



# The Microsoft Teams Talent Guide

How to recruit, hire and train for your Microsoft Teams practice

Microsoft Teams

[aka.ms/practiceplaybooks](https://aka.ms/practiceplaybooks)

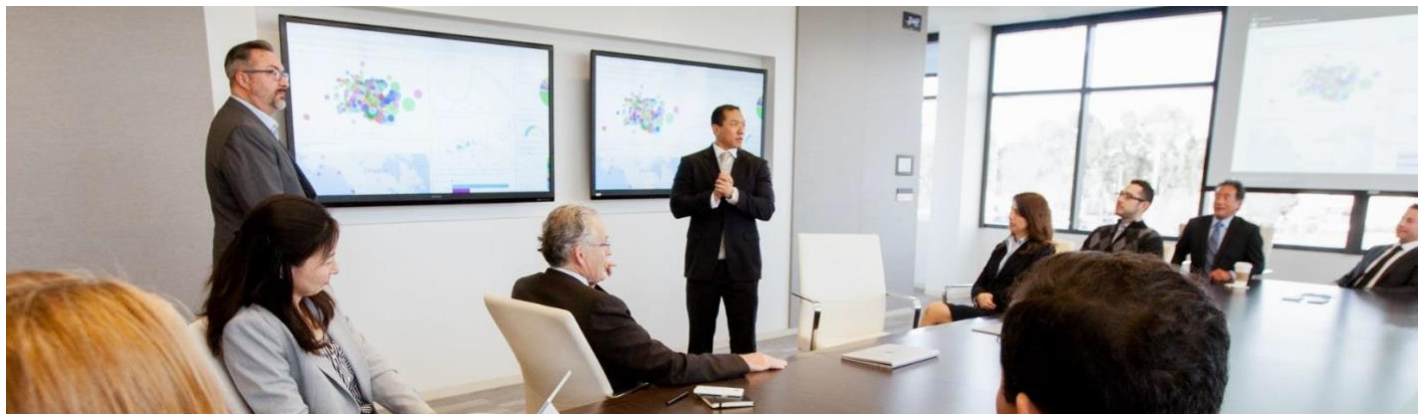
Want to learn more about establishing  
a successful Teams practice?

Download the Microsoft Teams Playbook



# Building your dream team

Assembling a team of experts to execute your Teams strategy requires an overarching understanding of roles and core competencies. You must identify gaps in your current team's skill sets, recruit talent, and then bring team members up to speed with training and resources.



We've assembled a guide that helps you pinpoint the skills required to successfully implement your Teams solution. We've drilled down into the specific qualities, certifications, levels of experience, and technical competencies for key roles in your organization.

Once you've recruited key team members, you'll want to provide them with training material customized to their roles. Microsoft provides resources designed to orient your team members to the unique opportunities and challenges of their particular positions.

In the following pages, you'll find next steps for recruiting and hiring your team.

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## Top 5 things to do

You're crafting your game plan to build your team, make sure you nail down these 5 tasks before you move to the next section.

- Define the members and roles required
- Identify capability and skills gaps
- Decide which skills to hire and train
- Hire to fill gaps in your team
- Train and certify your team



## Create a Hiring Plan

Human resources are a critical asset to any services-based practice. Starting a new practice requires partners to start with an evaluation of their existing team members (if any) and then make the decision of whether to hire new employees or bring their existing team up to speed.

The following sections describe the recommended resources across sales, technical and support functions that they will likely need. In many practices that are just getting started they may not be able to fill all roles with individual professionals. In this situation one person will likely be required to fulfill the duties of multiple roles.

### Partner Skillsets

Referrals and LinkedIn are top sources for identifying skilled labor. Once a candidate is identified, work history, cultural fit, and years of experience become the important considerations.

Roles associated with cloud practices typically have at least 3 years of experience. Furthermore, most companies engage in at least annual ongoing staff learning efforts such as conferences/events and online training. A median of 8.5% of technical resource time is spent on training.



### RESOURCES

- [Recruit, Hire, Onboard and Retain Talent Playbook](#)
- [Microsoft Digital Transformation eBook 3: Empower Employees](#)



## Hire, Build, and Train Teams

What roles do partners need to staff?

The typical Teams engagement journey can be divided into Customer Acquisition, Solution Discovery, Solution Delivery, and finally Solution Maintenance and Support. There are various roles aligned with these phases that are critical to their practice. In smaller practices, two or more of the roles can be performed by one person. However, it is important to ensure that all the appropriate skillsets are present in their staff.

### MARKETING ROLES

Marketing is a critical part of a successful Teams practice. Partners who invest in marketing resources succeed to a far greater degree than those who don't. The Marketing team is responsible for defining and bringing the solution and services to market, as well as developing lead generation activities to create a sales pipeline. The following key roles should be considered for their Teams practice.

The **Marketing Leader** is responsible for driving marketing strategy, tactics, campaigns and programs to produce top-line results that raise brand awareness, recognition, and loyalty for their company and the Teams offerings. This position is tasked with demand generation and marketing funnel optimization using brand, advertising, creative, digital, field and channel marketing. The Head of Marketing shapes and directs the company's go-to-market vision and works cross functionally to ensure the right mix of offerings, positioning and price. This position is also responsible for planning, organizing,

staffing, training, and managing all marketing functions to achieve the sales, growth, profits, and visibility objectives while ensuring a consistent marketing message and positioning consistent with the corporate direction.

The **Digital Marketing Manager** plays a major role in enhancing brand awareness within the digital spaces as well as driving online traffic to their website and acquiring leads/customers. This position plans and executes all digital marketing, including SEO/SEM, marketing database, email, mobile, social media and display advertising campaigns. It is also responsible for improving the usability, design, content, ranking and conversion of the company website. They must remain up to-date with the latest trends and best practices in online marketing, analytics and measurement.

The **Content Marketer** is pivotal to generating inbound leads through writing authoritative, thought-leadership content. This position is responsible for content creation and delivery, tracking metrics that influence content strategy and collaborating with both technical and subject matter specialists to produce relevant content that meets the needs of their audiences. They must be an exemplary writer who can communicate their company's tone and mission with clean, concise, well-polished copy and produce blogs, eBooks, whitepapers, infographics, guides, articles and even audio and video content. This position will also know how to blog and communicate effectively to an online audience.



The **Graphic Designer** is responsible for the creation, maintenance and updating of visual marketing assets in both print and digital media to support their brand and marketing goals. This position manages all phases of the design process including conceiving, mock-up production, review and integration, and finished product. The graphic designer is responsible for solving problems when it comes to design aesthetic for presentations, collateral materials, event and trade show graphics, website design, blogs, webinars, demos, emails and digital campaigns, social media assets and more.

## SALES ROLES

They have a vision for developing the next great cloud solution or building a great Teams based provider business, but even the best products and ideas need a sales strategy to gain maximum market traction. Consider hiring for the following sales positions for broad reach.

The **Sales Leader** applies their expertise in selling strategies and methodologies, and execution to achieve defined revenue objectives. This role is responsible for creating, leading and directing a high-performance sales team that achieves revenue, profitability and MRR targets while consistently delivering customer value. The Sales Leader manages the hiring, onboarding and compensation plans of new and existing sales team members and develops sales strategies that both accelerate new customer acquisition and deepen existing customers relationships. The Sales Leader also works closely with corporate marketing to ensure a seamless end-to-end customer acquisition business process. A bachelor's degree with a business concentration is required. An MBA is preferred for this role, along with seven to ten years of experience in a sales leadership role.

