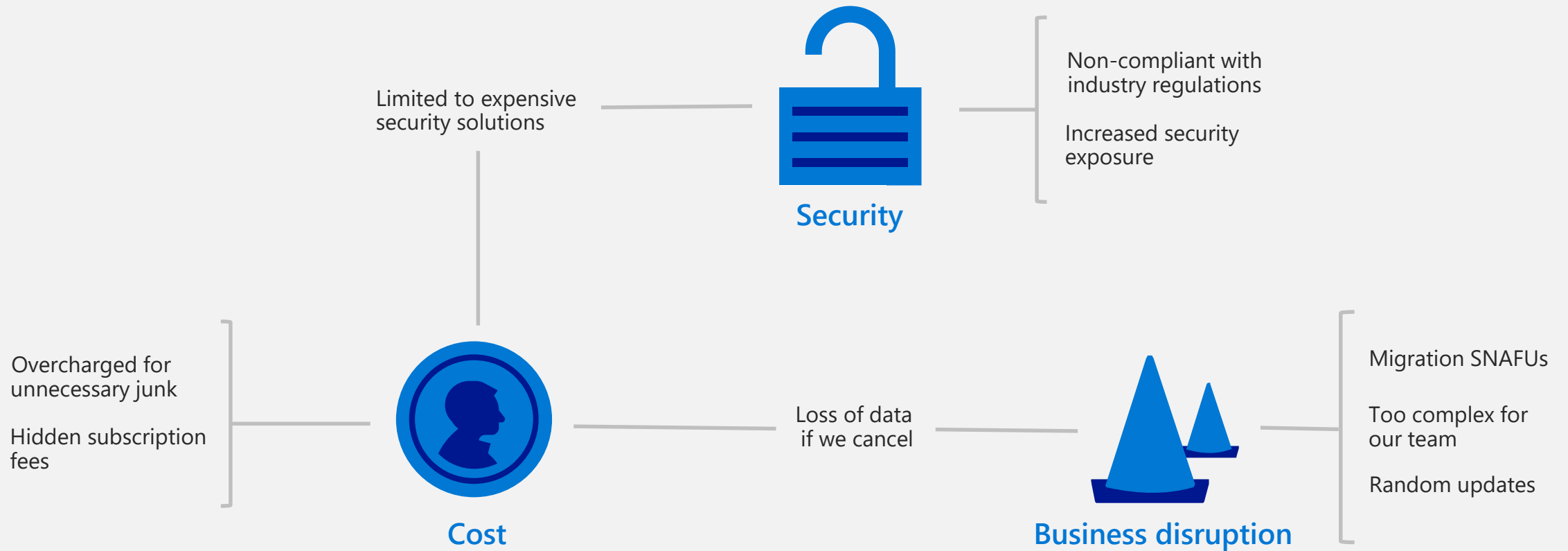


60% of SMBs want
a partner's advice¹

**Focus your pitch by
problem solving**



Outdated cloud misperceptions haunt SMBs



Jumping in cloud first can trigger blockers



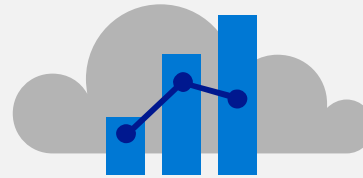
Listen and learn through business discovery

Earn the right to advise them by knowing them



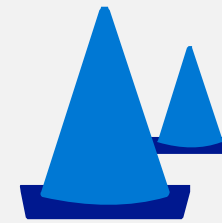
Propose a solution that's right for them

Balance addressable pain points with their cloud comfort



Shout the benefits, whisper the cloud

Focus on how the solution will help their everyday work



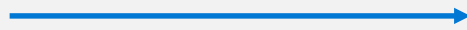
Address cloud concerns with empathy and facts

Spend time validating their concerns and unpacking them from buzz words

Listen and learn through business discovery

Listen for pain-points

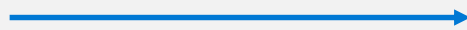
Processes undermine productivity



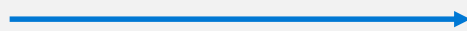
Systems dictate how we work



Security threats disrupt workflow



Limited systems drain our budget



Identify priorities

Functionality

Flexibility

Security

Savings

Sample business questions

- Who are your clients? What do they need?
- Where do your employees work?
- How do you envision your company growing?

