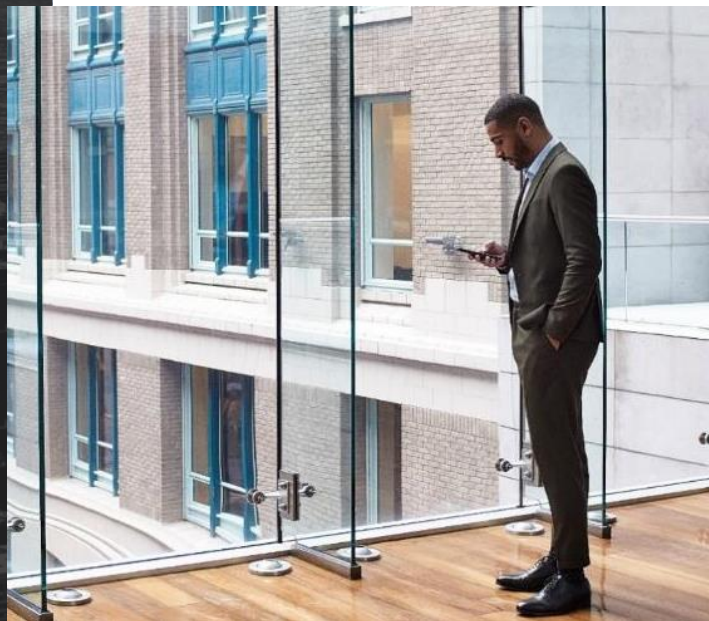


Partner Co-sell BOM - Your P2P Play in a Box

Introduction and prescriptive guidance on the creation of a partner co-sell bill of materials (BOM) and Partner-to-Partner (P2P) Play in a Box



About the service

A strong bill of materials (BOM) is a "must have" for your partners to build capabilities around your solution and run sales and marketing campaigns. We call this your P2P Play in a Box. Your play starts with your value proposition for all audiences—partner (seller and organization), Microsoft and customers.

Partners who intentionally assemble high value partner materials, relevant to customer business outcomes and channel needs, save weeks or months of time when strengthening and growing their channels and sales outcomes.

Partner benefits

- Develop and land your pitch to secure partnerships
- Create partner capacity for driving solution adoption
- Standardize and operationalize go to market activities
- Monetize partnerships at scale with a sales play

Key results

- A compelling co-sell BOM demonstrating your ability to enable your partner ecosystem to scale
- Repeatable framework and BOM to facilitate conversations and landings with targeted partners: defining your customer-centric / business outcomes
- Results vary based on maturity assessment, service format and defined outcomes and deliverables as defined with workshop facilitator

Pricing

- Free initial assessment and discussion
- USD \$2,500 for half-day workshop and \$5,000 for full-day



Schedule your session:

info@genzium.com



Learn more:

<https://www.genzium.com/microsoft-p2p>