The **Account Executive** (AE) is responsible for proactively identifying target accounts and acquiring new customers. The role accurately qualifies both self- and marketing-generated leads, defines deal strategy, manages and guides all resources supporting the sales pursuit, manages sales costs and accurately forecasts revenue and close dates. The Account Executive establishes executive relationships and actively works with prospects to develop quantifiable project business cases. This role effectively informs, guides and manages a broader sales pursuit team

comprised of pre-sales technical resources, delivery team members and senior leaders.

The **Business Development Representative** (BDR) reports to the Sales Leader and is responsible for the full sales lifecycle, from qualification through closure and renewal. The BDR focuses primarily on acquiring new cloud customers within designated industry verticals, leveraging a repeatable remote sales motion. This role also works closely with corporate marketing resources to execute demand generation programs and continuously improve and refine sales assets and artefacts.

The **Customer Development Representative** (CDR) reports to the Sales Leader and is responsible for upselling and cross-selling new cloud solutions and services to existing customers, as well as all contract renewals. The CDR works closely with marketing to introduce and sell Next-Best- Offer (NBO) "waves" within a designated industry vertical, through an accelerated remote sales motion. This role also works closely with the support organization to assist in resolving outstanding issues with strategic accounts,

The **Customer Success Manager** is responsible for driving consumption of cloud services and identifying new opportunities for customers to leverage their Teams investment and the broader Microsoft 365 platform to derive business value. The CSM orchestrates and drives a proactive selling motion into the existing client base. Primary responsibilities include developing long-term relationships within a portfolio of strategic clients, aligning customer business needs with technology solutions and helping clients bridge the IT/business gap.

## SOLUTION DELIVERY

The **Pre-Sales Cloud Solution Engineer** supports the Account Executive, Business Development Representative and Customer Development Representative in driving their active sales pursuits. The PCSE reports to the Sales Leader and is responsible for facilitating both remote and onsite prospect discovery sessions, defining cloud solution fit and working with the delivery team to develop cloud solution recommendations, scope clarity, and accurate project services estimates. This role also works closely with corporate marketing and product management to identify new cloud solution development and packaged services opportunities (IP).

The **Functional Consultant** is at the core of configuring and implementing the system. This person is not necessarily an expert on industry processes but is deeply knowledgeable on the technical aspects of solution implementation. This role is typically trained from graduate or industry hires and experience ranges from 6 months to 10 years. The technical consultant requires deep Teams training and should be skilled at the subsequent lifecycle management required to ensure continued use of the service.

The **Solution Architect** sets the high-level direction and blueprint for implementation and is brought in at critical milestones. Typically, a solution architect is a former functional consultant who has since become more technical and tenured. This is a senior role that usually requires 10-20 years of implementation experience. They should also have an understanding of the entire Microsoft 365 stack of products.

The **Developer** is brought in if there are extensions to third-party systems to be made or coding is necessary. Developer skills are usually aligned to Teams development. This role typically requires at least 5 years of developer experience. An effective Teams developer knows how to modify systems, do code reviews, has a developer pedigree, and can also talk to clients.

The **Project Manager** ensures deadlines are met, manages the day-to-day workflows and roadmap. This role typically requires PMP certification and experience as a project manager.

The **Change Management Consultant** drives the people and process part of the digital transformation. Accelerated value comes from executive sponsorship, stakeholder engagement, alignment of technology with both the business strategy and processes, and readiness. This role typically has a background in business consulting or business process management, along with Change Management certification, from organizations such as Prosci®.

## ONGOING SUPPORT

If their practice offers ongoing solution maintenance and support, they will need to invest in resources to support this function to ensure that their organization continues with strong ongoing support for existing customers.

The **User Support Specialist** assists customers who are having technical issues with their product, or who need help realizing the full benefit of their solution. They will likely help customers navigate the operational challenges of cloud computing. Thoroughly training them on both their product, and the infrastructure on which it is built, is paramount to their success, and ultimately, their customers' satisfaction. Qualifications include technical support experience and great communication and interpersonal skills (soft skills). Experience with cloud technologies is a major plus.

## SCALING THEIR PROJECT TEAM

The size of their project team can vary widely based on the size of their customer and the complexity of their project. A typical team might comprise a project manager, architect, and between 1 and 3 additional consultants. These roles can scale up for larger projects by adding additional consultants or developers as required. Roles can also scale down for small projects by combining roles for the delivery of the solution. More complex projects will require role specialization – for example, if the scope covers IoT, AI or other integration services the project may call for verticalized technical roles.

Larger projects may also require additional roles than described here. For instance, customers that have a larger user base, or deployment in multiple countries or a heavy customized mobile application might need a Release Manager and different QA/Test professionals on the team.

Customer complexity will drive which skills need prioritization. Consider building their practice following a progressive complexity path. Start with basic projects (single geography, focus on one sales play), evolving to customers that require higher customizations, and then moving onto customers that need to redefine or build complex business processes from the ground up.

Customers add complexity with geographic coverage, and users from different geographies can impact solution performance and different mobile user requirements.

Start with one region/district geography before adding multiple regions/districts or countries. Technical skills requirements to successfully implement a multiple-country customers are higher than single-country implementations.

Another aspect to consider is the focus on functional/industry scope versus the technical scope. There are many partners in the ecosystem that focus only on supporting other partners on the technical configuration/implementation model. Based on that, keeping a strong functional team specialized on vertical industries while outsourcing the technical work is also a practice to be considered.

### TECHNICAL LEADERSHIP ROLES

Consider the following technical management positions if their solution delivery effort will involve eight or more technical staff. In smaller teams, senior-level employees (e.g., lead consultant, lead architect) sometimes take on management duties along with their other responsibilities, removing the need for dedicated managers.

The **Chief Technical Officer (CTO)** manages technical readiness through identification of needs/requirements.

This role works with HR to understand best-fit career paths for their technical staff, sets standards for skills and certifications, and orchestrates the delivery of training to

meet those standards. This role also manages internal tools such as Microsoft 365, Azure DevOps, testing tools, and 3rd party ISV approved applications.

The **Chief Operating Officer (COO)** owns the organizational structure and methodology for solution development and delivery. This role is also responsible for management and leadership training across the organization.



# Recruiting Resources

## Top 10 Sources to Find Skilled Labor and What to Look For

Sourcing skilled labor can be a challenge. In the Microsoft Hiring and Onboarding Playbook Study, referrals (63%), website (57%) and LinkedIn (56%) were reported as the top approaches for generating leads.

Top Candidate Lead Sources	Total (n=275)
Referrals from employees or partnerships	63%
Posting on website	57%
LinkedIn	56%
Social media	42%
Former employees	36%
University recruiting	36%
Local technical communities	35%
Recruit from competitors	23%
Meetups	16%
Recruitment agency	4%
Other	4%

Source: Microsoft Hiring and Onboarding Playbook Study, MDC Research, June 2018



# Job Descriptions

The following tables provides detailed job descriptions they can utilize to hire the key technical resources. All technical skills, non-technical skills, certifications, and technologies listed are potential items a candidate should have, but no candidate will have all the items listed.

