

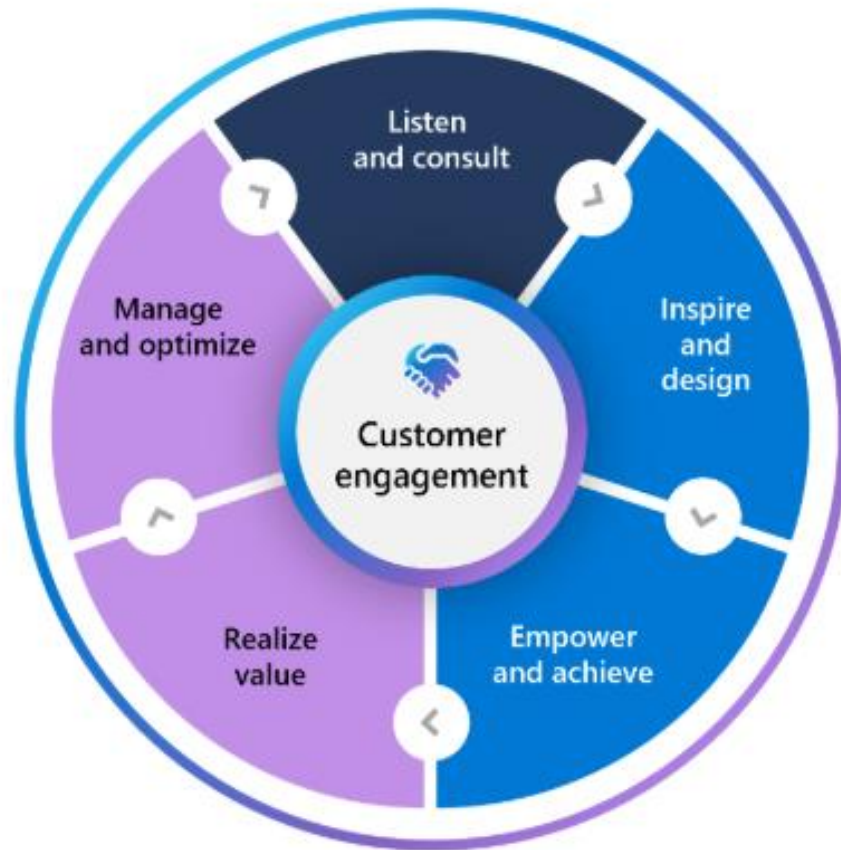
Microsoft Customer Engagement Methodology (MCEM) for Partners

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What is MCEM?

