

# CO-SELL BENEFITS

*Why should you do IP Co-Sell –  
better together!*

*Dominik Bergmann – Partner  
Development Manager*

# Which sessions can you expect?



**Co-Sell Benefits for Partners**



**Co-Sell Culture**

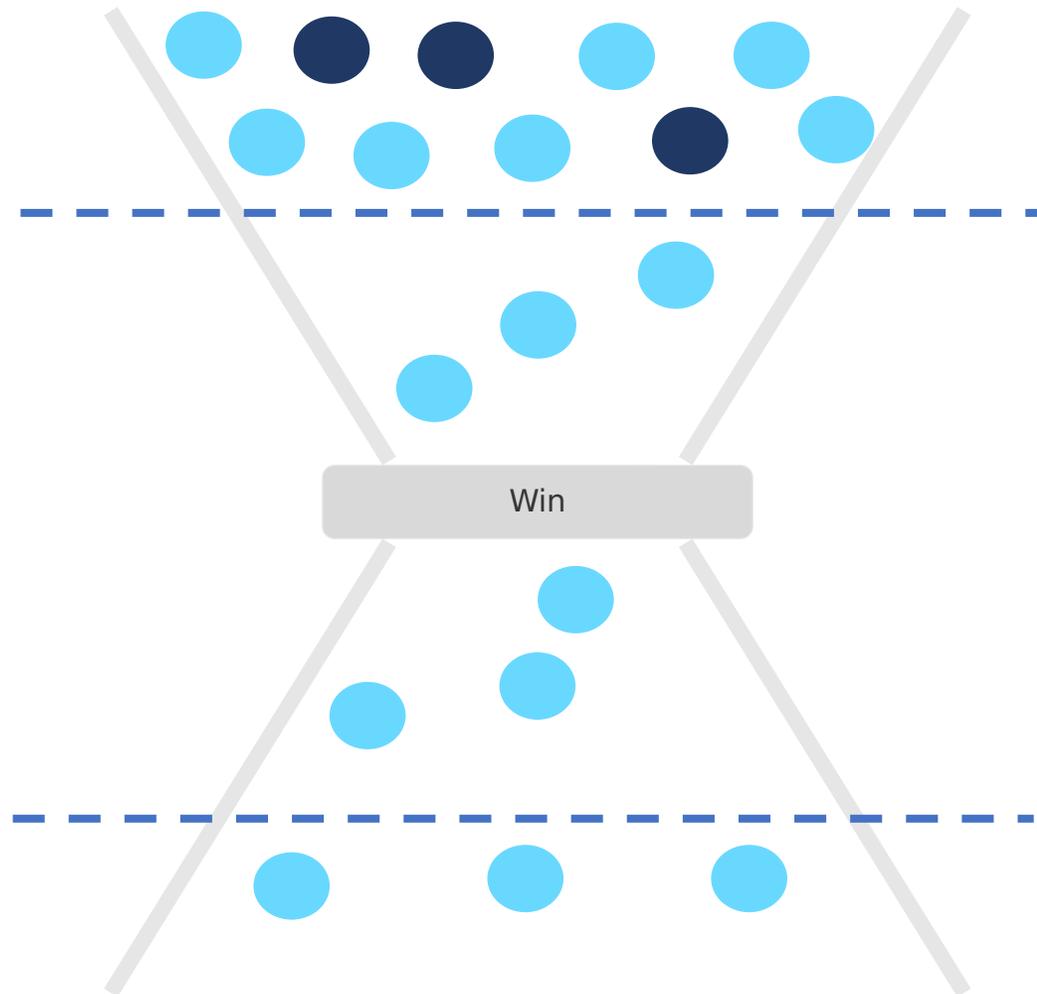


**Co-Sell Workflow & Operational Excellence**

# The different dimensions of Co-Sell



It is more than just sharing opportunities with each other!



Generate **more opportunities** together!