## Sales Leader

The Sales Leader applies their expertise in selling strategies and methodologies, strategic planning and execution to achieve defined revenue objectives. This role is responsible for creating, leading and directing a high-performance sales team that achieves revenue, profitability and MRR targets while consistently delivering customer value. The Sales Leader manages the hiring, onboarding and compensation plans of new and existing sales team members and develops sales strategies that both accelerate new customer acquisition and deepen existing customers relationships. The Sales Leader also works closely with corporate marketing to ensure a seamless end-to-end customer acquisition business process.

- **Top Qualities:** Demonstrates strong motivational and leadership skills. Ability to think creatively. Deep understanding of sales best practices.
- **Previous Roles:** VP Sales, Sales Manager.
- **Certifications:** Defined / corporate sales methodology.

### Strategic Capabilities

- Define optimized selling motions that align with the Microsoft Teams and Microsoft 365 solution set and target market.
- Understand the key business drivers within the focus vertical/industry.
- Accurately forecast revenue and close dates.
- Effectively motivate sales team members.
- Collaborate with marketing and delivery leaders to execute comprehensive customer acquisition, retention and extension strategies.
- Strong objection handling and closing skills.
- Excellent negotiating skills

### Execution Skills

- Develop plans and strategies to meet or exceed the company's revenue target.
- Develop a scalable sales process and drive sales team compliance.
- Determine and assign sales quotas, targets, and goals.
- Support complex sales negotiations, attend sales presentations and help close strategic deals.
- Directly manage large, high-profile customer accounts, (when appropriate).
- Work collaboratively with marketing to develop lead and revenue generation programs and create high impact sales collateral.
- Set targets, performance plans and objective for all sales team members.
- Review sales team members performance, progress, and targets.
- Coach sales professionals to drive continuous improvement.
- Recruit, select, onboard, and train new sales professionals.
- Create motivating compensation plans and incentives.
- Monitor competitive and market activity. Provide feedback and recommendations to the executive team.
- Ensure CRM system accurately reflects all customer and new business opportunities.

<b>Technologies</b>	<ul style="list-style-type: none"> <li>Working knowledge of the Microsoft cloud platform and Microsoft 365 (or Microsoft Teams) capabilities.</li> <li>Feature / Function knowledge of relevant Microsoft 365 solution set.</li> <li>Working understanding of competitive sales strategies.</li> </ul>
<b>Certifications</b>	<ul style="list-style-type: none"> <li>Sales cycle methodology or equivalent training.</li> </ul>
<b>Experience Types/Qualities</b>	<ul style="list-style-type: none"> <li>A bachelor's degree with a business concentration is required. An MBA is preferred.</li> <li>Seven to 10 years of experience in a sales leadership role.</li> <li>A minimum of four years of experience in a selling role and at least two years of experience working with sales technology, CRM systems and social media tools.</li> <li>Verifiable track record of quota attainment.</li> <li>Exceptional leadership, communication and interpersonal skills.</li> <li>Strong leadership and decision-making capabilities.</li> </ul>

### Account Executive (AE)

The Account Executive is responsible for proactively identifying target accounts and acquiring new customers. The role accurately qualifies both self and marketing generated leads, defines deal strategy, manages and guides all resources supporting the sales pursuit, responsibly manages sales costs and accurately forecasts revenue and close dates. The Account Executive establishes executive relationships and actively works with prospects to develop quantifiable project business cases. This role effectively informs, guides and manages a broader sales pursuit team comprised of pre-sales technical resources, delivery team members and senior leaders.

- Top Qualities:** Business acumen / understanding of key prospect business drivers and processes. Consistent quota achievement. Strong networking and lead generation.
- Previous Roles:** Account Executive, Account Manager, Business Development, Pre-Sales Support, relevant role within the target vertical(s).
- Certifications:** Defined / corporate sales methodology.

<b>Strategic Capabilities</b>	<ul style="list-style-type: none"> <li>Understand and execute a defined selling methodology: sales cycle planning and execution through closing to project team hand-off.</li> <li>Understand the key business drivers within the focus vertical/industry.</li> <li>Understand the internal and external pressures that affect customer priorities:</li> <li>Understand enterprise fiscal and budgeting cycles, organization structures and capital prioritization processes.</li> <li>Clearly communicate partner differentiation and potential business impact to all stakeholders influencing the decision process.</li> <li>Develop and defend a business case.</li> <li>Strong verbal (telephone), written and presentation communication skills.</li> <li>Develop and execute sales strategies and defined sales plays.</li> <li>Accurately forecast opportunity scope, revenue and close date.</li> <li>Strong collaboration skills: work with internal pre-sales and delivery colleagues to execute a comprehensive win strategy.</li> <li>Strong objection handling and sales closing skills.</li> <li>Ability to determine win probability (knowing when to disengage).</li> <li>Excellent negotiating skills</li> </ul>
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<b>Execution Skills</b>	<ul style="list-style-type: none"> <li>• Develop a networking and prospecting plan across the defined industry or vertical, relevant groups and associations, industry influencers, and potential technology partners.</li> <li>• Plan and execute field-level marketing campaigns.</li> <li>• Understand and align with the internal corporate marketing message and marketing plan.</li> <li>• Conduct accurate due diligence (discovery) with technical, operational and strategic project stakeholders.</li> <li>• Align Microsoft Teams solution capabilities and partner IP features / functions with customer business challenges and desired business outcomes.</li> <li>• Create and facilitate effective business value discussions, presentations and proposals to prospect business leaders.</li> <li>• Clear understanding of common RFI/RFP selection processes (and disruptive techniques).</li> <li>• Co-develop customer business cases to support project approval and funding.</li> </ul>
<b>Technologies</b>	<ul style="list-style-type: none"> <li>• Working knowledge of the Microsoft cloud platform and Microsoft 365 (or Microsoft Teams) capabilities.</li> <li>• Feature / Function knowledge of relevant Microsoft Teams solution set.</li> </ul>
<b>Certifications</b>	<ul style="list-style-type: none"> <li>• Business degree or equivalent (MBA is desirable).</li> <li>• Sales cycle methodology or equivalent training.</li> <li>• Executive engagement/communications training.</li> <li>• Presentation delivery training.</li> </ul>
<b>Experience Types/Qualities</b>	<ul style="list-style-type: none"> <li>• 5+ years B2B sales experience (Account Executive, Business Development, Pre-Sales Support).</li> <li>• Verifiable track record of quota attainment and project success.</li> <li>• Previous focus industry/vertical expertise.</li> <li>• Strong leadership and decision-making capabilities.</li> </ul>



### Business Development Representative (BDR)

The Business Development Representative (BDR) reports to the Sales Leader and is responsible for the full sales lifecycle, from qualification through to closure, and renewal. The BDR focuses primarily on acquiring new cloud customers within designated industry verticals, leveraging a repeatable remote sales motion. This role also works closely with corporate marketing resources to execute demand generation programs and continuously improve and refine sales assets and artifacts.

- **Top Qualities:** Tenacious. Strong networking and lead generation. Consistent sales process compliance. Consistent quota achievement. Excellent communicator.
- **Previous Roles:** Business Development, Pre-Sales Support, Customer Support, relevant role within the focus industry/vertical.
- **Certifications:** Defined / corporate sales methodology, desktop productivity (with focus on CRM).

