



Welcome to: The Microsoft Surface Academy

Develop new understanding. Discover new opportunities.

As a member of the extended [Microsoft Partner Network](#), you are an important ally in our vision to transform work as we know it into digitally empowered Modern Workplaces. We're excited to invite you personally to join us on the next step of our journey, by participating in the Microsoft Surface Academy, available through the [Surface Reseller Alliance](#).

There are many reasons for joining the Academy, which you'll find below in more detail. But the main benefit our graduates experience is how it helps them spot more ways to impact their customers' businesses. This is because Surface is the only device designed to support the modern workplace, with both the hardware and software operating in concert to get the most out of Microsoft. By developing a better understanding of the full portfolio, you can support a broader range of your clients' needs, which gives you a better chance of hitting your targets and increasing your company's margins.

By developing your personal knowledge of Microsoft Surface through the [Surface Academy](#), you'll be able to:

- Have deeper, richer and more valuable conversations with your customers.
- Discover new upsell, cross-sell and nurture opportunities with those customers.
- Increase your average basket size, and recognize a greater revenue percentage on every deal you make.

- Position your employer as a long-term supplier instead of a once-off seller.
- Establish your individual reputation as a trusted consultant amongst your customers.

We've divided up the course content into an easy-to-follow and straightforward syllabus, which will guide you through the origins, the evolution and the future vision for Surface's role in the Microsoft story.

As you progress through the lessons in the Academy to become a Microsoft Surface Master Seller, you'll be able to track your performance in real-time through a personalized dashboard.

[Simply register on the Surface Academy webpage to get started.](#)

Each new seller status level comes each with its own benefits:

Moving up the levels allows you to demonstrate skill and knowledge to your colleagues, as well as your customers. And you'll also receive exclusive invitations to various events to meet and network with peers, plus some unique incentives.

To start your own journey, simply follow the learning paths outlined on the next page.



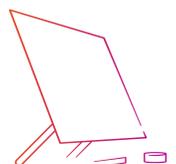
Associate Seller



Professional Seller



Master Seller



Ultimate Seller

Surface Academy Syllabus

The Microsoft Surface Academy syllabus has been designed to help you progress, step-by-step, through the Microsoft Surface story in what we feel is the most logical and accessible way for you to learn about the devices, their origins and their evolution.

While you are welcome to explore the modules in any order, we recommend that you follow the learning paths below for the most rewarding learning experience. At the end of each learning path, an assessment will be available to determine whether you can progress to the next level. As products are launched or upgraded, the syllabus will also be updated, to ensure you're always learning from the latest innovations at Microsoft.

Reseller status:	Description:	Required coursework:
LEVEL 1 Associate Seller Nimble, knowledgeable, and fully-engaged in the evolution of Surface.	You will understand the Microsoft Surface backstory and the role the brand plays in the commercial market. You'll be able to articulate the features, benefits and use cases of all iterations of Microsoft's iconic Surface Pro.	<ul style="list-style-type: none">• Surface for Business• Introduction to the Surface Family• Learn about Surface Pro• The Surface Pro Sales Conversation• Surface Customer Stories, Service Offerings, & Resources
LEVEL 2 Professional Seller An advocate, an advisor, and a trusted touchpoint for the Surface brand.	You'll develop in-depth knowledge of all of the individual workstations in the Microsoft Surface portfolio: Surface Pro, Surface Book, Surface Laptop and Surface Studio, and can advise your customers on how best to structure their device investments.	<ul style="list-style-type: none">• Learn about Surface Book• Learn about Surface Laptop• Learn about Surface Studio• Learn about Surface Accessories
LEVEL 3 Master Seller A Microsoft-certified Surface expert, and a capable orchestrator of Modern Workplaces.	You'll be capable of providing practical and thoughtful consultations on every device in the Surface Family. You'll also be able to demonstrate where Surface fits into the greater Microsoft ecosystem, how it inspires collaboration, and what our vision looks like for the Modern Workplace.	<ul style="list-style-type: none">• Learn about Surface Hub• Learn about the Modern Workplace with Surface• Selling the Modern Workplace with Surface• Learn about Surface Go• Learn about the Surface Partner Pricing Program
LEVEL 4 Ultimate Seller A strategic technology consultant and brand ambassador. Able to represent Microsoft, its products, its values, and its vision.	At this level, you are a crucial member of the extended, global Microsoft team. A passionate fan of not only Surface devices, but also the results they've helped to deliver to businesses and individuals across the world. You'll be a storyteller, a teacher, a consultant, and an evangelist of Microsoft's vision to create technology that liberates ideas and empowers people.	<ul style="list-style-type: none">• By invitation only.



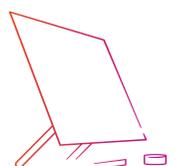
Associate Seller



Professional Seller



Master Seller



Ultimate Seller