

Microsoft

Practice Plan

# Microsoft partners deliver a solution to the market based on one or more Microsoft technologies. To support and extend solutions, you need a plan to expand, manage and support your technology on the Microsoft platform. This includes ensuring your software supports new releases and taking advantage of new technical capabilities. You will also need to ensure that your technical staff keeps their skills up-to-date both on the Microsoft technologies you currently use as well as being aware of new technologies that your solution may be able to leverage.

The chart below provides a good outline for developing a Microsoft Practice Plan.

|  |  |
| --- | --- |
| Microsoft Practice Plan | |
| Practice Description |  |
| Practice Staff and Skills Inventory |  |
| ISV Sales Direct/Indirect |  |
| Market Segment |  |
| Microsoft Products |  |
| Primary Go To Market Scenario |  |
| Primary Verticals |  |
| Targeted Geographies |  |
| Pinpoint URL |  |
| Partner Contact Person |  |
| Customer Satisfaction Survey |  |
| Microsoft PSE (PAM) |  |
| PSE Email |  |
|  |  |

# Readiness Goals and Plans Checklist

Developing an effective partnerships takes planning and execution. Create a checklist that will help you track your progress and keep you focused on what’s important—what will drive revenue for you and your partners.

Provided below is a sample checklist for you to customize.

|  |  |  |
| --- | --- | --- |
| Responsibility | Owner | Status/Notes |
| Technical Investments |  |  |
| Technical skills (MCPs) |  |  |
| Training programs - Technical |  |  |
| Support and Services Agreements |  |  |
| Sales & Marketing Materials and Investments |  |  |
| Value Propositions |  |  |
| Quick Reference Card |  |  |
| Joint Go-to-Market Plan |  |  |
| Sales Enablement |  |  |
| Go to Market Campaigns |  |  |
| Support Investments |  |  |
| Support and Services Agreements |  |  |