<p><b>Strategic Capabilities</b></p>	<ul style="list-style-type: none"> <li>• Facilitate an accelerated remote selling motion: from lead qualification through to project team hand-off.</li> <li>• Understand the key business drivers and business processes within the focus vertical/industry.</li> <li>• Clearly communicate partner differentiation and project business impact to all stakeholders influencing the decision process.</li> <li>• Exceptional communication skills (written, verbal, and presentation).</li> <li>• Accurately forecast opportunity scope, revenue and close date.</li> <li>• Strong objection handling and closing skills.</li> <li>• Demonstrate a high level of business acumen and literacy.</li> <li>• Solution demonstration skills (light).</li> <li>• Highly organized and able to stay on target while performing a variety of critical short, medium- and long-term tasks daily.</li> </ul>
<p><b>Execution Skills</b></p>	<ul style="list-style-type: none"> <li>• Create differentiation through memorable first impressions.</li> <li>• Develop and maintain a high level of industry competence and knowledge.</li> <li>• Accurately triage, profile and qualify new prospects.</li> <li>• Develop/manage active pipeline of qualified SMB (small and medium business) opportunities</li> <li>• Engage with all prospect stakeholder levels (tactical, operational and leadership).</li> <li>• Facilitate business case discovery and ROI/payback discussions with prospect stakeholders.</li> <li>• Leverage intelligent discovery to identify business pains and business process challenges.</li> <li>• Clearly articulate the business and Total Cost of Ownership (TCO) benefits of cloud, SaaS and subscription-based solutions.</li> <li>• Remotely deliver brief solution demonstrations, presentations and close transactions without physically meeting customers.</li> <li>• Excellent ability to interface remotely with clients &amp; handle multiple priorities concurrently.</li> </ul>
<p><b>Technologies</b></p>	<ul style="list-style-type: none"> <li>• Working knowledge of full Office 365 suite &amp; related productivity applications (Teams, Skype, etc.).</li> <li>• Strong working knowledge of CRM and lead generation social selling tools (Hub Spot, LinkedIn, Adobe Marketo, etc.).</li> </ul>
<p><b>Certifications</b></p>	<ul style="list-style-type: none"> <li>• Bachelor’s degree or equivalent expertise and 3+ years sales experience in a business-to-business environment.</li> <li>• B2B sales methodology.</li> </ul>

**Experience**

**Types/Qualities**

- Industry or vertical experience.
- Self-motivated, ability to work independently.
- High degree of emotional intelligence.
- Ability to learn and adapt in a rapidly evolving environment.
- Desire to make a difference.

**Customer Development Representative (CDR)**

The Customer Development Representative (CDR) reports to the Sales Leader and is responsible for upselling and cross-selling new cloud solutions to existing customers, as well as all contract renewals. The CDR works closely with marketing to introduce and sell Next-Best-Offer (NBO) “waves” within a designated industry vertical, through an accelerated remote sales motion. This role also works closely with the support organization to assist in resolving outstanding issues with strategic accounts.

- **Top Qualities:** Tenacious. Strong networking and lead generation. Sales process compliance. Consistent quota achievement. Excellent communicator.
- **Previous Roles:** Business Development, Pre-Sales Support, Customer Support, relevant role within the focus industry/vertical.
- **Certifications:** Defined / corporate B2B sales methodology.

**Strategic**

**Capabilities**

- Establish and extend LOB and executive relationships within the customers’ business community.
- Understand the key business drivers and business processes within the focus vertical/industry.
- Map business challenges to cloud services and solutions.
- Exceptional communication skills (written, verbal, and presentation).
- Accurately forecast opportunity scope, revenue and close date.
- Strong objection handling and closing skills.
- Demonstrate a high level of business acumen and literacy.
- Solution demonstration skills (light).
- Highly organized and able to stay on target while performing a variety of critical short, medium- and long-term tasks daily.

**Execution Skills**

- Engage existing customers to secure renewals and sell additional cloud services.
- Develop and maintain a high level of industry competence and knowledge.
- Proactively propose incremental cloud and managed service offers that build on customers’ existing technology and cloud services footprint.
- Develop and manage an active pipeline of qualified SMB (small and medium business) customer opportunities.
- Engage with all prospect stakeholder levels (tactical, operational and leadership).
- Facilitate business case discovery and ROI/payback discussions with prospect stakeholders.
- Leverage intelligent discovery to identify business pains and business process challenges.
- Clearly articulate the business and Total Cost of Ownership (TCO) benefits of cloud, SaaS and subscription- based offers.
- Remotely deliver brief solution demonstrations, presentations and close transactions without physically meeting customers.

**Technologies**

- Working knowledge of full Office 365 suite and related productivity applications (Teams, Skype, etc.).
- Strong working knowledge of CRM and lead generation social selling tools (Hub Spot, LinkedIn, Adobe Marketo, etc.).



<b>Certifications</b>	<ul style="list-style-type: none"> <li>• Bachelor's degree or equivalent expertise and 3+ years sales experience in a business-to-business environment.</li> <li>• B2B sales methodology.</li> </ul>
<b>Experience Types/Qualities</b>	<ul style="list-style-type: none"> <li>• Industry or vertical experience.</li> <li>• Self-motivated, ability to work independently.</li> <li>• High degree of emotional intelligence.</li> <li>• Ability to learn and adapt in a rapidly evolving environment.</li> <li>• Desire to make a difference.</li> </ul>

### Pre-Sales Cloud Solution Engineer

The Pre-Sales Cloud Solution Engineer supports the Account Executive, Business Development Representative and Customer Development Representative in driving their active sales pursuits. The PCSE reports to the Sales Leader and is responsible for facilitating prospect both remote and onsite prospect discovery sessions, defining cloud solution fit and working with the delivery team to develop accurate cloud solution recommendations, scope clarity and accurate project services estimates. This role also works closely with corporate marketing and product management to identify new cloud solution development and packaged services opportunities (IP).

- **Top Qualities:** Understand customer requirements and business challenges. Effectively communicate solution value. Detail oriented. Analytical, problem-solving orientation.
- **Previous Roles:** Pre-sales support, business analyst, project delivery, customer support and/or relevant role within the focus industry/vertical.
- **Certifications:** Demo2Win or equivalent training. B2B sales methodology.