Net  
New



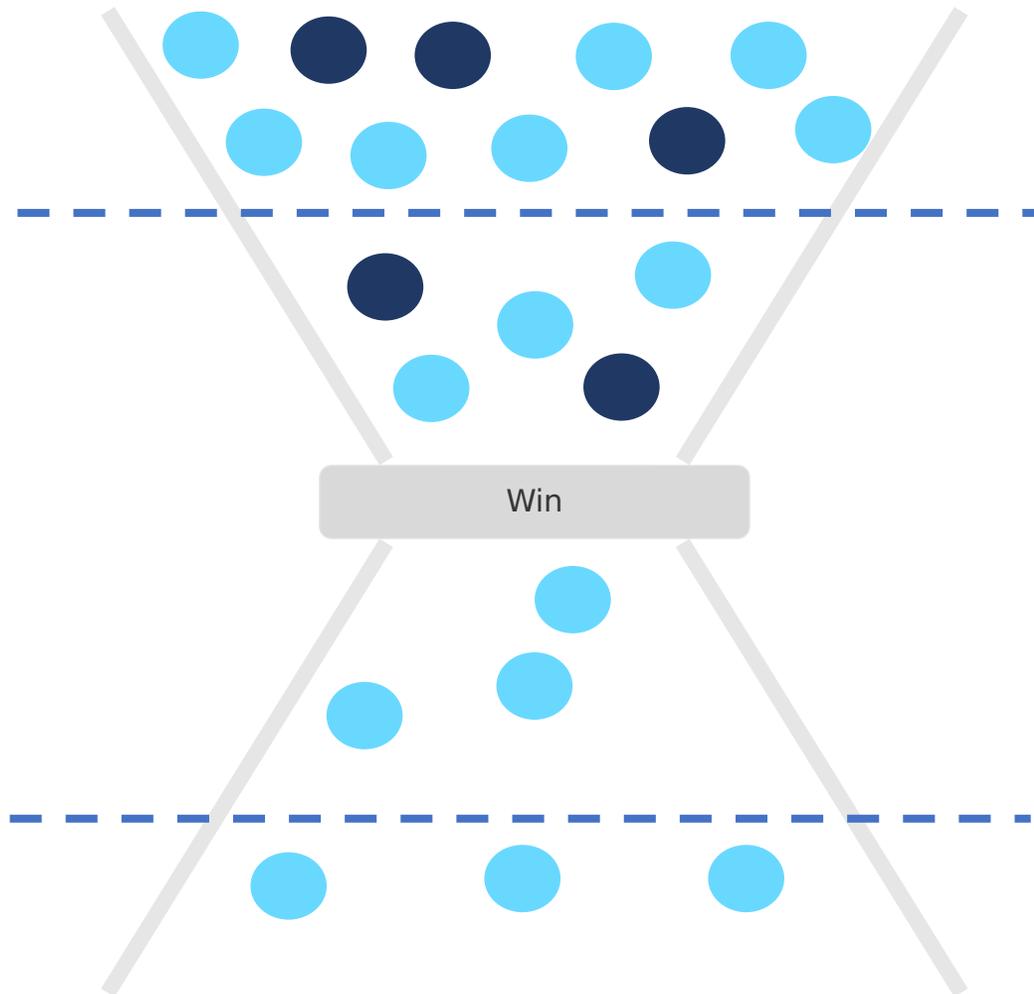
Benefit from  
previous success



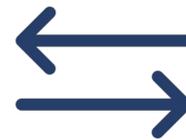
# The different dimensions of Co-Sell



It is more than just sharing opportunities with each other!



