

Business Applications Partner Sales Acceleration Program table of contents

The Microsoft Partner Sales Acceleration Program was designed to help 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	Find all the materials for the Business Applications PSAP here.
PSAP overview: Introduction (video)	Sharpen your enterprise sales approach with PSAP.
PSAP overview: All-up (video)	Learn how to sell the business case for change.
Sales battlecard	Build your Microsoft business case with this battlecard.
Sales battlecard: How-to (video)	Learn how best to use the sales battlecard.
Sales battlecard: Business Applications PSAP	Plan your Microsoft pitch by using this battlecard.
Engagement guide	Ask the right questions, and help your prospect see opportunities.
Prospect engagement guide: How-to (video)	Learn how to leverage the prospect engagement guide.
Prospect engagement guide: Business Applications PSAP	Download this resource to plan your customer engagement.
Make an impact with discovery meetings: Part 1 (video)	Watch an introduction to emotional opportunities in sales.
Make an impact with discovery meetings: Part 2 (video)	Continue learning about emotional opportunities in sales calls.
Role-play: How not to manage a discovery meeting (video)	Learn about the pitfalls of a typical sales call with this role-play.
Role-play: How to manage a discovery meeting successfully (video)	Navigate sales calls by using the emotional-discovery method.
Project discovery whiteboard	Plan to lead a strategic business discussion with the project owner.
Project discovery whiteboard: How-to (video)	Learn how to use whiteboards effectively in sales meetings.
Project discovery whiteboard guide: Business Applications PSAP	Download the guide for leading whiteboard meetings.
Demo: Project discovery whiteboard (video)	Facilitate collaborative sales discussions by using whiteboards.
CIO pitch deck	Socialize your solution with the CIO and uncover objections.
CIO pitch deck: How-to (video)	See how to plan for your conversation with the CIO.
CIO pitch deck: Business Applications PSAP	Download the pitch deck as a guide for your meeting with the CIO.
Project impact summary	Plan to lead a strategic business discussion with the project owner.
Overview of managing objections successfully (video)	Learn how to manage logical and emotional forms of resistance.
Role-play: Navigating objections poorly (video)	Understand the wrong way to react to objections in this role-play.
Role-play: Navigating objections successfully (video)	Learn how to manage objections in this role-play.
Project impact summary: How-to (video)	Learn how to differentiate yourself in your meeting with the BDM.
Project impact summary: Business Applications PSAP	Download the project impact summary for success with BDM meetings.
Proposal business review	Confirm project scope and position yourself for the final meeting
Proposal business review: How-to (video)	Learn how to plan for and close the project business review.
Proposal business review: Business Applications PSAP	Download this document to prepare for the final executive meeting.
Business Applications PSAP assessment	Take the assessment to test your sales skills.
Business Applications PSAP partner survey	Let us know your thoughts on the PSAP course.