

We understand the situation you are in now. And we know the cause of your frustration. We know this because we've seen so many Partners go through the same thing when it comes to software:

- Transitioning from on-premise to cloud-based Dynamics 365 offerings
- Competing with the other new, often very aggressive, service providers
- Marketing and selling the Microsoft platform instead of a single category product like Dynamics NAV or Dynamics CRM
- Transforming the marketing team to become the new sales

Even though the market for Microsoft Dynamics partners changes at a very fast pace, there's something that never changes: the desire for prospective customers who carry out successful projects.

Selling & delivering Microsoft platform in the new era of software

During a 2-day intensive program we are going to dive deep into the areas that were affected by the transitional changes the most:

Day 1

- An overview of the main business challenges for Dynamics Partners and how to best deal with them. Learn from the mistakes and the best practices from Dynamics Partners all over Europe.
- Selling some Dynamics 365 licenses plus a bundle of services is probably not enough anymore. Learn what your customers really need and how to sell this – a more expensive – proposition to them.

Day 2

- Selling and delivering successful projects starts with the right marketing and sales approach. Get a clear picture of how to solve your own challenges, learn what you must expect/demand from your customer and discuss how you can assist them in that process.
- Organizational change management. How can you really help your customers get ready for the new digital era? And how can you turn the customers' management into your friends so that you can work together to achieve joint success?

Recommended attendees: the workshop is aimed at business owners, sales and marketing managers, project managers, IT leads.

Workshop outcome: We have no doubt that you already understand the importance of adjusting your business model and skill set to the everchanging world of Cloud. In the workshop we will provide you with the tools and ideas to adapt and thrive in the Dynamics market.



"I especially liked the way the whole thing was gathered together as a methodology. I found so many things I can discuss about with my AX and CRM customers" Johan Andersson, Managing Director iVersum Oy, Finland

"Thank you for wonderful Training session, I enjoyed it very much!" Reinis Sparāns, Sales Manager, Elva Baltic Ltd, Latvia

"All the advice I received during the workshop will be heavily used in my daily work, and I am pretty sure they will change my companies destiny". Engin Alan, General Manager, Binovist, Turkey

If you are working on a strategy to boost the number of leads for Dynamics 365, this workshop is for YOU!

About the facilitator

For more than 15 years Guus Krabbenborg has been helping Microsoft Dynamics Partners to transform, stay relevant and succeed in their business. Having a deep understanding of the marketing, sales, delivery and support of ERP and CRM solutions, Guus is delivering workshops that are highly evaluated by Partners across the world. As a motivational and inspirational speaker, Guus is often invited to take stage at various Microsoft events and conferences.



About 1ClickFactory

Being a Dynamics solution provider today can be an opportunity or a challenge. Your business is challenged by new business models, technologies, competitors, growth, etc. In all, a constantly changing world difficult to navigate and to create more profitability with less risk and lower investments. [1ClickFactory](#) helps Partners efficiently update, deploy, transform, develop and certify solutions for Microsoft Dynamics. We are the largest provider of [Microsoft Azure services](#) for the Dynamics platforms. We lead innovation with services for Dynamics 365 apps and Extensions.