

Essentials Consulting

What is Essentials Consulting?

Essentials Consulting is a Microsoft sponsored program utilizing marketing best practices and proprietary tools.

Delivered in a series of tasks, training programs and individual consulting sessions you will receive training and consulting on the key elements needed to build and grow your existing marketing strategy including: Market Research, Differentiation, Messaging, Lead Generation, Website Utilization and Marketing Tactics.



What resources are required?

Essentials delivers all this in a 3-4 month program that requires approximately 5-6 hours of your time each month.

Essentials is delivered virtually through live meetings, e-Mail and one-on-one calls with the Essentials team. This method of delivery respects your time while maximizing results.

Program at a glance

Essentials Consulting comes in two versions: Vertical and Community

Vertical Program

The vertical offering is ideal for partners that want to build on an existing vertical plan or explore a new vertical. Vertical marketing is the most impactful approach for most Microsoft partners. Once you have gone through the Essentials program, the process you learn and tools you receive can be applied to each new market you identify.

Community Program

Community is ideal for partners that are selling in geographies that are too small to support multiple verticals, or that are selling in scenarios that require a lower cost of sale approach (such as “Better Accounting” or “Better CRM”.) The program focuses on lower cost “community” activities such as marketing through existing opportunities including business associations and groups, media, tradeshows and other one to many vehicles.

How Essentials Consulting Works

A member of the Essentials Team will be assigned to be your marketing consultant for the entire program.

While others on our team of subject experts will work with you on specific areas throughout the entire program, this member of our team will provide continuity and support throughout the entire program.

Even before the first call your personal consultant will review your website to learn about your current market position. During the first call, your Essentials consultant will ask you about your company's goals, successful and failed programs and any on-going marketing projects.

Help Desk – Ongoing Support

The program also supports you after completion by providing you with an additional six months of Help Desk support. Help Desk provides you with e-mail based marketing support for all your marketing needs: content review and recommendations, validation of your ideas and budget and answers to your marketing questions. Use helpdesk for your general marketing needs and to help navigate and select the many Microsoft resources available to partners. Find the programs that fit AND the best ways to integrate them into your plans.

Vertical Program

Step	Timeline	Partner Action	Essential Deliverable
1	Launch	Initial Kick-Off Training: identifying your best target markets; Researching your markets; Why nurture in marketing? Program elements & goals	
2	Day 14	Initial Partner Consult	
3	Day 45	Complete Essentials profiles: - Market segment - Database - On-Line Presence	- First Research report on your target market. - 200 cloned prospects - Complete web assessment of your existing site design, content, structure and SEO
4	Day 60	Complete: Minimum of 1 Client & 1 internal questionnaire	- Unique selling proposition (USP)–A consultation with our corporate psychologist will help you develop and refine your own unique message and craft a targeted elevator speech that resonates with your prospects.
5	Day 90	Complete: GPA Exercise – Compare prospects to the criteria of your best client.	- Nurture in a Box - A 12 month direct mail nurture marketing letter campaign.
6	Day 120	Building a better campaign plan: best marketing tactics, tips, tricks Complete marketing campaign plan template.	- Detailed individual review and evaluation with recommendations on your plan. - 6 months of helpdesk support

Community Program

Step	Timeline	Partner Action	Essential Deliverable
1	Launch	Attend Via Live Meeting: Kick – Off Training: Marketing in a community model; what works and what doesn't; How can you nurture with broader campaigns? Program elements & goals	
2	Day 14	Initial Partner Consult	
3	Day 45	Complete Essentials Profiles: Market Segment On-Line Presence	- Complete web assessment of your existing site design, content, structure and SEO
4	Day 45	Complete: 1 Client and 1 internal questionnaire	- Consultation with corporate psychologist - Edited Unique Selling Proposition (USP)
5	Day 90	Complete: GPA Exercise: Compare prospects to the criteria of your best client.	Nurture in a Box
6	Day 120	Attend Via Live Meeting: Building a better campaign plan: best marketing tactics, tips, tricks.	- Assessment and assistance in finalizing campaign plan. - 6 months of helpdesk support during implementation.
		Complete marketing campaign plan template	

Program Cost and Benefits

Vertical	\$4,000
Community	\$3,000

*Essentials Consulting is eligible for CDF funding and may be eligible for additional Microsoft co-funding. Please work with your partner account manager or send e-mail to help@essentials-marketing.com

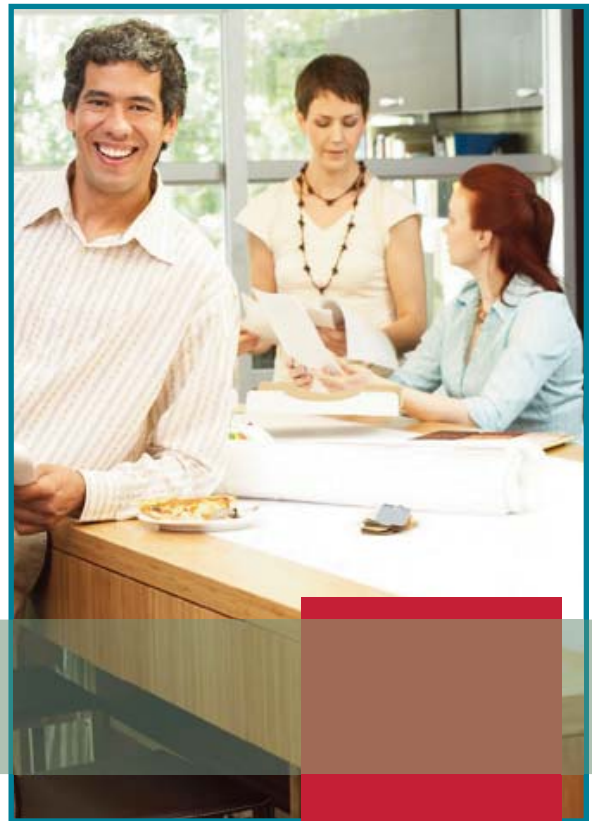


Your Essentials Team

The Essentials team is made up of the principals of The Nurture Institute, Barbara Pfeiffer, Eric Rabinowitz and Jennifer Garcia who are responsible for the creation and execution of this highly successful partner program.

The Nurture Marketing Institute began 20 years ago to help businesses develop one-on-one strategies to gain access to and influence business executives. Its proprietary Nurture Marketing methodology is based upon a 10-year study, conducted for Microsoft by founder and CEO Jim Cecil, of over 10,000 business executives in 11 countries.

Today, the Nurture Institute serves over 14,000 customers in 22 countries including New York Life Insurance and several hundred Microsoft Partners. For the last 4 years the Nurture Institute has been working closely with Microsoft to develop an effective method to educate the Microsoft partner channel on marketing best practices. The Essentials Program utilizes individual partner focused coaching, training and execution programs to help partners accelerate and sustain growth.



Sign up for Essentials Today

- www.essentials-marketing.com
- For any questions or to request a program consultation to determine the best fit for your company please contact help@essentials-marketing.com