<b>Strategic Capabilities</b>	<ul style="list-style-type: none"> <li>• Translate technology jargon and technical requirements into business language.</li> <li>• Ability to explain complex cloud solutions (and architectures) in simple terms.</li> <li>• Establish relationships with both LOB IT stakeholders during active sales cycles. Demonstrate a high level of business acumen and literacy.</li> <li>• Develop and maintain a high level of industry competence and knowledge. Understand the key business drivers and business processes within the focus vertical/industry.</li> <li>• Map business challenges to cloud services and solutions.</li> <li>• Exceptional discovery skills.</li> <li>• Strong solution design capabilities</li> <li>• Strong solution demonstration skills.</li> <li>• Exceptional communication skills (written, verbal, and presentation).</li> <li>• Highly organized. Able to prioritize a variety of critical short, medium- and long-term tasks for multiple sales pursuits.</li> <li>• Identify and determine impact of both functional gaps, as well as technical gaps and project risks</li> </ul>
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<b>Execution Skills</b>	<ul style="list-style-type: none"> <li>• Actively support the opportunity profiling and qualification process.</li> <li>• Prioritize and manage support activities for an active pipeline of prospect and customer opportunities.</li> <li>• Engage with all prospect stakeholder levels (tactical, operational and leadership).</li> <li>• Accurately identify business case and ROI elements.</li> <li>• Leverage intelligent discovery to identify business pains and business process challenges.</li> <li>• Collaborate with project delivery to define customer solutions.</li> <li>• Prepare and deliver cloud solution demonstrations, both onsite and remotely.</li> <li>• Continually refresh and update Microsoft Teams and Microsoft cloud service solution knowledge.</li> <li>• Support the development of RFI/RFP submissions.</li> <li>• Actively support prospect cloud solution trials, pilots and POCs.</li> </ul>
<b>Technologies</b>	<ul style="list-style-type: none"> <li>• Working knowledge of full Office 365 suite and related productivity applications (Teams, Skype, etc.).</li> <li>• Strong working knowledge of CRM and lead generation social selling tools (Hub Spot, LinkedIn, Adobe Marketo).</li> <li>• Microsoft 365 or equivalent certifications.</li> </ul>
<b>Certifications</b>	<ul style="list-style-type: none"> <li>• Bachelor's degree in computer science, engineer or computer security or equivalent expertise and 3+ years of sales or customer support experience in a business-to-business environment.</li> <li>• Demo2Win or equivalent solution demonstration training.</li> </ul>
<b>Experience Types/Qualities</b>	<ul style="list-style-type: none"> <li>• 5+ years industry or vertical experience.</li> <li>• Self-motivated, ability to work independently.</li> <li>• High degree of emotional intelligence.</li> <li>• Ability to facilitate/whiteboard solution discovery and design sessions.</li> </ul>

## Customer Success Manager (CSM)

The Customer Success Manager is responsible for driving successful adoption and expansion of Microsoft Teams workloads within their accounts. Primary responsibilities include developing long-term relationships within a portfolio of strategic clients, aligning customer business needs with Microsoft technology solutions and helping customers bridge the IT/business gap.

This role is also responsible for managing the day-to-day client relationships, and facilitating the development of the appropriate technical, operational and strategic relationships necessary to develop a deep and broad business partnership.

The CSM will collaboratively drive change management and adoption activities with key Business Decision Makers, help reduce implementation risk, drive usage of existing workloads, and identify opportunities in her/his accounts. The CSM is also a key part of our customer facing sales teams and will be called on frequently to leverage their deep knowledge of CRM or ERP to support sales growth.

- **Top Qualities:** Business acumen; compelling people skills; project management skills
- **Previous Roles:** Account Management, Change Management Consulting, Business Consulting
- **Certifications:** Business Degree (BA or MBA), Change Management

### Strategic Capabilities

- Deep understanding of SaaS customer engagement
- Understand core business drivers within each customer industry or vertical.
- Proven ability to map the customer's business process to product capability
- Experience in driving CRM or ERP transformation in enterprises through effective change management and adoption highly preferred
- Accurately segments and prioritizes the customer portfolio by opportunity and need.
- Understand internal and external pressures that affect customer priorities
- Proactively identifies and surfaces new technology or business solutions that support strategic customer objectives and/or address customer challenges.
- Collaborates and engages with internal project and delivery colleagues to identify and position ongoing next wave sales opportunities.

### Execution Skills

- Build, maintain and leverage strong relationships with Business Decision Makers (BDMs) and IT Decision Makers (ITDMs) within each customer to influence solution adoption, create strong support for new opportunities, secure willingness to advocate on behalf of the solution/project
- Ability to drive change throughout a customer's organization including managing communications and training for varieties of stakeholder groups
- Create value for customers by ensuring they clearly define business outcomes and then build a "success plan" with the appropriately identified objectives, stakeholders, milestones, risks and metrics needed to achieve them
- Facilitate strategic planning workshops with customers
- Proactively identify new workloads and expansion opportunities in each account to drive value both for the customer and partner
- Connect features / functions to customers' desired business outcomes.
- Co-develop customer business cases to support project approval and funding.
- Build/maintain rapid channel of communication to customer in case of online service-related issues and events
- Create, maintain and execute strategic account plans for each customer account:
  - plans contemplate customers' value chain, eco-system, internal/external business drivers, key customers and suppliers.
  - plans contemplate a staged or wave approach to identifying and recommending the "next-best project."

	<ul style="list-style-type: none"> <li>○ plans reflect account-based marketing approach across prioritized customer accounts.</li> </ul>
<b>Technologies</b>	<ul style="list-style-type: none"> <li>• Working knowledge of the Microsoft cloud platform and Microsoft 365 (or Microsoft Teams) capabilities.</li> <li>• Feature / Function knowledge of relevant Microsoft Teams solution set.</li> </ul>
<b>Certifications</b>	<ul style="list-style-type: none"> <li>• Business degree or equivalent (MBA desirable).</li> <li>• Certification in Organizational Change Management.</li> <li>• Executive engagement/communications training.</li> <li>• Presentation delivery training.</li> </ul>
<b>Experience Types/Qualities</b>	<ul style="list-style-type: none"> <li>• 3+ years B2B sales experience (Account Executive, Business Development, Pre-Sales Support, Project Delivery).</li> <li>• Previous industry/vertical expertise.</li> <li>• Strong orchestration and relationship development skills.</li> </ul>

### Change Management Consultant

As a Change Management Consultant, they will be a key leader in working with our customers to drive the people and process side of digital transformations. Accelerating value realization for customers requires a deep understanding of not only business strategy and process, but also how organizations respond to and adapt to change.

The Change Consultant will work with executives and business leaders at large organizations in a variety of industries to drive effective change programs aligned with our business solutions. They will secure executive sponsorship, engage with key stakeholders and ensure that the solution is developed in ways that effectively meet business strategy and stakeholders needs, while overcoming inertia and delivering sustainable results.

Their contributions will include strategic engagement with executives, business process management, and stakeholder alignment, communications and readiness.

- **Top Qualities:** Business acumen; compelling people skills; project management skills
- **Previous Roles:** Change Management Consulting, Business Consulting, Business Process Management
- **Certifications:** Change Management, Business Degree (BA or MBA)

### Strategic Capabilities

- Understand core business drivers within each customer industry or vertical.
- Understand internal and external pressures that affect customer priorities
- Strong verbal (telephone), written and presentation communication skills.

<b>Execution Skills</b>	<ul style="list-style-type: none"> <li>• Experience in leading change management frameworks and methods</li> <li>• Ability to network within and across customer accounts to broaden the contact base, specifically within LOB and senior leadership.</li> <li>• Facilitates strategic planning workshops with customers</li> <li>• Conducts accurate due diligence (discovery) with technical, operational and strategic project stakeholders.</li> <li>• Connects features / functions to customers' desired business outcomes.</li> <li>• Experience driving change throughout a customer's organization including managing communications and training for varieties of stakeholder groups</li> <li>• Project management</li> <li>• Excellent written and verbal presentation skills</li> </ul>
<b>Technologies</b>	<ul style="list-style-type: none"> <li>• Working knowledge of the Microsoft cloud platform and Microsoft Teams (or Microsoft 365) capabilities.</li> <li>• Feature / Function knowledge of relevant Microsoft Teams solution set.</li> </ul>
<b>Certifications</b>	<ul style="list-style-type: none"> <li>• Business degree or equivalent (MBA desirable).</li> <li>• Certification in Organizational Change Management.</li> <li>• Executive engagement/communications training.</li> <li>• Presentation delivery training.</li> </ul>
<b>Experience Types/Qualities</b>	<ul style="list-style-type: none"> <li>• 3+ years of experience in change management and business consulting</li> <li>• Experience with c-level, stakeholder management, communications, and training programs</li> <li>• Previous industry/vertical expertise.</li> <li>• Strong orchestration and relationship development skills.</li> </ul>

## Marketing Leader

The Marketing Leader is responsible for driving marketing strategy, tactics, campaigns and programs to produce top-line results that raise brand awareness, recognition, and loyalty for the company and the broader Microsoft 365 offerings. This position is tasked with demand generation and marketing funnel optimization using brand, advertising, creative, digital, field and channel marketing. The Marketing Leader shapes and directs the company's go-to-market vision and works cross functionally to ensure the right mix of offerings, positioning and price. This position is also responsible for planning, organizing, staffing, training, and managing all marketing functions to achieve the company's sales, growth and profitability objectives, while ensuring consistent global marketing messaging and positioning that is consistent with the corporate direction.