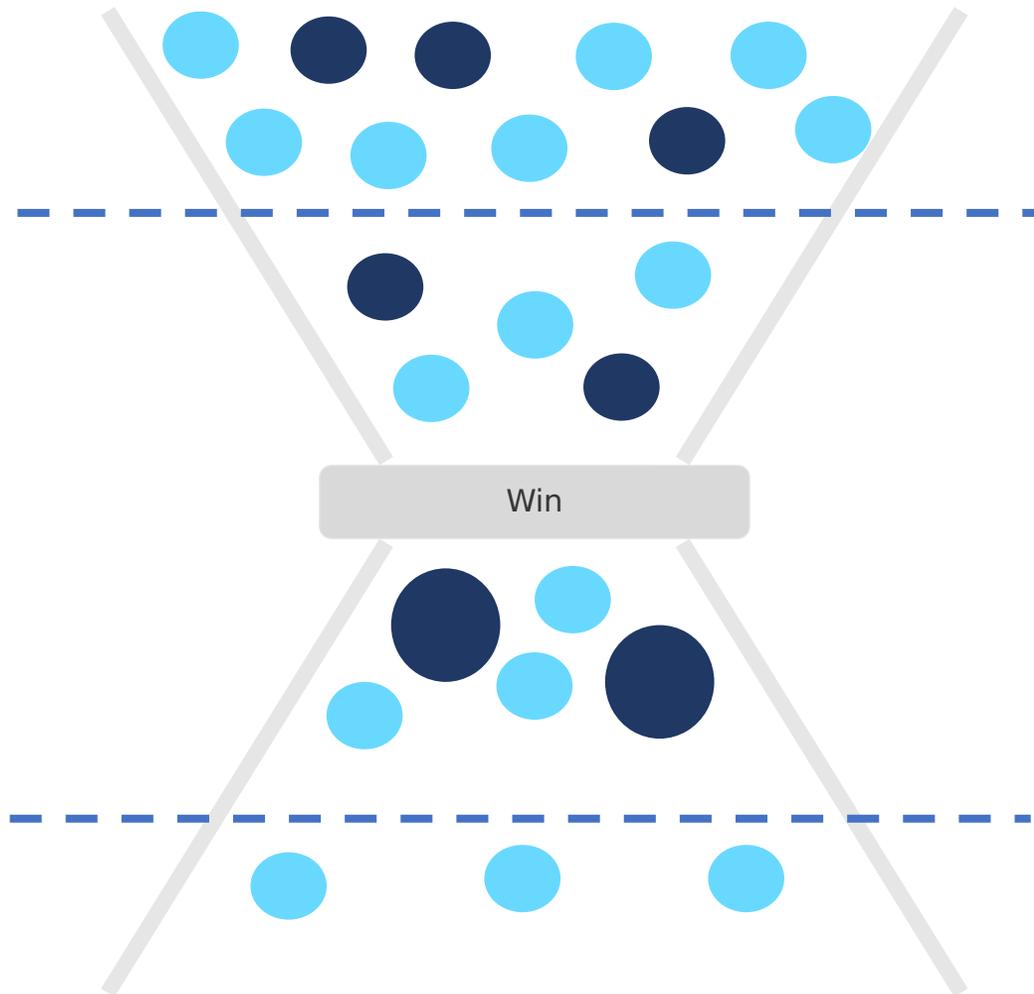
**Maximize** the **conversion** rate!



# The different dimensions of Co-Sell



It is more than just sharing opportunities with each other!

