

COPILOT BRIEFING PROGRAM

Take your sales strategy to the next level by leveraging Microsoft funding for marketing initiatives that build your prospect list, identify new sales opportunities, and drive license sales. Designed for businesses who have already completed the initial MIR Program, the **Copilot Briefing Program** sets the stage for scaling sales success.

WHAT YOU'LL GAIN

1. Microsoft-Funded Marketing

- **Execute Public Webinars co-hosted with AI expert and Microsoft MVP, Marie Wiese.**
- \$5,000 reimbursement from Microsoft upon achieving attendance goals.

2. Exclusive Briefing Sessions

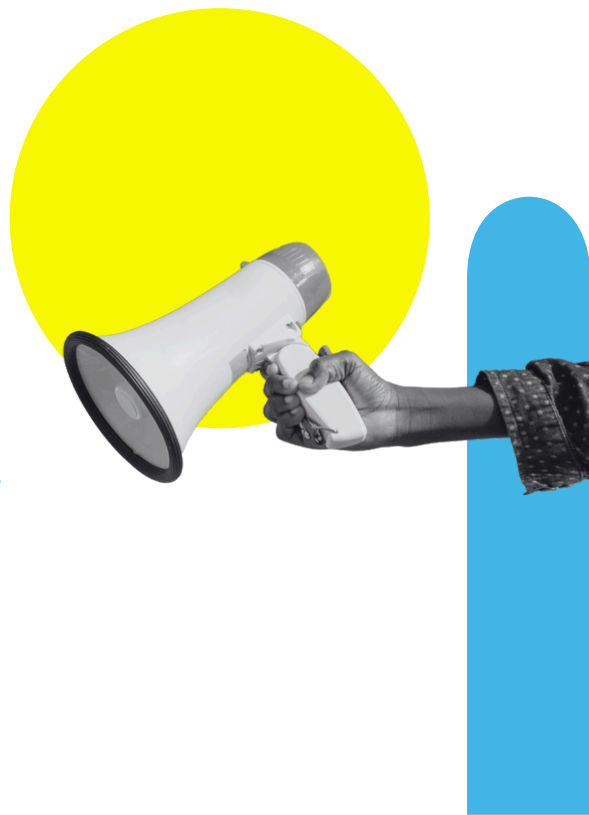
- **Private Briefings with a Partner Channel Expert, targeting high-potential companies.**
- Tailored opportunities for upselling, cross-selling, and licensing sales.

3. Comprehensive Demand Generation Support

- Lead generation support with lists of **1000+ net new contacts.**
- Custom-branded promotional materials: emails, graphics, and social posts.

4. Strategic Guidance

- Weekly calls to optimize campaigns, boost attendance, and maximize ROI.
- **Sales coaching** to identify new opportunities and expand Microsoft partnerships.



PROGRAM DETAILS

Quarterly Deployment: Secure up to 4 briefing spots per quarter.

Session Formats: Mix of Public and Private sessions designed to generate leads and build sales pipelines.

Customizable Add-ons: Expand your outreach with additional lead lists or email marketing account set-up.

HOW IT WORKS

1. Kickoff Meeting: Discuss your goals and complete onboarding.

2. Public Webinars: Engage audiences with professionally hosted webinars.

3. Private Briefings: Meet with targeted companies to close deals.

4. Sales Coaching & Wrap-Up: Receive actionable resources for continued success.

PRICING OPTIONS:

- **\$10,000 USD** — 3 Sessions (2 Public Webinars, 1 Private Briefing)
- **\$12,000 USD** — 4 Sessions (2 Public Webinars, 2 Private Briefings)

Microsoft funding can reimburse up to \$8,000 depending on attendance and execution milestones.

“The team at Marketing Copilot® found me lost money. Not only did they unlock dollars I was not getting in my Microsoft Partner Center, they also found unprocessed money from the previous year. The rebates they helped me secure, paid for the \$5,000 fee 3 times over.”

- **Brett Whatley, Founder, Solve-IT and Sherweb Partner**



Find lost money.

Chances are you are leaving money on the table and not using, tracking, or pursuing the incentives and rebates you deserve.



Target the right designations.

Pursuing the correct designations and badges can be confusing. We'll guide you in the right direction including help for Dynamics and Azure Partners.



Manage Partner Center effectively.

Once we find you money, we'll support you in understanding your Earnings Report and make sure all incentives and accelerators are applied for all customers.

WHAT HAPPENS NEXT?

After the initial program, follow-on projects will focus on enhancing skills and strategies for maximizing benefits and earnings through active Microsoft programs. This involves mastering incentives like CPOR incentives and co-op funds, ensuring accurate earnings reflection, and aligning go-to-market strategies with Microsoft's motions. These projects aim to position participants as valuable partners, driving increased success and profitability for both Microsoft and their clients.

MEET YOUR MARKETING COPILOT:



MARIE WIESE
Marketing Strategist

BOOK A 30-MINUTE DISCOVERY CALL