- **Top Qualities:** Excellent strategic, analytical and leadership skills. Creative and entrepreneurial spirit.
- **Previous Roles:** Vice President of Marketing, Director of Marketing, Head of Marketing
- **Certifications:** Bachelor's degree in Business, Arts, Engineering and/or Sciences. An advanced degree in marketing or business (MBA) is preferred.



<b>Strategic Capabilities</b>	<ul style="list-style-type: none"> <li>• Spearhead the planning, development and execution of the organization’s marketing strategy and go-to- market vision.</li> <li>• Oversee the implementation of all marketing strategies over the full marketing lifecycle: inclusive of campaign and program design, execution, monitoring, optimization and analysis.</li> <li>• Deep demand generation focus to strategically grow a customer base and maximizing online revenue generation opportunities across multiple channels.</li> <li>• Increase sales revenue through traditional and digital marketing activities including creative design, content creation and management, marketing automation, customer and campaign analytics, e-commerce, and web, search, email, social and mobile marketing.</li> <li>• Manage the “voice of the customer”</li> <li>• Ability to monitor and interpret competitive research to inform product and services adjustments, as well as opportunity identification.</li> <li>• Ensure marketing KPIs align with and support both organizational and operational objectives.</li> <li>• Prioritize and manage marketing budgets to ensure maximum ROI.</li> <li>• Lead and mentor a high-performing, highly collaborative marketing team across multiple functions: brand, digital, social media and creative, channel and field marketing, advertising and PR.</li> </ul>
<b>Execution Skills</b>	<ul style="list-style-type: none"> <li>• Successful track record building and managing multi-functional marketing teams. Ability to motivate and inspire marketing team members.</li> <li>• Possesses exceptional verbal and written communication skills as well as strong and persuasive presentation abilities.</li> <li>• Ability to network and effectively leverage professional contacts.</li> <li>• Drives the daily execution and enhancement of the company’s overall marketing strategy. Delivers measurable results within a defined budget.</li> </ul>
<b>Technologies</b>	<ul style="list-style-type: none"> <li>• Exceptional knowledge of marketing principles, techniques, technologies and platforms.</li> <li>• Working knowledge of marketing automation, SEO, social and content management tools.</li> <li>• Deep understanding of CRM and lead management tools (HubSpot, Pardot, Adobe Marketo, etc.).</li> </ul>
<b>Certifications</b>	<ul style="list-style-type: none"> <li>• 8+ plus years B2B marketing experience; previous senior management or executive positions in technology and/or related industries.</li> <li>• Highly collaborative leader with 5+ years people management experience.</li> <li>• International marketing experience is preferred.</li> </ul>
<b>Experience Types/Qualities</b>	<ul style="list-style-type: none"> <li>• Industry/vertical marketing expertise.</li> <li>• Action-orientation, with the desire and ability to get things done. Strong sense of urgency.</li> <li>• Effective collaboration and influencing capabilities.</li> </ul>

### Digital Marketing Manager

The Digital Marketing Manager plans and executes all digital marketing activities, including SEO/SEM, marketing technology, email, mobile, social media and display advertising campaigns. This position plays a major role in enhancing brand awareness within the digital arenas and drives online traffic to their website that lead to best-in-class customer acquisition. The Digital Marketing Manager is also responsible for improving the usability, design, content, ranking and conversion of the company website. Additionally, they oversee and influence the social media strategy by creating and managing the social profile and presence, monitoring online conversations and sentiment and creating content for social channels. This role must relentlessly stay current with the latest trends and best practices in online marketing, analytics and measurement.

- **Top Qualities:** Strategic and analytical thinker. Innovative and adaptable.
- **Previous Roles:** Digital Marketer, Digital Marketing Manager, Social Media Manager/Specialist, SEO Manager/Specialist
- **Certifications:** Bachelor’s degree in Business, Arts, Engineering and/or Sciences; Certifications: Google Analytics and AdWords, HubSpot and Hootsuite.

#### Strategic Capabilities

- Proven track record managing an organization’s digital presence, creating content for digital, social and mobile channels, engaging in social listening and monitoring online conversation and brand mention that drive an enhanced customer experience.
- Deep experience generating new leads, specifically marketing qualified leads (MQL), by converting site traffic through calls-to-action, landing pages, and lead generation content (including offers).
- Excellent verbal and digital communication skills. Proficiency in all social channels, as well as experience with public relations or public brand management.
- Optimization of marketing automation and lead nurturing processes through email, content, and social channels.
- Establish closed-loop analytics with sales to understand how inbound marketing activities convert into customers. Continuously refine the customer engagement and conversion process.
- Experience with improving organic and paid search rankings and results (SERP and SEM), conducting keyword research, making technical SEO recommendations, designing site architecture, and analyzing and applying metrics on website and keyword performance.
- Deep experience driving reach, engagement, and advocacy in social media via organic content, paid ads, and influencers to acquire more followers on social channels.
- Collaborate with inbound marketing and blog contributors to maximize joint content development efforts

#### Execution Skills

- Strategic results orientation with a proven track record of strong tactical execution.
- Meaningful experience with data-driven SEO analysis and optimization; as well as hands on knowledge of SEO tools, email marketing, lead nurturing, marketing automation, and/or web analytics.
- Possesses an active and well-rounded personal presence on social media, with a command of each network and their best practices.
- Highly analytical with an ability to use both data and intuition to inform decisions; can derive meaning from data through A/B testing and email optimization.
- Strong written, oral and visual communication skills.
- Proven ability to manage projects involving both internal staff and external agencies.

#### Technologies

- Thorough knowledge of search ranking, optimization factors and key algorithm updates.
- Deep proficiency in SEO optimization tools, Google and other web analytics, and keyword tools
- Experience with content and email management tools, and marketing automation technology

	<ul style="list-style-type: none"> <li>Working knowledge of Office 365 and related productivity apps, with deep knowledge of CRM and Lead Management tools (HubSpot, Pardot, Adobe Marketo, etc.).</li> </ul>
<b>Certifications</b>	<ul style="list-style-type: none"> <li>BA/BS degree or equivalent work experience.</li> <li>3-5 years' digital marketing experience at an agency or B2B technology brand with proven examples of digital / social strategies and execution.</li> </ul>
<b>Experience Types/Qualities</b>	<ul style="list-style-type: none"> <li>Industry/vertical experience</li> <li>Analytical ability and can use data to inform all decisions</li> <li>Innovative and adaptable</li> </ul>

**Content Marketer**

The Content Marketer is pivotal to generating inbound leads through writing authoritative, thought-leadership content. This position is responsible for strategizing and executing content creation and delivery, tracking metrics that influence content strategy, and collaborating with both technical and subject matter specialists to produce relevant content that engages the emotions of their target audiences. They must be an exemplary writer who can clearly communicate their company's tone and mission with clean, concise copy. The Content Marketer is responsible for producing blogs, eBooks, whitepapers, infographics, guides and articles, as well as audio and video content. This position must also know how to blog and effectively communicate to an online audience.