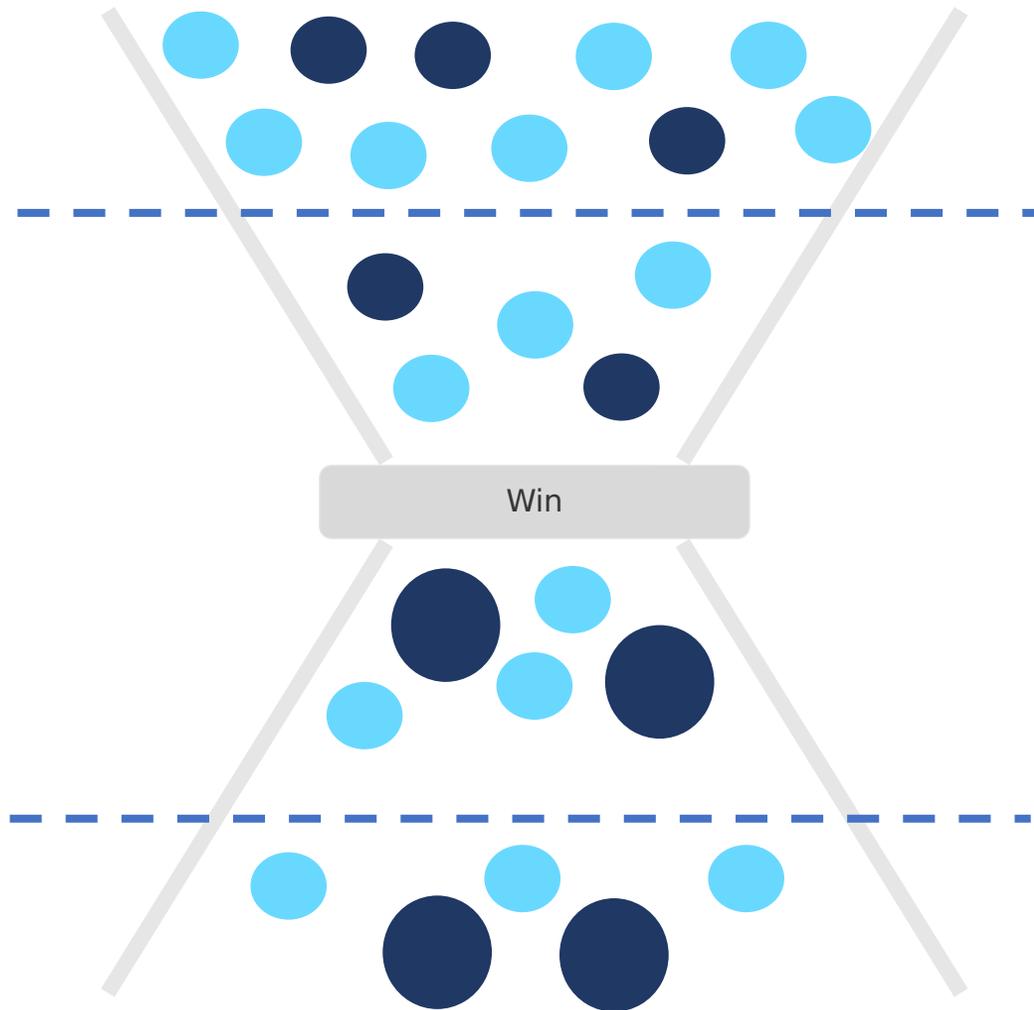


Enrich deals and **maximize the deal size!**

# The different dimensions of Co-Sell



It is more than just sharing opportunities with each other!



