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DW-340 - Microsoft AI-powered Selling for Partners (MAPS)

Module 0: Build Transformative Relationships

- Introduction to MCEM and MAPS
- Why AI-powered selling?
- Listen & Consult
- Explore – Understand your customer's context
- Disrupt – Use storytelling to change your customer's thinking
- Co-create – Collaborate on a shared vision of the future
- Qualify – Continue the momentum with the customer

Module 1: Identify Solutions and Close Opportunities: Strategize

- Value selling and the Seven Elements
- Relationships and Communication
- Circle of value (Interests, Options, Legitimacy)
- Alternatives and Commitments
- Customer conversation guide

Module 2: Identify Solutions and Close Opportunities: Lead Value Conversations

- Know your customer and industry
- Develop a value story and identify potential customer KPIs
- Prepare for customer conversations
- Consider how to build and use a business case

Module 3: Showcase Technology and Value

- Engage technical storytelling strategies
- Craft a business value-focused opening
- Present the solution with customer value in mind
- Deliver a confident close
- AI tools and MCEM summary