- Top Qualities:** Excellent communicator and storyteller. Experimental and curious. Analytical and precise. Results driven.
- Previous Roles:** Content Marketer, Copywriter, Editor, Corporate Communications, Inbound Marketing.
- Certifications:** Bachelor's degree in Business, Arts, Engineering and/or Sciences.

<b>Strategic Capabilities</b>	<ul style="list-style-type: none"> <li>Deep understanding of, and ability to, strategize and execute content creation and delivery.</li> <li>Channel management of digital content hubs and all supporting social channels, including email / newsletter distribution.</li> <li>Knowledge of inbound content best practices and all business relevant social media channels and/or platforms.</li> <li>Experience driving inbound traffic, prospect/customer engagement and qualified lead generation</li> <li>Ability to work with, and produce compelling content for, sales to improve lead quality and with support to improve customer retention.</li> <li>Ability to drive collaboration, planning and measurement of inbound campaigns and programs across internal stakeholder groups.</li> <li>Ability to build and manage a rich content/editorial calendar that attracts a qualified audience to defined digital properties (inclusive of blog posts, whitepapers, eBooks, reports, webinars, infographics, etc.).</li> <li>Ability to optimize marketing automation and lead nurture processes across digital and social channels.</li> <li>Clear understanding of, and experience tracking, metrics that influence content strategy to ensure optimal ROI.</li> <li>Excellent writing and editing skills. Experience with editorial governance over brand voice, style and tone.</li> </ul>
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<b>Execution Skills</b>	<ul style="list-style-type: none"> <li>• Collaborate across functions and silos to deliver an effective content marketing strategy and editorial plan that addresses primary business objectives at the lowest possible cost.</li> <li>• Strong project management skills. Ability to lead all stages of content development from ideation through execution and implementation.</li> <li>• Ability to deliver measurable results across multiple channels relating to increased engagement, lead generation and sales execution.</li> <li>• Strong understanding of SEO and Google Analytics to optimize content creation.</li> <li>• Ability to engage and maintain connections with social audiences.</li> <li>• Editorial mindset with an ability to predict audience preferences and buyer behaviors.</li> </ul>
<b>Technologies</b>	<ul style="list-style-type: none"> <li>• Expertise in marketing and social media automation platforms and content management tools such as WordPress, as well as email marketing tools such as Constant Contact, MailChimp etc.</li> <li>• Understanding of SEO, keywords and Google analytics.</li> <li>• Working knowledge of Microsoft Office365 and related productivity apps, with deep knowledge of CRM and Lead Management tools (HubSpot, Pardot, Adobe Marketo, etc.).</li> </ul>
<b>Certifications</b>	<ul style="list-style-type: none"> <li>• BA/BS or equivalent working experience.</li> <li>• 3+ plus years B2B marketing experience preferably in technology and/or related industries.</li> <li>• Best practices around digital, social, inbound and supporting mar-tech, as well as content creation and consumption patterns.</li> </ul>
<b>Experience Types/Qualities</b>	<ul style="list-style-type: none"> <li>• Industry/vertical experience.</li> <li>• Excellent communicator, storyteller extraordinaire and creative thinker.</li> <li>• Digital expertise.</li> </ul>

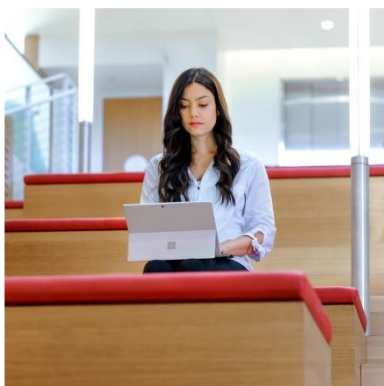
## Graphic Designer

The Graphic Designer is responsible for the creation, maintenance and updating of visual print and digital media marketing assets to support their brand and marketing goals. This position manages all phases of the design process including concept definition, mock-up production, content review and integration, as well as finished product. The graphic designer is responsible for the design aesthetic for all marketing and sales collateral materials, inclusive of presentations, event and trade show graphics, website design, blog templates, webinars, demos, emails and digital campaigns as well as all video and social media assets.

- **Top Qualities:** Creative. Clear communicator. Strong time/project management skills.
- **Previous Roles:** Graphic Designer, Art Director, Multimedia Content Creator
- **Certifications:** BA/BS or recognized design certification and/or equivalent working experience.

<b>Strategic Capabilities</b>	<ul style="list-style-type: none"> <li>• Ability to create and champion the visual brand identity across all marketing channels.</li> <li>• Ability to develop a clear understanding of the product/services brand positioning and messaging.</li> <li>• Experience in articulating designs with a business-driven and brand experience mindset.</li> <li>• Excellent verbal and visual communications skills.</li> <li>• Understanding of the design and production of graphics for digital, website, social media, display ads, and email, as well as traditional print media – including page and microsite layout, animation, infographics, illustrations, graphics, banners and email templates, for both internal and external use.</li> <li>• Manage all design requirements including presentations, signage, and trade show collateral.</li> <li>• Ability to review web applications and visuals, including user interfaces created by both internal stakeholders and external vendors, to ensure alignment to brand standards.</li> <li>• Ability to bring new design and content creation ideas to the broader marketing.</li> <li>• Proficient with new media. Possesses a strong understanding of the integration and use of animation and video to drive prospect and client engagement.</li> </ul>
<b>Execution Skills</b>	<ul style="list-style-type: none"> <li>• Ability to generate high-level concepts, from strategic brief through to final execution.</li> <li>• Experience managing all phases of the design process, including concepting, mock-up production, copy creation, review and integration, and finished product review.</li> <li>• Ability to work collaboratively within multiple stakeholder groups that include sales and product development, to identify and address visual requirements for projects and campaigns.</li> <li>• Maintain quality control and responsibility for the integrity of the final deliverables.</li> <li>• Manage the creative process across multiple project priorities and timelines.</li> <li>• Ability to present concepts, communicate ideas, defend ideas to cross-functional project stakeholders.</li> </ul>
<b>Technologies</b>	<ul style="list-style-type: none"> <li>• Proficiency in graphic design programs such as Photoshop, Illustrator, and InDesign.</li> <li>• Working knowledge of full O365 suite with an emphasis on PowerPoint.</li> <li>• Video editing (Adobe Premiere Pro) a plus.</li> <li>• Knowledge of HTML, CSS, and JavaScript a major plus.</li> </ul>
<b>Certifications</b>	<ul style="list-style-type: none"> <li>• BA/BS or recognized design certification and/ or 2+ years equivalent working experience.</li> <li>• Previous experience working as an in-house designer or at a marketing agency.</li> <li>• End user proficiency in Adobe Creative Suite or similar technologies.</li> </ul>
<b>Experience Types/Qualities</b>	<ul style="list-style-type: none"> <li>• Expert grasp of design fundamentals and trends.</li> <li>• Strong organizational and communication skills.</li> <li>• Digital expertise.</li> <li>• Acute attention to detail.</li> </ul>



**RESOURCES:**

- [Training Event in a Box](#)
- [Office 365 Training Center](#)
- [Microsoft Learn](#)
- [Partner Technical Services](#)
- [Microsoft Partner Network Training Center](#)

## Training Resources

For technical staff to function as change agents supporting current and emerging cloud technologies, their buy-in for the use and integration of these technologies is needed.

