



SMB Teamwork customer targeting guide



Make the case for teamwork transformation. With Office 365 and Microsoft Teams as the foundation of your teamwork solution, you can help your SMB clients be more productive, reduce costs, and work anywhere — all while growing your own business.

Start by segmenting your current customer base and active prospects into three buckets in this order:

- 1 **Exchange Online customers** for an upsell conversation about Office 365 Business Premium
- 2 **Current Office 365 customers** who have not yet deployed Microsoft Teams
- 3 **Current on-premises customers** with strong business needs for increased collaboration, and Why Cloud conversations about Office 365 Business Premium and Microsoft Teams

Identify opportunities with My Insights reports

The **My Insights** dashboard in your Microsoft Partner Center account provides a convenient location to get a full view of your customers' tenants and Office 365 utilization, helping you uncover opportunities for your SMB Teamwork business within your existing customer base.

Data from My Insights helps you identify and target specific customer profiles that are most ready to take the next steps in their Teamwork journey.

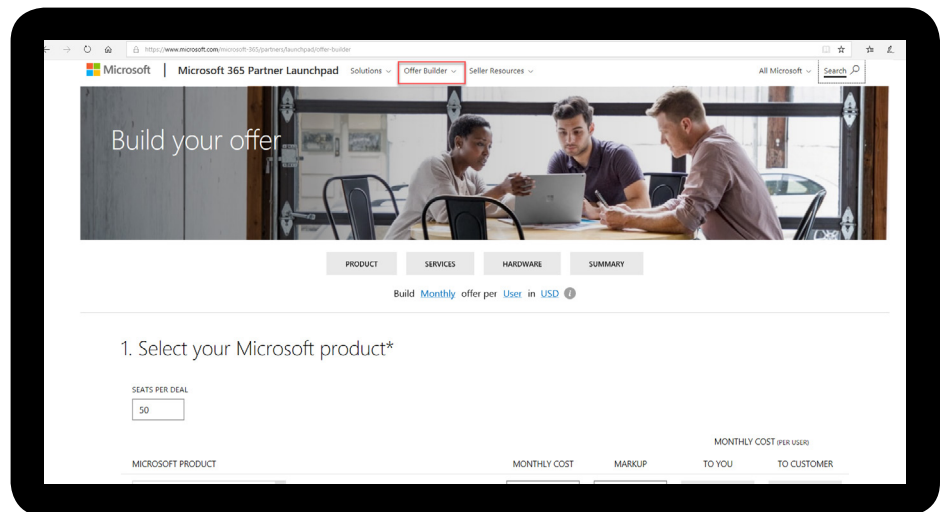
To use My Insights dashboard:

- 1 Log into your MPN account at <https://partner.microsoft.com>
- 2 Under the Membership menu, select "Your Accounts and Reports"
- 3 Select "My Insights" to view the dashboard
- 4 Select the "Cloud Product Performance tab"
- 5 Select "Office 365" to explore all of your customers' usage by tenant and workload
 - A Scroll to "Tenant ID", expand to view the workload and click on "SKU" details
 - B Export the details into Excel to identify opportunities within your current customer base
- 6 In the SKU details, look for your two key prospects:
 - A Exchange Online customers (for an upsell conversation)
 - B Office 365 Business Essentials or Business Premium where the customer has not yet deployed their Teams workload

► For more information, watch: <https://partner.microsoft.com/membership/my-insights>.