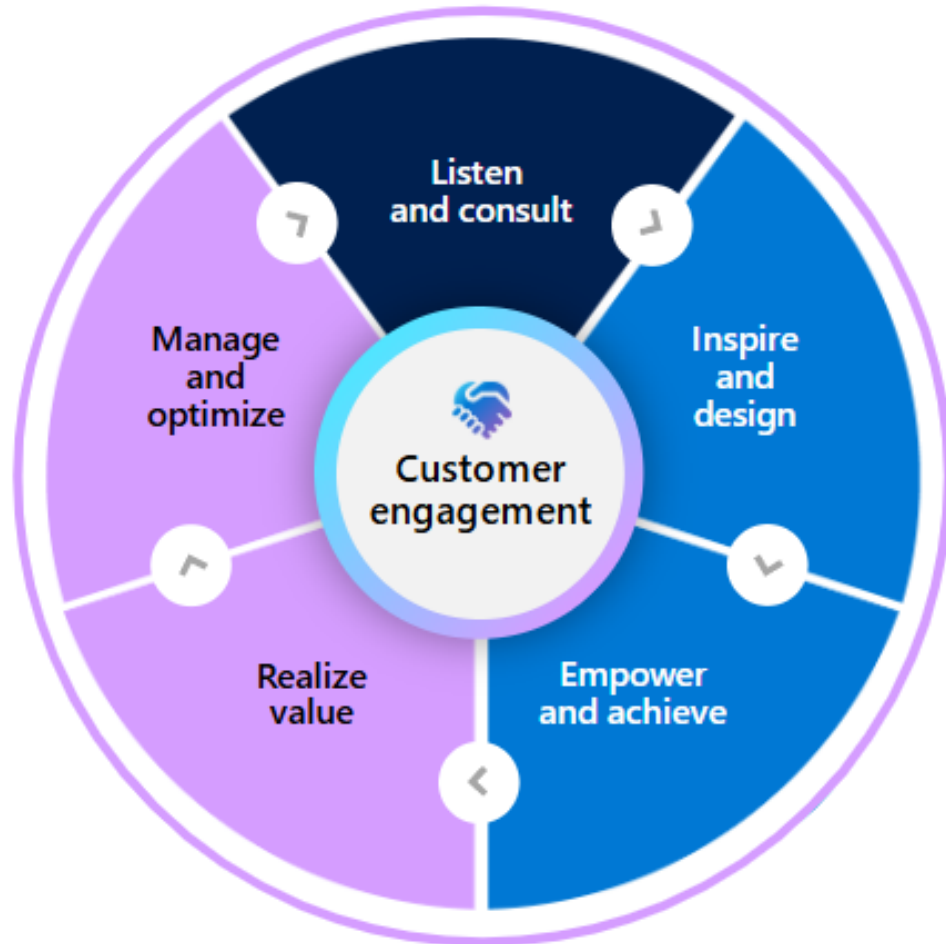


MCEM:

Customer centric co-selling methodology

- Aligns **sales strategies**
- Streamlines **selling process**
- Provides **visibility**
- Enables access to **resources**
- Builds **trust** and **accountability**
- Clarifies **roles and responsibilities**

Five stages of MCEM



Stages are designed to:

- Deliver **exceptional value** to customers
- Allow for **flexibility**
- Enable us to **adapt our actions** to align with needs

Guiding principles



**Customer-
centric**



One team



Build trust



**Differentiated
solutions**

We place our customers at the center of everything we do. Understanding their unique needs and desired outcomes is crucial as we co-innovate and co-develop to achieve success.

