

# Why Cloud play resources A quick-start guide for partners

**Welcome!** We're excited to help you build your cloud practice for small and medium-size businesses (SMBs). The **Why Cloud play** includes materials that guide you in conducting a productive cloud discussion to win cloud-reluctant SMBs.

The materials align with the four sales steps:

1 Learn	2 Market	3 Pitch	4 Close
Familiarize yourself with the sales strategy and identify leads	Plan how you will go to market and begin to engage customers	Tailor your pitch to address pain points and priorities	Close the sale with a customized proposal and SOW



## Customize materials for your brand

All materials include editable sections (designated by placeholder text shown in pink). Simply click on the text or graphic area to delete, replace with your content, and Save As.

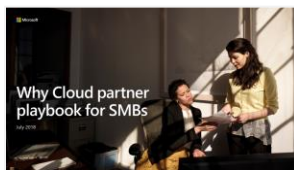


## Familiarize yourself with the sales strategy and identify leads



### Why Cloud playcard

One-page snapshot of the Why Cloud play to help you hit the ground running



### Why Cloud partner playbook

Detailed guidance on how to win cloud-reluctant SMBs with a business-class email solution



### Targeting guide

Unique look at what it means to be cloud-reluctant and how you can build warm opportunities from your previously-cold leads



### Conversation Guide

In-depth guide on how to convert cloud-reluctant SMBs by starting with a business-class email solution

1 Learn

2 Market

3 Pitch

4 Close

Plan how you will go-to-market and begin to engage customers



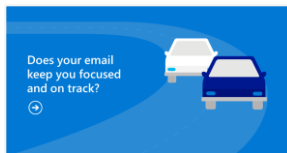
### Customer email kit

Customizable (.oft) emails to engage customers, drive them to a customized landing page, and share the Day in the Life infographics



### Day in the life of Finance and Retail

Two fun infographics illustrating how a business-class email solution enhances everyday work



### Social cards

Images ready for use on Facebook, LinkedIn, Twitter, or other social media sites



### Direct mail postcard

Customizable, ready-to-print postcard for SMBs that don't heavily participate in digital or social media



### Print ad

Customizable, ready-to-print or publish full-color advertisement



### Customer flyer

Customizable, ready-to-print flyer to hand out to potential customers



## Tailor your pitch to address pain points and priorities



### Elevator pitch

Customizable quick verbal pitch for use with customers in the moment



### Customer pitch deck

Customizable presentation on the benefits of a business-class cloud email solution for SMBs



## Close the sale with a customized proposal and SOW



### Offer presentation

Customizable slides that detail the proposed solution—for use when looping in new customer stakeholders via email



### Proposal

Customizable Word template used to describe the customer's situation and propose a business-class cloud email solution plus partner services



### SOW

Customizable statement of work for a business-class email solution including additional services

## Bonus resources

Zip file of materials that compare cloud-based products and services beyond business-class email