Partners will need the following:

- An understanding of their roles and any changes to their current position
- Time and resources to explore the technologies
- An understanding of the business case for the technologies

Use the following resources as part of their Teams onboarding for new and existing staff:

- [Training Event in a Box](#) – a downloadable set of Power Points and Demo Scripts that they can use to train their technical team or their customers.
- [Office 365 Training Center](#) provides free, self-paced learning to help them stay current with Office 365.
- [Microsoft Learn](#) offers a wide variety of official curriculum on-demand, Microsoft 365 certification preparation courses and helps them learn through hands-on experiences with a broad reach of Microsoft technologies.
- [Partner Technical Services](#) provides 1:1 pre-deployment guidance and developer assistance from Microsoft technical consultants to help ensure a successful implementation for their team.
- The [Microsoft Partner Network Training Center](#) provides a centralized interface with in-person, virtual and online training opportunities and certification options organized by products, competencies, certifications, and job role

## DEVELOPER FOCUSED TRAINING RESOURCES

Topic	Samples & Tutorials
Microsoft Teams Platform Academy	<a href="https://aka.ms/teamsplatformacademy">https://aka.ms/teamsplatformacademy</a>
Microsoft Teams Developer Platform	<a href="https://aka.ms/teamsdev">https://aka.ms/teamsdev</a>
SharePoint Framework	<a href="http://aka.ms/spfx-training">http://aka.ms/spfx-training</a>
Graph API	<a href="https://github.com/microsoftgraph/contoso-airlines-teams-sample">https://github.com/microsoftgraph/contoso-airlines-teams-sample</a>
SharePoint Framework – Tutorial	<a href="https://docs.microsoft.com/en-us/sharepoint/dev/training/training">https://docs.microsoft.com/en-us/sharepoint/dev/training/training</a>
SharePoint Framework – Samples	Dev Setup <a href="http://bit.ly/SPFx-DevSetup">http://bit.ly/SPFx-DevSetup</a> Build your first Web Part <a href="http://bit.ly/SPFx-FirstWP">http://bit.ly/SPFx-FirstWP</a> SPFx Labs <a href="http://bit.ly/SPFx-Labs">http://bit.ly/SPFx-Labs</a> SP dev solutions: <a href="https://github.com/SharePoint/sp-dev-solutions/tree/master/solutions">https://github.com/SharePoint/sp-dev-solutions/tree/master/solutions</a>
SharePoint Framework – First Visit Demo Sample	<a href="http://bit.ly/FieldVisitDemo">http://bit.ly/FieldVisitDemo</a>
Office Developer – Hands-on Labs End to end HR solution with Teams, Power Platform, Bots, and Graph	<a href="https://developer.microsoft.com/office/docs#officetraining">https://developer.microsoft.com/office/docs#officetraining</a>
Microsoft Teams – Samples	<a href="#">Line of Business Samples – Airlines, Manufacturing, and Professional Services</a> <a href="#">Contoso HR Talent Application – Hiring process workflow</a> <a href="#">Teams App Templates – Icebreaker, custom stickers app template</a> <a href="#">Contoso HR Talent Application Demo</a>

# Competencies and Certifications

## Cloud Productivity Competency

Microsoft competencies demonstrate proven expertise in delivering quality solutions in a specialized area of business. Microsoft competencies are designed to be recognizable by prospective customers that partners are qualified to meet their needs.

Achieving a Cloud Productivity competency provides a brand for customers that says that they have been validated by Microsoft as being skilled in delivering solutions and services for Office 365. It's a customer-facing brand. With it, comes many benefits, including access to Partner Technical Services, dev and test licenses and go-to-market services.

There are several different competencies available, for example there are separate competency options for Managed Services Providers, Distributors, and Learning Partners. In each case, there are minimum requirements that the partner must meet to qualify for the Silver or Gold competency tiers. These requirements can include active the number of active users, certified staff members, and volume of business.

A full list of requirements for the MPN Cloud Productivity competency can be found on the [Cloud Productivity site](#). Other Modern workplace competencies (include Cloud Productivity) related to Office 365 can be found on the [Modern Workplace competency site](#).



## Certifications

Increase readiness and marketability with Microsoft certifications.

There are numerous assessments and certifications their team should consider as motivation for advancing their skills, creating proof points for their practice and enabling them to achieve Microsoft Partner Network Competencies.

	Description	Prerequisites and Exams
<a href="#">Microsoft 365 Certified: Teams Administrator Associate</a>	Microsoft Teams Administrators configure, deploy, and manage Office 365 workloads for Microsoft Teams that focus on efficient and effective collaboration and communication.	Exam: <ul style="list-style-type: none"> <li>• <a href="#">MS-700: Managing Microsoft Teams</a></li> </ul>
<a href="#">Microsoft 365 Certified: Teamwork Administrator Associate</a>	Microsoft 365 Teamwork Administrators configure, deploy, and manage Office 365 workloads that focus on efficient and effective collaboration, such as SharePoint, OneDrive, and Teams.	Exams (both required): <ul style="list-style-type: none"> <li>• <a href="#">MS-300: Deploying Microsoft 365 Teamwork</a></li> <li>• <a href="#">MS-301: Deploying SharePoint Server Hybrid</a></li> </ul>
<a href="#">Microsoft 365 Certified Enterprise Administrator Expert</a>	Microsoft 365 Enterprise Administrators evaluate, plan, migrate, deploy, and manage Microsoft 365 services.	Prerequisite qualifications (choose one): <ul style="list-style-type: none"> <li>• <a href="#">Microsoft 365 Certified: Modern Desktop Administrator Associate</a></li> <li>• <a href="#">Microsoft 365 Certified: Teamwork Administrator</a></li> <li>• <a href="#">Microsoft 365 Certified: Security Administrator Associate</a></li> <li>• <a href="#">Microsoft 365 Certified: Messaging Administrator Associate</a></li> <li>• <a href="#">MCSE: Productivity Solutions Expert</a></li> <li>• <a href="#">Microsoft 365 Certified: Teams Administrator Associate</a></li> </ul> Exams (both required): <ul style="list-style-type: none"> <li>• <a href="#">MS-100: Microsoft 365 Identity and Services</a></li> <li>• <a href="#">MS-101: Microsoft 365 Mobility and Security</a></li> </ul>
<a href="#">Microsoft 365 Certified: Developer Associate</a>	Microsoft 365 Developers design, build, test, and maintain applications and solutions that are optimized for the productivity and collaboration needs of organizations using Microsoft 365.	Exam: <ul style="list-style-type: none"> <li>• <a href="#">MS-600: Building Applications and Solutions with Microsoft 365 Core Services</a></li> </ul>



# Microsoft Teams

[aka.ms/practiceplaybooks](https://aka.ms/practiceplaybooks)

Want to learn more about establishing  
a successful Teams practice?

**Download the Microsoft Teams Playbook**