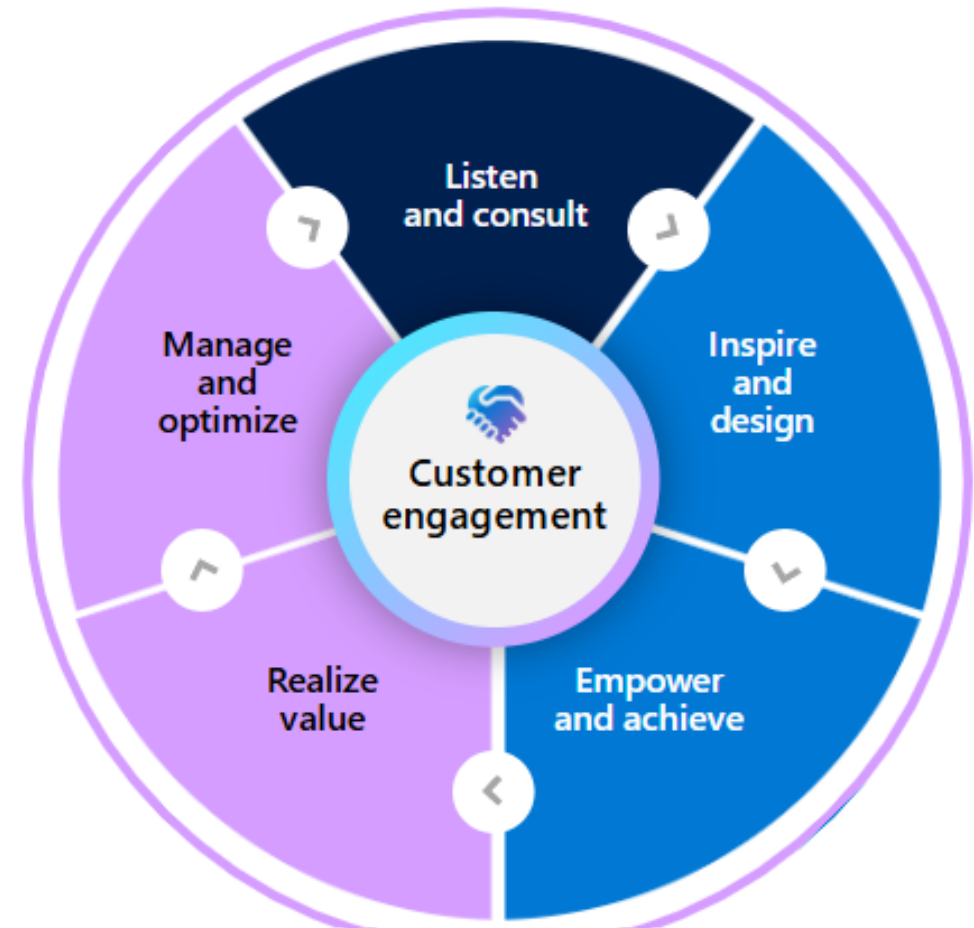
Pre-MCEM

What happens during this phase:

- Focus on planning and partner readiness
- Review and verify customer requests
- Develop Partner Business Plans
- Register solutions in the marketplace

Outcome of this phase:

Establish foundational frameworks for partner co-sell engagements, synthesizing cross-organizational insights to set the stage for seamless partner integration and collaboration during MCEM.



