

# MSSP: Microsoft Solution Sales Process

Sales Cycle Stage	Demand Generation	Prospect	Qualify	Develop	Solution	Proof	Close	Deploy	Support
Probability	NA	0%	10%	20%	40%	60%	80%	100%	NA
Sales Stage Objective	Generate awareness and pre-qualified prospects	Validate potential opportunity & identify potential sponsor	Qualify lead/ opportunity	Develop customer requirements and establish relationship with power	Present solution which exceeds customer needs	Demonstrate capability to exceed customer requirements	Conduct negotiations and finalize contract	Finalize deployment plan & execute	Finalize support plan, execute & monitor progress
Verifiable Outcomes	Qualified Prospects (MQP/SQP) generated	Potential Sponsor identified	Sponsor letter agreed upon OR Opportunity Assessment completed	Evaluation (Eval) plan agreed	Preliminary solution agreed upon	Verbal approval received	Signed documents	Deployed products/ solutions	Supportability Review completed
Checkpoints	<ul style="list-style-type: none"> <li>Campaigns executed</li> </ul>	<ul style="list-style-type: none"> <li>Prospect is in assigned territory or account</li> <li>Opportunity meets sales criteria to pursue</li> </ul>	<ul style="list-style-type: none"> <li>Pain admitted by sponsor or Compelling event identified</li> <li>Sponsor has buying vision</li> <li>Sponsor agrees to explore</li> <li>Access to power negotiated</li> </ul>	<ul style="list-style-type: none"> <li>Access to power</li> <li>Pain admitted by power</li> <li>Power has buying vision</li> <li>Partner and/ or MS services selected and engagement expectations agreed</li> <li>Eval plan proposed</li> </ul>	<ul style="list-style-type: none"> <li>Eval plan underway (inclusive of partner, services, deployment and support considerations)</li> </ul>	<ul style="list-style-type: none"> <li>Eval plan completed (inclusive of partner, services, deployment and support considerations)</li> <li>Pre-proposal/ Statement of work (SOW) review conducted</li> <li>Ask for business</li> <li>Proposal/ SOW issued – decision due</li> </ul>	<ul style="list-style-type: none"> <li>Contract, deployment SOW and support plan finalized (inclusive of partners and services)</li> </ul>	<ul style="list-style-type: none"> <li>New prospects identified and captured in appropriate system</li> <li>Customer deployment conditions of satisfaction determined with partners</li> <li>Deployment readiness re-assessed</li> </ul>	<ul style="list-style-type: none"> <li>Support plan reviewed with customer</li> <li>Feedback loop established with partner</li> <li>Conditions of satisfaction reviewed with customer</li> </ul>
Key Steps	<ul style="list-style-type: none"> <li>Size the revenue opty for GTMs</li> <li>Develop MS GTM campaigns</li> <li>Select target accounts and contacts</li> <li>Select recommended GTM partners</li> <li>Hold joint partner events</li> <li>Screen raw prospects</li> <li>Marketing or Sales Qualified Prospects (MQP/SQP) meet business rules</li> <li>Enter MQP/SQP into Siebel and pass to partners as appropriate</li> </ul>	<ul style="list-style-type: none"> <li>Identify SQP via account plan or prospecting</li> <li>Validate MQP/ SQP</li> <li>Consider customer's strategic partners (available in account plan)</li> <li>Perform pre-call research and identify potential pain of targeted key players</li> <li>Conduct calls to key players and/or potential sponsor to generate interest</li> <li>Confirm MQP/SQP outcome and update Siebel</li> </ul>	<ul style="list-style-type: none"> <li>Establish qualification v-team (including services)</li> <li>Conduct lead qualification call to sponsor</li> <li>Review list of potential partners</li> <li>Complete opty assessment</li> <li>Author and send sponsor letter copying v-team</li> <li>Confirm verifiable outcome and update Siebel</li> </ul>	<ul style="list-style-type: none"> <li>Establish and transition opty ownership as required</li> <li>Identify, meet and build relationship with power</li> <li>Confirm that power agrees to explore</li> <li>Identify procedural buying process</li> <li>Determine resource requirements</li> <li>Evaluate and select opty partners</li> <li>Validate or negotiate partner engagement guidelines</li> <li>Establish opty v-team</li> <li>Develop opty engagement strategy with partner and services</li> <li>Develop eval plan</li> <li>Validate eval plan with sponsor and customer deployment contact</li> <li>Propose eval plan to power</li> <li>Confirm verifiable outcome, update opty assessment and Siebel</li> </ul>	<ul style="list-style-type: none"> <li>Execute eval plan &amp; manage progress including:                             <ul style="list-style-type: none"> <li>Define preliminary solution</li> <li>Define preliminary deployment strategy</li> <li>Build value proposition</li> <li>Develop SOW for proof of concept &amp; secure partner and service resources</li> <li>Conduct initial services risk assessment</li> <li>Meet with customer to review preliminary solution</li> </ul> </li> <li>Confirm verifiable outcome, update opty assessment and Siebel</li> </ul>	<ul style="list-style-type: none"> <li>Finalize eval plan commitments including:                             <ul style="list-style-type: none"> <li>Demonstrate capabilities through proof of concept /assessment</li> <li>Build proposal (including deployment plan, support plan, and SOW) with partners and services</li> </ul> </li> <li>Review proposal/SOW with services signature authority</li> <li>Review initial deployment and support plan with customer</li> <li>Review proposal/ SOW with power</li> <li>Issue final proposal/SOW to power</li> <li>Confirm verifiable outcome, update opty assessment and update Siebel</li> </ul>	<ul style="list-style-type: none"> <li>Develop final contracts including partners</li> <li>Develop negotiating and give/get worksheets</li> <li>Finalize contract negotiations and secure signature</li> <li>Confirm verifiable outcomes, revenue in MS Sales and Siebel</li> </ul>	<ul style="list-style-type: none"> <li>Conduct post-close follow-up with v-team</li> <li>Provide feedback to partners</li> <li>Identify additional opportunities</li> <li>Transition deployment ownership</li> <li>Follow-up with power on success &amp; references</li> <li>Confirm verifiable outcome and update Siebel</li> </ul>	<ul style="list-style-type: none"> <li>Transition support ownership</li> <li>Review support plan with power</li> <li>Implement support plan</li> <li>Monitor support plan progress</li> <li>Confirm verifiable outcome and update system</li> </ul>