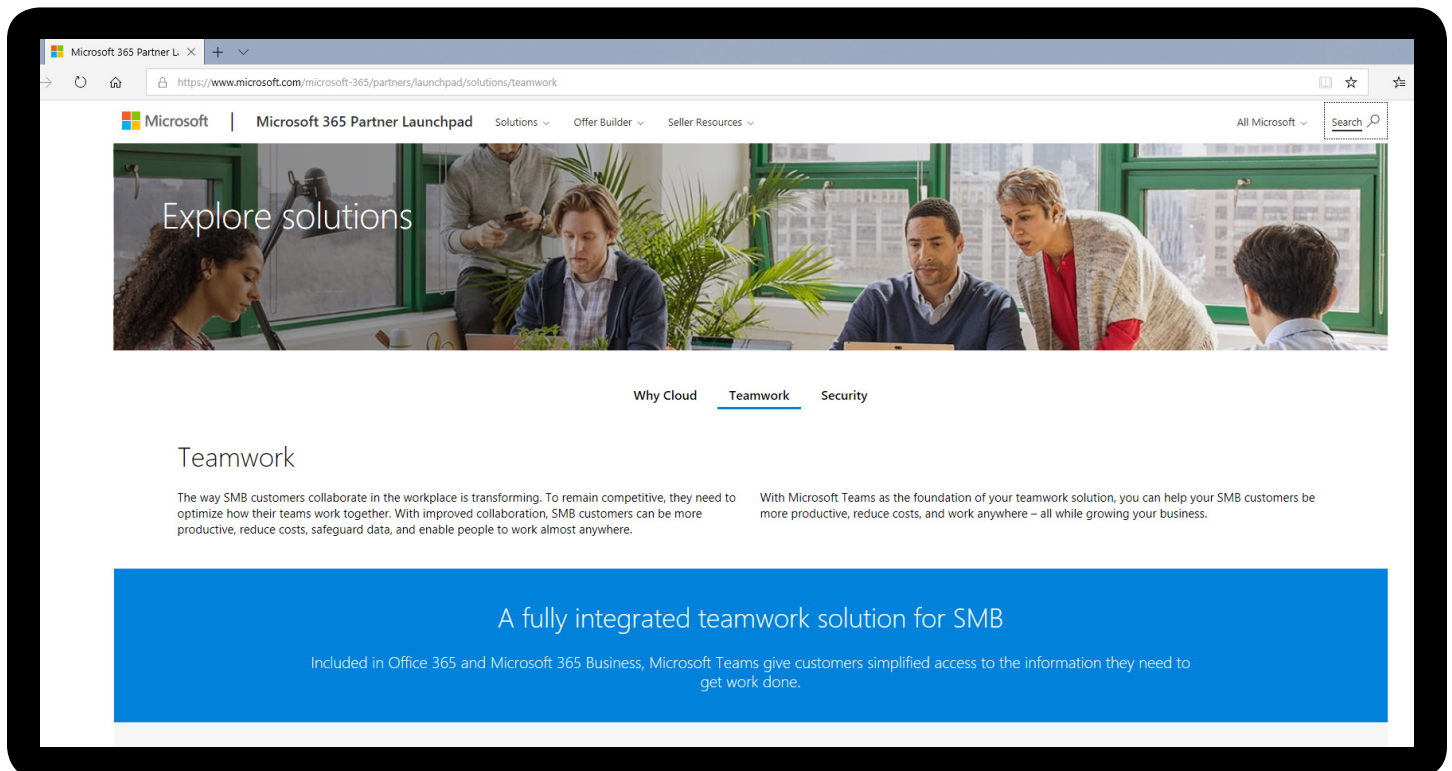
Partner Launchpad Offer Builder

Partner Launchpad is an integrated tool designed to help partners attract customers, build offers, and drive sales. Use the Offer Builder tool within Launchpad and the guidance within the SMB Teamwork Partner Opportunity deck on potential project, managed and IP services (slide 6) to build out a robust offer for your SMB Teamwork solution.



Offer Builder allows you to create and save offers that apply to key target audiences, and project services, managed services, and hardware can all be attached to any given offer.

In addition to Offer Builder, Launchpad also includes guidance and recommendations on the types of services you may choose to attach for your teamwork offers in the SMB Teamwork Play Overview, and has a wide range of sales resources to help you build and market a Teamwork offering.



► Visit [Partner Launchpad for Teamwork](#) to get started.