Pre-MCEM

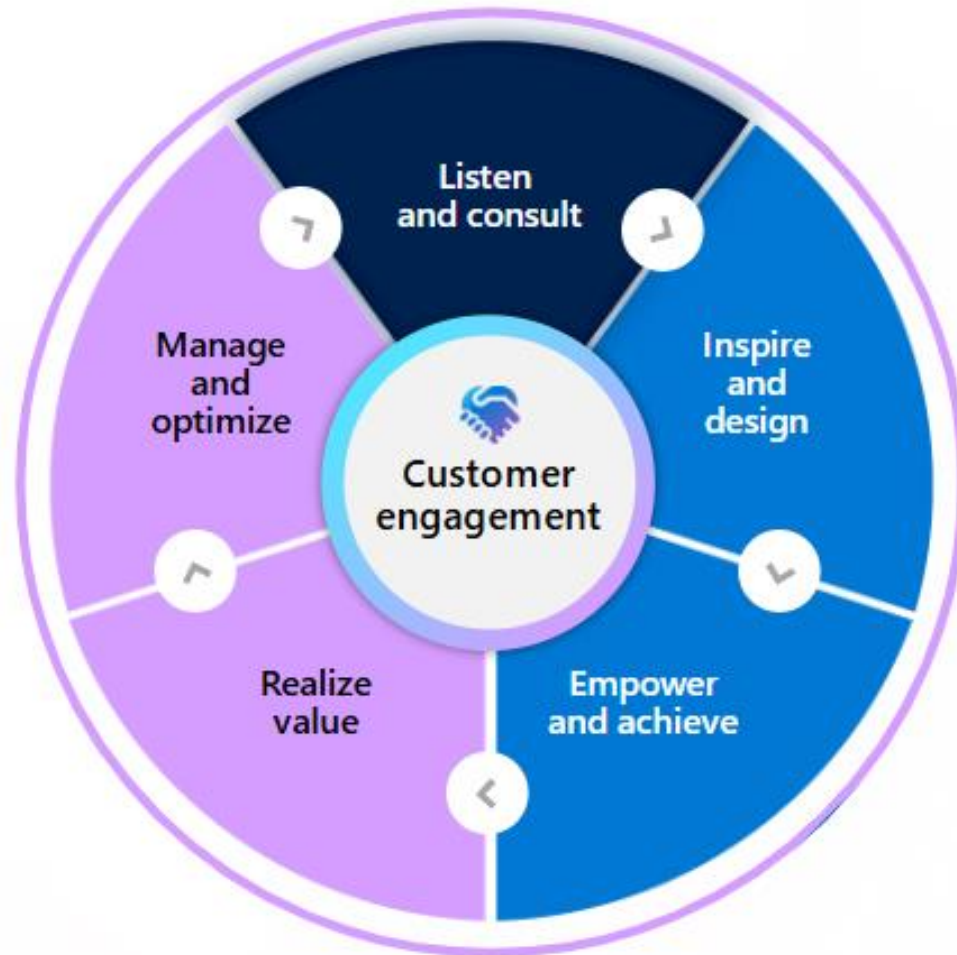
Recommended to know

- Customer's industry and market trends
- Customer's business model and strategy
- Customer's existing technology landscape
- Microsoft Solution Areas and Plays
- Case studies and success stories

Engage In

- Conducting comprehensive account research
- Developing a hypothesis of needs
- Preparing personalized value propositions
- Building a stakeholder map
- Planning initial engagement strategy
- Leveraging internal microsoft resources
- Preparing for objections and questions

Stage 1: Listen and consult



Stage 1: Listen and consult

1. Do your research
2. Listen to understand customers' circumstances, priorities, and challenges
3. As we learn more, we adapt our sales approach



Stage 1: Listen and Consult

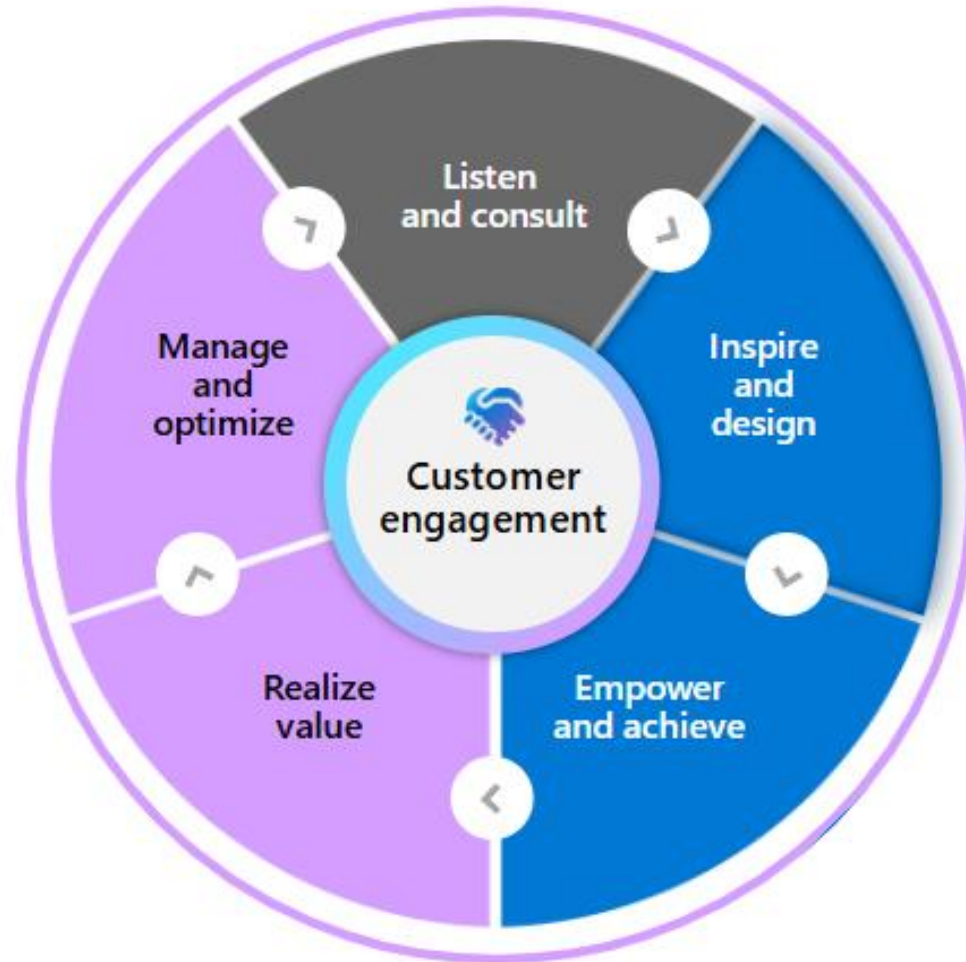
What you need to KNOW

1. Customer business and Pain Points
2. Joint Partner / Microsoft Value Proposition
3. Your and the resellers role in the initial engagement
4. Microsoft Solution Areas and Plays

