



Go To Market Guide for Mitel Cloud Partners

1 Listen and Learn

2 Prepare Your Pitch

3 Acquire Your Assets

4 Fill Your Funnel

Introduction

Welcome to the MiCloud Partner Go-To-Market (GTM) Guide. Mitel® understands the needs of our channel partners and we have prepared an easy-to-follow resource guide to help you launch your cloud demand plan. This guide will provide you the blueprint needed to create an effective go-to-market plan, including MiCloud training, sales enablement tools and demand generation assets and content to assist you in executing your marketing plan. No need to make things complicated, we've narrowed it down to four simple steps. Each step has links to folders to that can be downloaded easily.

If you require additional support for planning a custom cloud marketing campaign, please work with your respective Field Marketing contact or Sales lead on the request.



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1. Listen and Learn

The first step for our partners to begin selling quickly and efficiently is learning the ins and outs of our MiCloud portfolio of products. Our MiCloud Sales Professional Training provides an overview of our entire portfolio and dives into the features and benefits they offer to end-customers. All training is conveniently located via our online Learning Management System and can be taken at your own pace.

Our full Mitel Sales Professional curriculum for MiCloud Retail Agents solutions counts toward your partner level requirements for sales certifications. It will take six hours to complete all required courses to earn your certification.

2016 Mitel Sales Professional Certification - MiCloud Retail Solutions

- Introduction to the Cloud
- MiCloud Enterprise
- MiCloud Office
- MiCloud Business
- MiCloud Contact Center
- Call Recording

[Sales Training Login ▶](#)


Please contact your Channel Account Manager if you need to obtain your login credentials.

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2. Prepare Your Pitch

Equip your organization to sell Mitel cloud solution with our sales enablement content designed to help prepare and support your team of salespeople. Our library of resources will ensure they understand how Mitel's cloud solutions will engage and support the business needs of their prospects. Sales playbooks guide sales professionals on key product positioning, identifying buyer personas and how to communicate clearly with those buyers, product details, and assist with uncovering customer problems so they can make sales based on solutions and capabilities.



MiCloud Office



MiCloud Business



MiCloud Enterprise



MiCloud UCaaS



MiCloud Verticals

Sales Resources ►

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3. Acquire Your Assets

Now that you have your training and sales enablement tools to ensure you're ready to effectively sell Mitel's cloud solutions to your prospects and customers, you will also need customer-facing content to market your business to potential customers. Whether you send an email, print handouts or use this content to conduct a presentation, we have you covered. We organized all external-facing assets by MiCloud product to support your selling efforts.



MiCloud Office



MiCloud Business



MiCloud Enterprise



MiCloud UCaaS



MiCloud Hospitality



MiCloud Education

Customer-facing Content ➔

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4. Fill Your Funnel

In order to stand out in a crowded marketplace, partners need to establish cutting-edge campaigns that expand across many channels and multiple touches including email, social media, and your company website. We want to make it easy for our partners to plan and execute lead generation campaigns. The final step in our guide provides access to cloud-specific assets and campaigns to drive sales-ready leads into your organization. Whether you're planning to target your existing customer base or new prospects, our library of content is sure to help you position your business as a thought leader in cloud communications.

Today's buyers are research savvy. As they go about their research there are a series of stages through which they travel as they develop from simple researchers to solution selectors. The Buyer's Journey is the representation of these stages. Early stage content pieces such as infographics and videos are easy to share and help boost brand awareness. Whereas, whitepapers and e-books are focused on specific business pain points and industry-wide trends.



Fill Your Funnel continued on next page

4. Fill Your Funnel (continued)

We understand partners don't have a lot of time to spend creating marketing campaigns so we've done the heavy lifting for you. Select from a variety of different types of cloud communications lead generation campaigns. From campaigns that are easy to download and execute through your own marketing automation tools to fully integrated marketing campaigns which Mitel Cloud Marketing can help you implement. Depending on what is best for your business, you can choose one or you can even work with us on multiple campaigns. Please engage Field Marketing or your Sales representative for campaigns from options 2 or 3.



Option 1: Cloud SMB Email Campaign

This campaign includes six email templates and six co-brandable thought leadership assets for inclusion in your email campaign.

[Go to Campaign >>](#)



Option 2: Cloud Webinar plus Email Campaign

Thinking about hosting a webinar to generate leads and create marketing qualified leads? No problem. We'll even provide a subject matter expert to present and join you on the webinar. If you need us to help with the email invitation and registration, we can do that too. This campaign includes a webinar abstract, presentation, and email campaign to help you nurture leads after the webinar is done.



Option 3: Cloud Communications Missing Puzzle Campaign

This campaign is a fully-integrated marketing campaign which includes a custom partner-branded microsite, whitepaper, and email campaign.

