



MSP Sales

Learning Catalog

1. Core Benefits and Business Justifications for Azure

This learning path:

- Introduces learners to the cloud and why it is important.
- Explains how to justify moving to the cloud for the MSP and the client.
- Specifies the type of licensing needed for an AVD environment.

Lessons in this path:

- ✓ Business justification overview
- ✓ Challenges for the modern client
- ✓ Solutions for the modern client
- ✓ Challenges for the modern MSP
- ✓ Solutions for the modern MSP
- ✓ Why Azure?

2. Prospect / Generate Demand for Cloud Clients

This learning path:

- Provides methods for prospecting cloud clients with a special focus on education.
- Outlines the ways to contact the client and explains how to try and get that first meeting.

Lessons in this path:

- ✓ Methods for uncovering opportunities

3. Create a Sales Discovery Process

This learning path:

- Provides a guide to help learners during the discovery phase.
- Walks through the phases of planning, discovery, and next steps.
- Teaches about the cloud environment to help avoid extra questions that can result in an incorrect proposal.

Lessons in this path:

- Discovery overview
- Planning
- Expectation setting
- Discovery
- Next steps

4. Scope and Architect Cloud Environments

This learning path:

- Educates learners on how to architect a cloud environment.
- Outlines the Azure resources needed to build the environment correctly.
- Goes through Azure SKUs, Identity, types of VMs, and more.
- Provides an understanding of how to properly quote and architect a cloud setup.

Lessons in this path:

- ✓ Architecting overview
- ✓ Understanding Azure resources (VMs, disks, etc.)

5. Optimize Your Cloud Margins

This learning path:

- Walks learners through the key items to focus on when optimizing their margins for the cloud.
- Discusses the following items:
 - ✓ CSP reseller
 - ✓ Reserved Instances
 - ✓ Azure Hybrid Benefit
 - ✓ Auto-scaling
- Helps understand common pricing mistakes.
- Provides recommendations to help keep the margins where they need to be.

Lessons in this path:

- ✓ Margin optimization overview
- ✓ Microsoft Cloud Solution Provider reseller
- ✓ Reserved Instances
- ✓ Azure Hybrid benefits
- ✓ Auto-scale

6. Price Your Azure Virtual Desktop Properly

This learning path:

- Provides a guide on pricing Azure Virtual Desktop environments properly.
- Covers some pricing considerations.
- Provides a pricing example of a customer scenario.
- Helps translate the client's capacity and needs to Microsoft products and solutions.

Lessons in this path:

- ✓ Pricing overview
- ✓ Considerations when pricing
- ✓ Nerdio Manager Cost Estimator tool

7. Package Azure Solutions for Clients

This learning path:

- Provides a roadmap for how Nerdio sees the industry's approach to packaging cloud offerings.
- Provides three ways to package and sell cloud services.
- Discusses how many MSPs start and how they can progress to achieve better margins for their services.

Lessons in this path:

- ✓ Packaging overview
- ✓ How MSPs start
- ✓ How MSPs evolve
- ✓ How MSPs win

8. Facilitate Demos of Azure Virtual Desktop

This learning path:

- Guides learners through the art of running a demo for a prospective client.
- Teaches how to prepare and deliver the demo, as well as answer questions to help close the deal.
- Promotes understanding that running a successful Azure demo can yield impressive results.

Lessons in this path:

- ✓ Demo overview
- ✓ Prepare
- ✓ Deliver
- ✓ Common questions

9. Craft and Deliver Proposals

This learning path:

- Provides tips useful when presenting a proposal.
- Covers the items to consider and processes that can be integrated into the proposal approach.

Lessons in this path:

- ✓ Delivering your proposal
- ✓ Protect yourself (contracts / agreements)

10. Close and Win Cloud Deals

This learning path:

- Provides objections that learners may encounter when presenting a proposal.
- Focuses on these objections for different topics, as well as the proof of concept (POC).
- Discusses how to run the POC successfully.

Lessons in this path:

- ✓ Objections
- ✓ Proof of concept