What you need to DO

1. Conduct thorough Discovery Sessions
2. Identify Solution Areas and Plays
3. Collaborate on building trust
4. Document and Qualify opportunities

Stage 2: Inspire and design



Stage 2: Inspire and design

1. Continue meeting with customer.
2. Bring together the right team.
3. Collaborate on design ideas.
4. Use Solution Plays to ensure solution is aligned to customer needs.



Stage 2: Inspire and Design

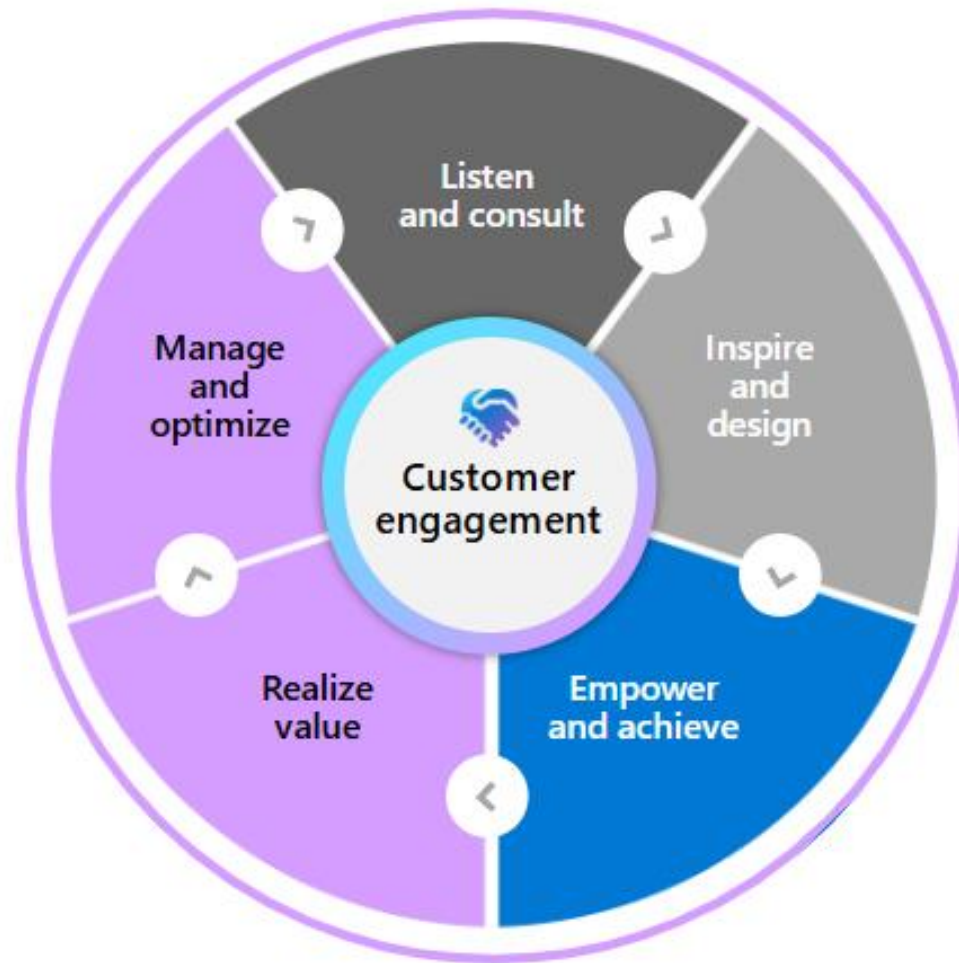
What you need to KNOW

1. Customer's Business Objectives and Desired Outcomes
2. Solution Capabilities
3. Microsoft's and Partner's combined Value
4. Detailed Solution Area and Play information

What you need to DO

1. Collaborate Solution Design
2. Develop and Present a business case
3. Validate with the customer
4. Leverage solution area playbooks

Stages of MCEM



Stage 3: Empower and achieve

How do we do this?