Sample technology-use questions

- What is your company's view of technology?
- Do you have a dedicated IT person?
- What do you wish you could do better?

Shout the benefits, whisper the cloud

Ground the email conversation in the larger story about the challenges their business faces today

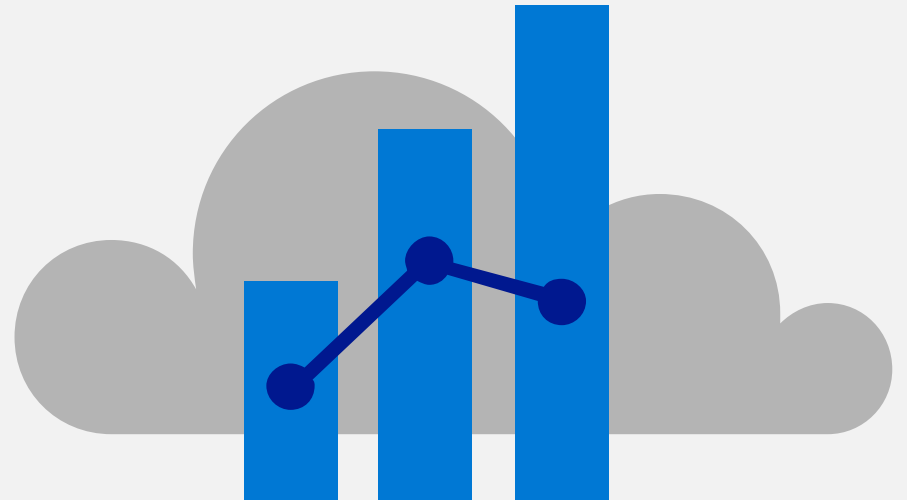
Talk about how big their job is, how hard they work, and how ridiculous it is for them to have to hassle with email problems.

Explain how a business-class email solution will help address a specific problem they have

Don't overwhelm your cloud-reluctant customer with all the possible capabilities—keep your pitch focused on a problem they face.

Illustrate how their email solution will work in their environment

Help you customer visualize the solution in her environment through demos and guided trials.



**Win cloud-reluctant
SMBs with a
business-class email
solution**



Email builds trust for cloud-reluctant SMBs

Replace current technology with a low-cost, high-value solution

SMBs use email more than any other app or software today¹

Many still use in-house servers or free online email and need a business-class solution that gives them the benefits of the cloud.

Bring more value to something they already depend on

Its high-touch experience maximizes cloud exposure and builds cloud comfort to pave the way for more deals.

Remember: EOS for Exchange 2013 is coming in 2019



¹Bredin, an SMB market research and content marketing agency.

SMBs stand to gain a lot from the cloud



Functionality



Get more done

The cloud enables advanced capabilities for collaboration productivity, and insight



Flexibility



Choose how you work

The cloud makes it easier for SMBs to use the devices of their choice from anywhere



Security



Help protect business

94% of small businesses report security benefits since moving to the cloud¹



Savings



Keep costs in line

Forrester Consulting estimated SMBs can save \$16,000 a year on IT with the cloud.²

¹Microsoft, "Cloud Security, Privacy and Reliability Trends Study," June 2013.

²The Total Economic Impact™ Of Microsoft Office 365, a commissioned study conducted by Forrester Consulting on behalf of Microsoft, November 2016.

**Get started building
your SMB cloud
practice**



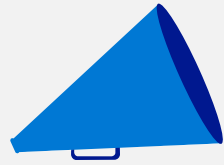
Support materials for each of the 4 stages

Why Cloud play materials



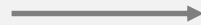
Learn

Playcard
Targeting guide
Conversation guide



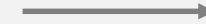
Market

Email kit
Social assets kit
Flyer
Print ad
Postcard



Pitch

Elevator pitch
Customer pitch



Close

Customer offer
Proposal
SOW



Thank you!