Business Applications SMB Partner Sales Acceleration Program table of contents

The Microsoft Partner Sales Acceleration Program was designed to help SMB partner sellers navigate the various stakeholder conversations during an enterprise sales engagement. This table will give you links to the learning paths and individual assets and videos.

Sales Training – Business Applications	Description
SMB PSAP overview: Introduction	Watch this brief video to determine if this program is right for you.
SMB PSAP overview: All-up	Learn how these sales assets can help your team improve your win rate.
Selling to the SMB cloud buyer	Learn how to align your sales strategy with SMB cloud-buyer behavior.
Business Applications PSAP SMB: Sales battlecard	Understand key SMB selling points for Business Applications solutions.
Sales engagement battlecard: How-to for SMB	See how to prepare for SMB conversations by using this battlecard.
Sales engagement battlecard: Business Applications SMB PSAP	Learn how to leverage sales battlecards to create new opportunities.
Business Applications PSAP SMB: Prospect engagement guide	Engage prospects quickly and identify Microsoft opportunities.
Prospect engagement guide: How-to for SMB	Learn emotional engagement tactics to make positive bias with clients.
Prospect engagement guide: Business Applications PSAP SMB	Download Business Applications–specific emotional engagement tools.
Emotional opportunity discovery: Overview for SMB	Learn how to structure and drive a differentiated discovery call.
Role-play: How not to manage a prospect call	Watch a painful example of what not to do in early discovery calls.
Role-play: How to manage a prospect call successfully	Watch a powerful discovery strategy for success with client calls.
Business Applications PSAP SMB: Project discovery whiteboard	Use a virtual whiteboard to drive an interactive client discussion.
Project discovery whiteboard: How-to for SMB	Uncover project insights with interactive virtual whiteboarding.
Project discovery whiteboard guide: Business Applications PSAP SMB	Download the guide to prepare for your first whiteboard discovery.
Demo: Project discovery whiteboard for SMB	Learn how to facilitate a project discovery whiteboard conversation.
Business Applications PSAP SMB: Technical decision maker (TDM) deck	Use these resources to influence the TDM.
TDM project review: How-to for SMB	Learn how to position your solution to help secure TDM support.
TDM project review deck: Business Applications PSAP SMB	Download this solution positioning deck to guide your TDM meetings.
Business Applications PSAP SMB: Project impact summary	Create your "strategic tipping point" moment with the BDM.
Project impact summary: How-to for SMB	Learn a new way of overcoming both logical and emotional objections.
Project impact summary: Business Applications PSAP SMB	Use this BDM positioning deck to structure your project assessment.
Overcoming difficult sales objections: Overview for SMB	Learn how to facilitate a differentiating and high-impact BDM meeting.
Role-play: Turning objections into conflict	Watch this role-play to see how not to react to difficult objections.
Role-play: Turning objections into insights	Watch how to address and overcome all prospect objections confidently.
Business Applications PSAP SMB: Proposal business review	Use a structured approach for success with closing the SMB deal.
Proposal business review: How-to for SMB	Learn how to frame, summarize, and position the project business case.
Proposal business review: Business Applications PSAP SMB	Download this BDM proposal deck to reduce the risk of a "no decision."
Business Applications SMB PSAP assessment	Test your knowledge and sales skills.
Business Applications SMB PSAP partner survey	Help us improve the program and content.
FAQs for Partner University	Learn how to access Partner University to take your assessment,

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