1. Showcase the selected solution.
2. Validate that the solution delivers value.
3. Collaborate with stakeholders to create a proposal and agree on terms.



Stage 3: Empower and Achieve

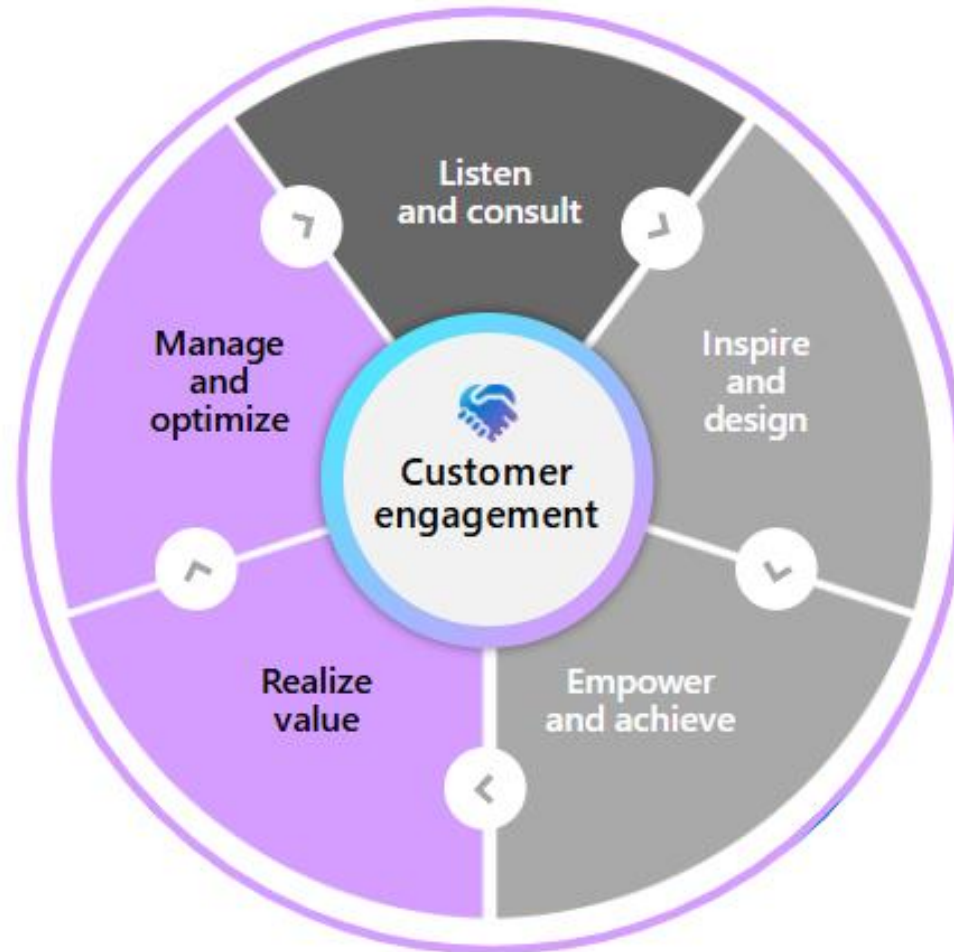
What you need to KNOW

1. Solution Proof Points
2. Customer Decision-making process
3. Contractual and Commercial Terms

What you need to DO

1. Conduct Demonstrations and Pilots
2. Build Customer Confidence
3. Finalise agreements

Stages of MCEM



Stage 4: Realize value

1. Begin the implementation process.

2. Provide support and training.

3. Measure solution impact against business goals.



Solution must:

