

Empower your salespeople



To-Microsoft Battlecard

A sales battlecard tailored for Microsoft is a concise, information-rich document designed to empower salespeople in their interactions with Microsoft field sellers. It should include the core elements of your product or service value proposition and focus on how it stacks against your key competitors, ensuring you demonstrate to Microsoft why you're a valuable partner, how you can help solve their pain points and how you align to their key priorities.

In short, the battlecard acts as the ultimate resource, arming your team with the insights needed to secure your victory in the Microsoft ecosystem.

71%
of businesses
using sales
battlecards
reported an
increase
in their win
rates.
Crayon

Fill in our winning To-Microsoft battlecard template, crafted using our extensive experience working with partners in the Microsoft ecosystem. Get ready to elevate your partnership.

 TRANSCENDS MARKETING		[your logo]  Microsoft		
Key contact	[Text]	[Add your company proposition here]		
PDM: PMA: PTS:	[Text]	Position if [In what situation would you position your company to a customer]	Customer benefits [Text]	Value to Microsoft seller [Text]
No. employees	[Text]			
OU focus	[Text]			
Locations	[Text]			
Industry focus	[Text]	Joint Customers		
Solution area & sales plays	[Text]	[Add client logos and success stories]		
		How to best engage?	[Add here any Microsoft recognition/badge you have]	[Add here any Microsoft recognition/badge you have]
Partner offers	[Text]	[Add contact details]		

Need more help? Transcends Marketing empowers partners to boost their sales with Microsoft by providing strategic guidance throughout the **Co-Sell and Marketplace journey**, by conducting audits of your existing Partner Center listings, and providing recommendations on optimal practices, optimization techniques, and personalized support to ensure your success.

Contact us to learn more