Mutual deployment plan



Automated purchasing process



Simplified pricing discussion



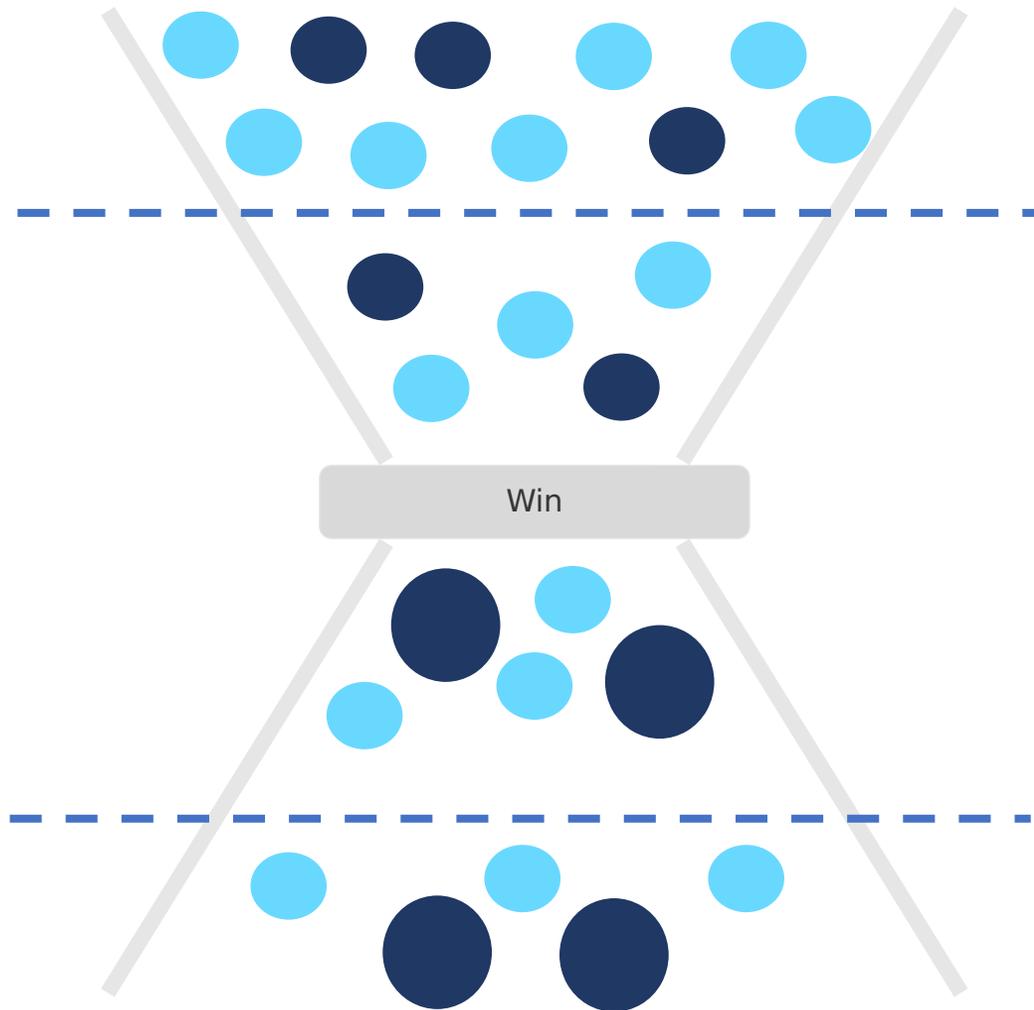
Mutual commitment

**Accelerate** deal cycles!

# The different dimensions of Co-Sell



It is more than just sharing opportunities with each other!



Generate **more opportunities** together!

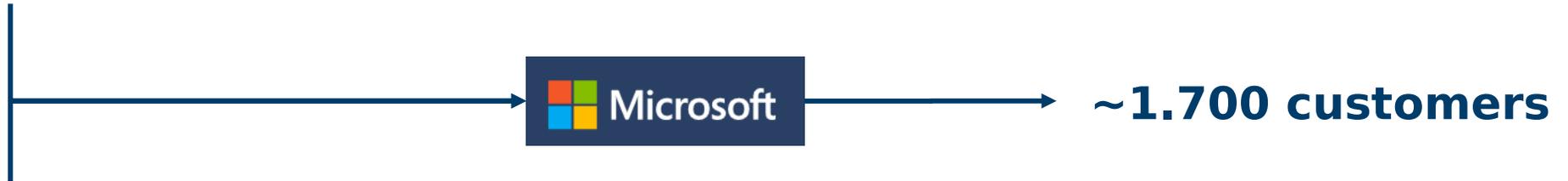
**Maximize** the **conversion** rate!