- Meet customers' needs
- Function impeccably
- Be ready to use

Stage 4: Realise Value

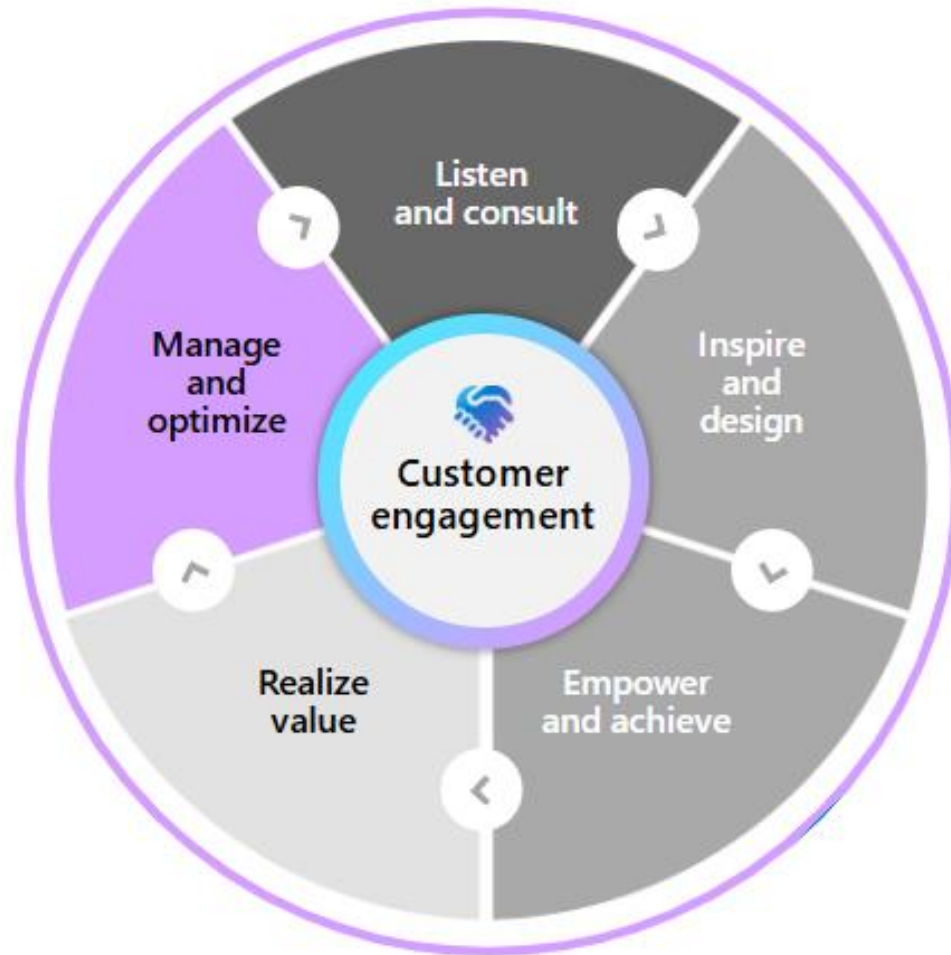
What you need to KNOW

1. Deployment Plan
2. Change Management Requirements
3. Support and Training resources

What you need to DO

1. Ensure Successful Deployment
2. Facilitate Change Management
3. Monitor and Report Process

Stages of MCEM



Stage 5: Manage and optimize

1. Monitor the overall health of the solution.

2. Ensure the customer can effectively operate and maintain the solution.

3. Verify solution achieves outcomes.



