



MICROSOFT TRAINING

Azure Smb Partner Sales Acceleration Psap Language Course

Accelerate your Azure SMB sales by mastering the Microsoft Partner Sales Acceleration Program. Boost your revenue and expand your client base.

DURATION

2 hours

LEVEL

Intermediate

FORMAT

Instructor-Led

- Globally Recognized Certification

- Expert-Led Hands-On Training

- Flexible Scheduling

Computer Pride | 1st Floor, ICEA Building, Kenyatta Avenue, Nairobi | www.computer-pride.co.ke

COURSE OVERVIEW

The Azure SMB Partner Sales Acceleration PSAP Language Course is meticulously designed for Microsoft partners aiming to significantly boost their sales of Azure solutions within the Small and Medium Business (SMB) market. This intermediate-level course cuts through the complexities of cloud sales, providing a focused 'language' and strategic framework for engaging SMB clients. Participants will learn to articulate the unparalleled value of Microsoft Azure, identifying key SMB pain points related to IT infrastructure, data management, security, and remote work, and then expertly positioning Azure services as the optimal, cost-effective solution. This course emphasizes practical sales methodologies over deep technical dives, equipping partners with the confidence and communication skills to drive successful Azure adoption.

Through an engaging and concise 2-hour program, partners will gain invaluable insights into the unique needs and purchasing behaviors of SMBs. The curriculum covers strategies for crafting compelling value propositions, overcoming common sales objections, and demonstrating clear return on investment for Azure deployments. It will also touch upon core Azure services frequently adopted by SMBs, such as Azure Virtual Desktop, Azure Backup, Microsoft 365 integration, and foundational IaaS/PaaS components, all from a sales enablement perspective.

By completing this course, partners will enhance their ability to expand their market reach, deepen client relationships, and ultimately accelerate their Azure revenue growth. This certification empowers sales professionals and account managers within the partner ecosystem to become more effective cloud solution advocates, translating technical capabilities into tangible business benefits for their SMB customers.

Duration	2 hours
Level	Intermediate
Vendor	Microsoft

COURSE CURRICULUM

01 Module 1: Understanding the Azure SMB Market Opportunity

- Characteristics and unique needs of Small and Medium Businesses (SMBs)
- Current cloud adoption trends and challenges for SMBs
- Microsoft's strategic focus and partner opportunity in the SMB segment
- Key value propositions of Azure tailored for SMBs

02 Module 2: Identifying SMB Pain Points and Azure Solutions Alignment

- Common IT challenges faced by SMBs (e.g., legacy systems, data security, remote work)
- Mapping Azure services to address specific SMB pain points (e.g., Azure Backup, AVD, M365 integration)
- Developing scenario-based solution pitches for typical SMB use cases

03 Module 3: Crafting Compelling Azure Sales Pitches for SMBs

- Value-based selling techniques for cloud services
- Building effective storytelling and demonstration strategies
- Overcoming common SMB objections and concerns about cloud adoption
- Calculating and communicating Return on Investment (ROI) for Azure solutions

04 Module 4: Leveraging the Microsoft Partner Ecosystem and Sales Tools

- Navigating Microsoft Partner Network (MPN) resources for SMB sales

- Utilizing Microsoft sales enablement platforms and marketing assets
- Co-selling strategies with Microsoft and other partners
- Lead generation and qualification specific to Azure SMB opportunities

05 Module 5: Driving Post-Sales Success and Growth with SMBs

- Strategies for ensuring customer success and satisfaction with Azure
- Identifying upsell and cross-sell opportunities within existing SMB accounts
- Building long-term, trusted advisor relationships with SMB clients
- Collecting and leveraging customer feedback for continuous improvement

CAREER PATHWAYS

Graduates of this program are prepared for the following roles:

- > **Cloud Sales Specialist (SMB Focus)**
- > **Partner Account Manager (Azure Solutions)**
- > **Business Development Manager (Cloud Services for SMBs)**

FREQUENTLY ASKED QUESTIONS

Q: What specific Azure sales methodologies and communication skills will I acquire to better engage with SMB clients?

This course will equip you with value-based selling techniques, enabling you to articulate Azure's benefits by directly addressing SMB pain points. You'll learn to craft compelling pitches, overcome common objections with confidence, and effectively demonstrate the ROI of Azure solutions through strategic storytelling, transforming technical features into tangible business outcomes.

Q: Is a deep technical understanding of Azure required to benefit from this PSAP Language Course, or is it primarily focused on sales enablement for partners?

This course is specifically designed for sales professionals, account managers, and business development leads within Microsoft's partner ecosystem. While a basic familiarity with cloud concepts is helpful, deep technical Azure implementation knowledge is not a prerequisite. The focus is squarely on enhancing your 'language' and strategy for *selling* Azure to SMBs, rather than on technical configuration or architecture.

Q: How will completing this course directly translate into increased Azure sales pipeline and revenue for my organization within the SMB market?

By completing this course, you will gain actionable strategies to identify and target lucrative SMB opportunities, effectively position Azure solutions, and build stronger customer relationships. The enhanced sales methodologies and market insights provided will empower you to convert more SMB leads into customers, expand your service offerings, and ultimately drive a measurable increase in your Azure sales pipeline and overall revenue from the SMB segment.

ABOUT COMPUTER PRIDE

**East Africa's Premier IT Training Center**

With over 15 years of excellence, Computer Pride delivers globally recognized certification programs from leading technology vendors. Located on Kenyatta Avenue in Nairobi's CBD, our state-of-the-art facilities and expert instructors have empowered thousands of professionals across East Africa.

15+

Years of Excellence

10,000+

Professionals Trained

50+

Vendor Certifications

READY TO ENROL?

Take the next step in your technology career.

Location

1st Flr, ICEA Building
Kenyatta Ave, Nairobi

Email

info@computer-pride.co.ke

Phone

+254 705 900 900

www.computer-pride.co.ke