Enrich deals and **maximize the deal size!**

**Accelerate** deal cycles!

# A common misunderstanding

**~35.000 partners  
in Germany**



**X-times solutions**

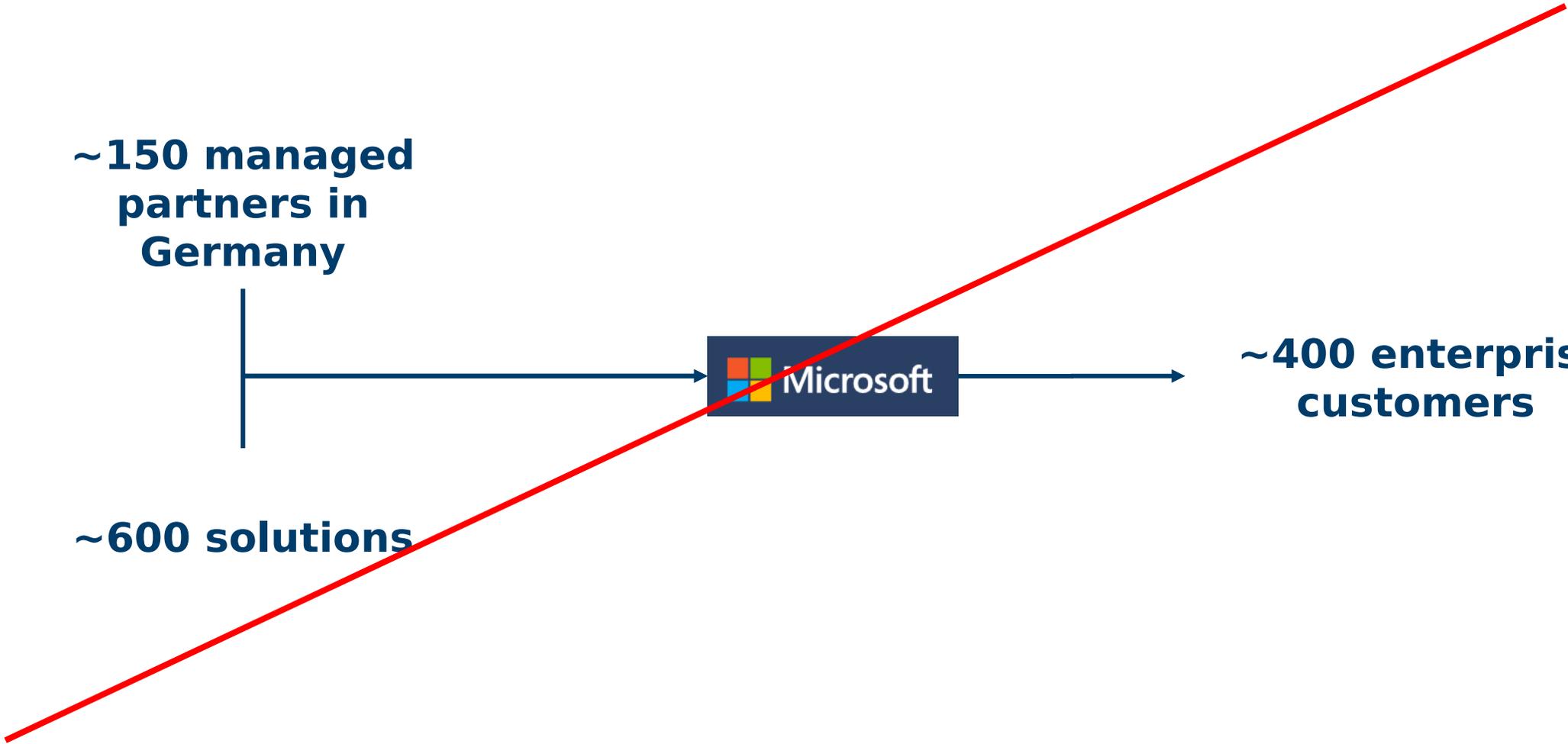
# A common misunderstanding

**~150 managed  
partners in  
Germany**