A completed opportunity

- Right sized
- Healthy
- Achieves objectives

Stage 5: Manage and Optimise

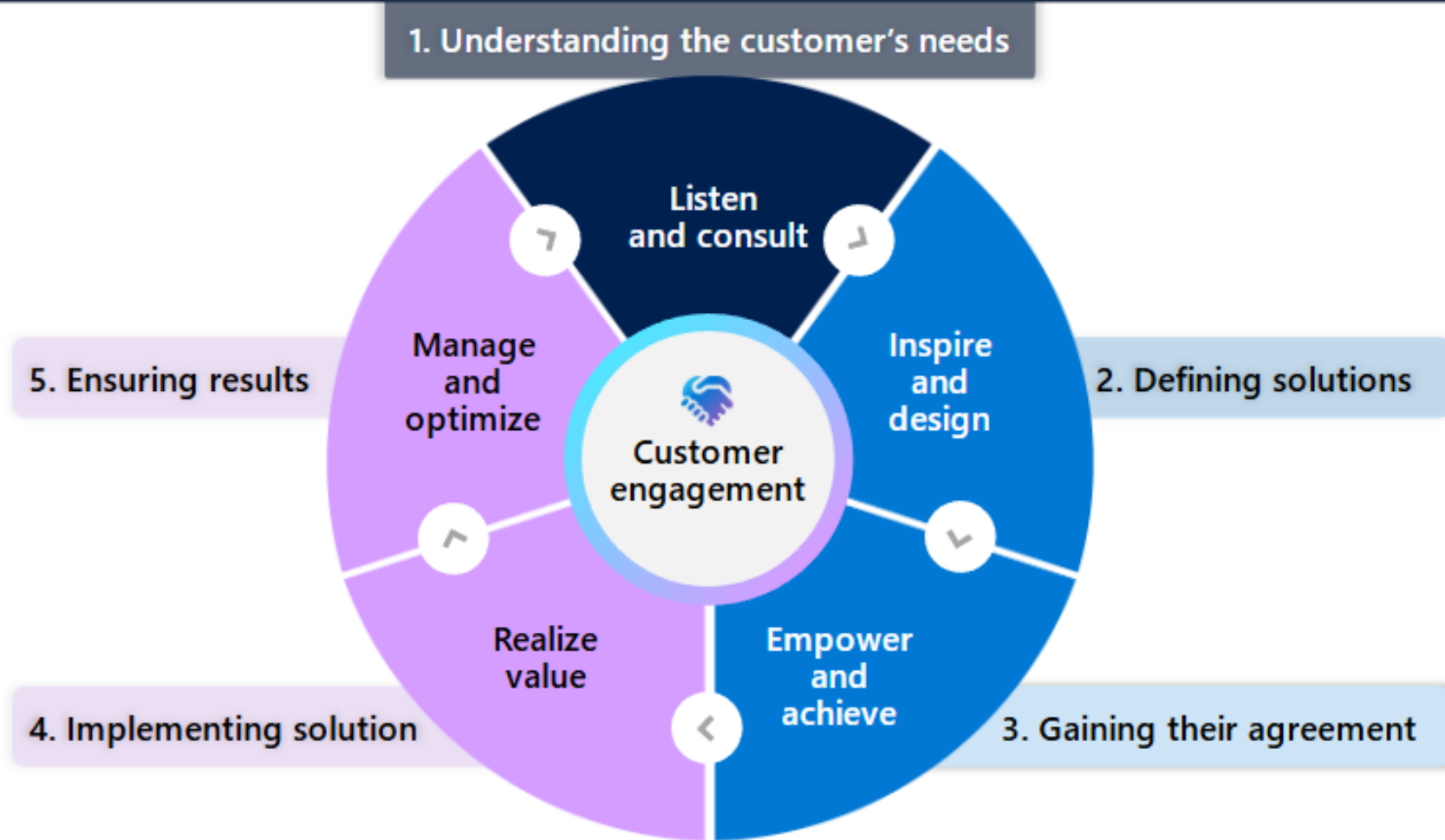
What you need to KNOW

1. Solution Health Metrics
2. Customer's Evolving Needs
3. Opportunities for Enhancement

What you need to DO

1. Conduct Regular Reviews
2. Optimise and Enhance
3. Identify New Opportunities

Review of MCEM stages



Review of MCEM stages

Your discussions may lead to **new opportunities** for Microsoft and our partners.

GROW OUR BUSINESS

- Increased consumption
- Incremental solutions





Thank you for your time