

Offer Creation Program



The Dicker Data Offer Creation Program focuses on enabling partners to develop and deliver customer-centric offers aligned to their Microsoft business.

The program provides structured enablement through step-by-step guidance, ensuring partners can create compelling offers that resonate with their target markets. It emphasises measurable ROI, offering clear metrics and milestones to track success and impact. Personalised support is a key feature, tailoring assistance to each partner's specific needs in offer creation and market positioning.

The benefits of this program are:

Enhanced Partner Capabilities:

It equips partners with the necessary tools and skills for creating offers, aiming for sustainable growth.

Increased Revenue Opportunities:

The program opens up new revenue streams by expanding partner expertise and capabilities.

The Program Provides

This program addresses the challenge of diversifying revenue sources and reducing over-reliance on a limited number of revenue-generating clients. It offers a comprehensive approach to enhancing sales capabilities and market positioning, leading to a measurable increase in revenue and market share.

Your Need

Partners need to unlock a broader customer base of revenue-generating clients to ensure diversified and sustainable revenue streams.

Result

A measurable increase in revenue through enhanced sales capabilities and market positioning.



Deliverables

Providing personalised, step-by-step guidance for creating and delivering compelling customer offers.

Delivered in partnership with PartnerElevate™, experts in helping technology partners grow revenue market opportunity.

Program Overview

Partners will get support developing unique, impactful offers that generate real business outcomes for customers and open new market opportunities.



Program consists of a 1.5-hour interactive virtual workshop, an online learning platform and 1:1 coaching sessions



Through the program, we'll benchmark partners' current capabilities, then provide personalised learning paths to strengthen offer development and demand generation capabilities



Partners will gain templates and tools to efficiently create differentiated customer offers that clearly demonstrate value to their prospects



Once offers are created, we'll provide partners sales and marketing support, to identify and close new business opportunities

Supporting Offer Creation

from idea to generating demand

Build Your Offer

Generate Demand

Accelerate Results

The steps we'll follow:

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| <ul style="list-style-type: none">• Use the Offer Creation Formula• Create your 6-week Impact Plan | <ul style="list-style-type: none">• Access tools and resources to confidently generate demand for your customer offer | <ul style="list-style-type: none">• Share your results and earn your Investible Partner Badge |
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The programs you'll engage in:

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| <ul style="list-style-type: none">• 1.5-hour interactive virtual workshop | <ul style="list-style-type: none">• Offer Creation Learning Pathway on the Investible Partner™ portal• Expert advice and coaching | <ul style="list-style-type: none">• Sales & marketing support to drive end user customer demand for solution |
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The outcomes you can expect:

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| <ul style="list-style-type: none">• Clarity on Offer Creation Focus and Execution Plan• Awareness of Strengths and Areas Needing Support• Clarity on Resources Requirements for Program Results | <ul style="list-style-type: none">• Step-by-Step Guidance• Tools for Implementation and Demand Generation• Metrics and Milestones for Tracking Success | <ul style="list-style-type: none">• Pipeline of Opportunities |
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Register your interest for this exciting new program or reach out to your Microsoft Business Development Manager.