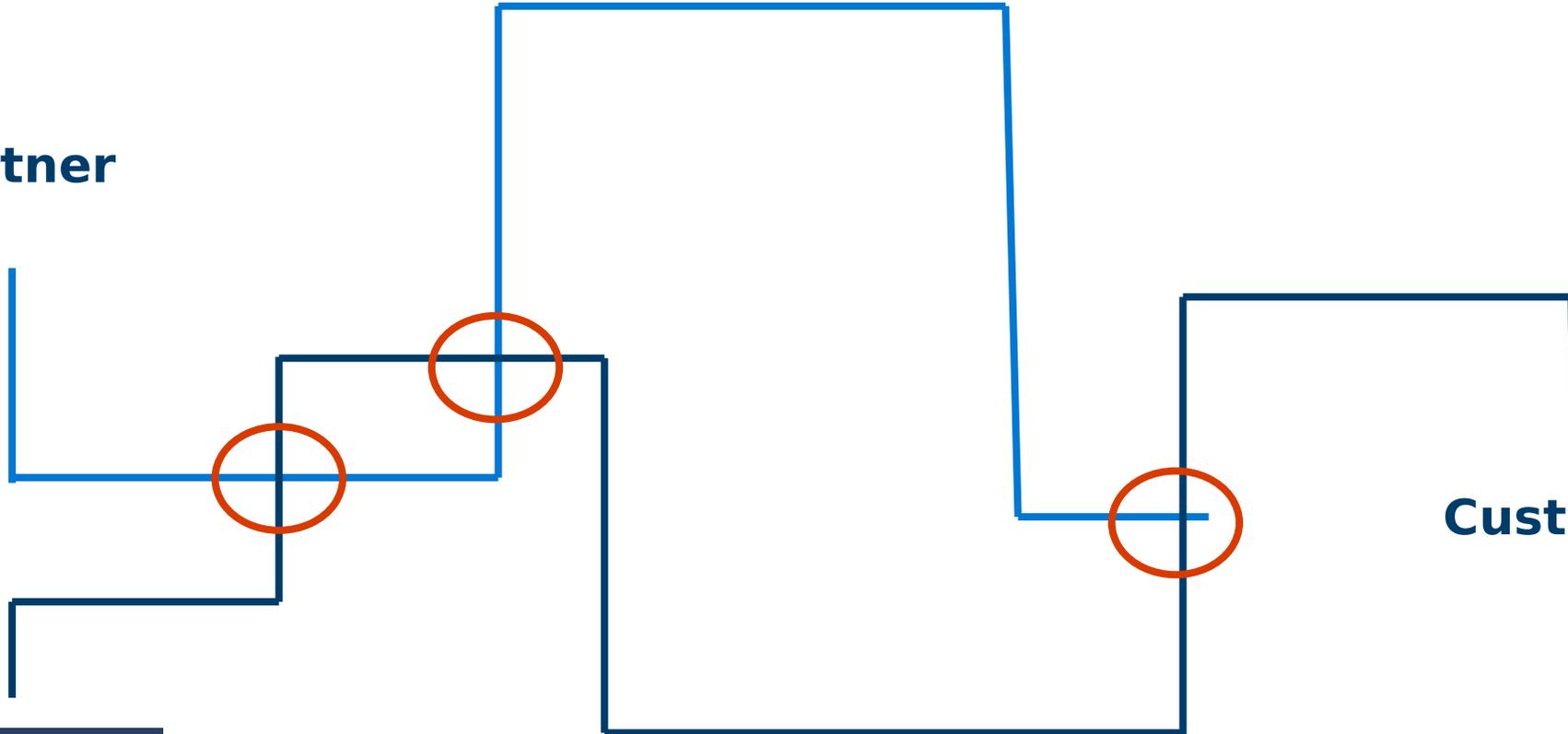
**~400 enterprise  
customers**

**~600 solutions**



# A common misunderstanding

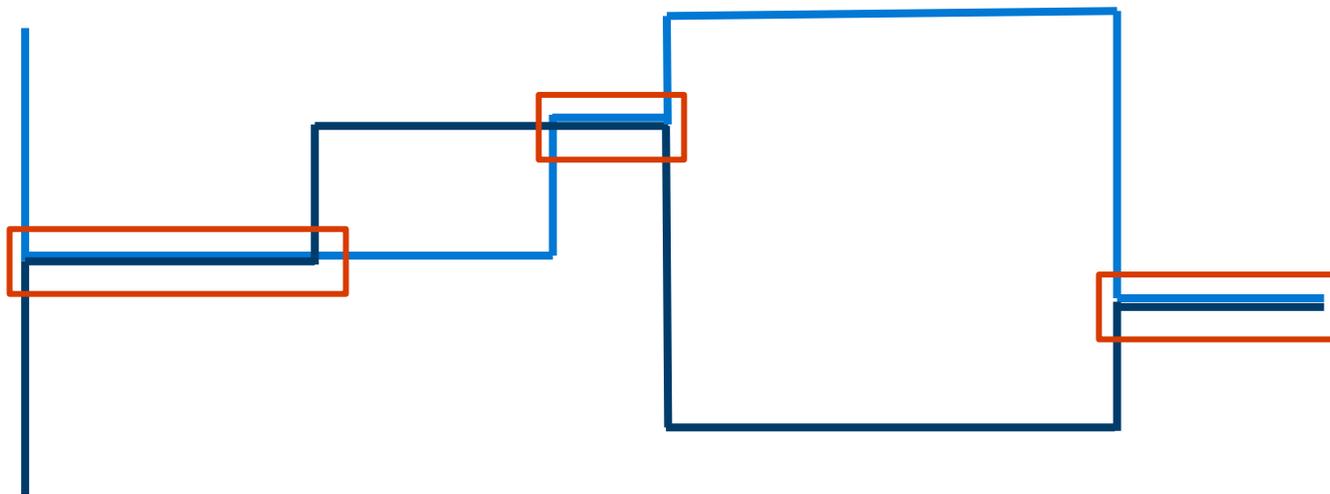
**Partner**



**Customer**

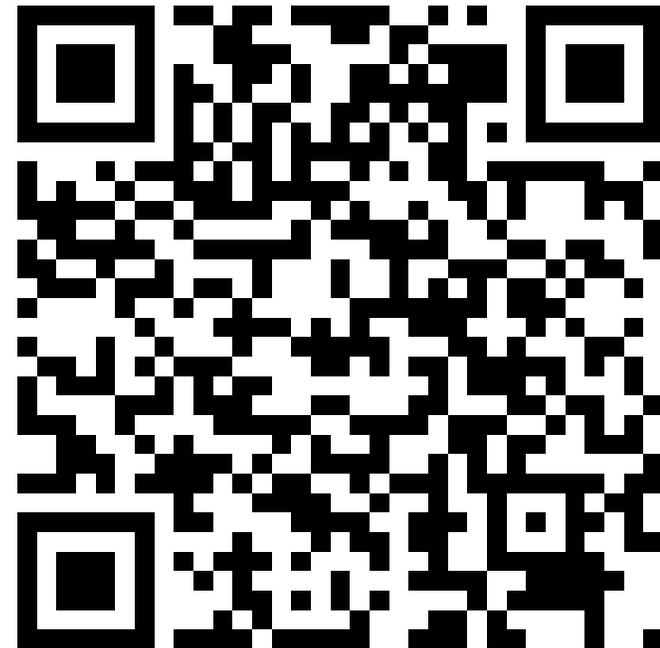
# A common misunderstanding

**Partner**



**Customer**

- ❖ Wann: 29.09. von 13:00 bis 15:30 Uhr
- ❖ Möglichkeiten und Mehrwerte des Marketplace aus Partner- UND Kundensicht.
- ❖ Update zu Incentive Kampagne
- ❖ Zielgruppe: Produkt- und Vertriebsverantwortliche



Link:

<https://msevents.microsoft.com/event?id=2803875980>

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