



Rich

theRichpartnership

## Microsoft’s Paul White explains how TX is improving reseller performance throughout the sales cycle and closing more deals as a direct result.

About 12 months ago we were looking to explore ways in which we could help our partners to be more impactful within sales situations by upgrading their marketing capability. After initial evaluation we chose Tx – an application which allows the channel to pull together relevant collateral for each of their customers and deliver a very tailored, professional presentation that makes them stand out from the crowd.

We launched the product just six months ago and to date our partners have generated just over 1,500 individual presentations which we think is a fantastic level of success.

Our initial expectation was that our partners would use the tool predominantly as a leave behind to give to decision makers at the end of a meeting, but in reality our resellers have been more creative than that, using Tx to open up sales opportunities, in terms of initial meetings, where historically they have struggled. They have been able to present their proposition in a very user friendly manner, attracting attention from an organisation in a way that traditionally they may not have been able to do – differentiating themselves from the competition.

From a vertical market perspective Tx has enabled resellers to include their collateral, combined with ours, to create sector specific presentations, to lots and lots of individual organisations, quickly and at minimum cost. Having the ability to target such large numbers in this way is critical to our success, as is the loyalty of our resellers - our route to market. The very nature of the software means that we are building their loyalty to us along the way – after all, if we are easy to do business with why would they want to go anywhere else?

In conclusion, by providing our partners with a wide range of tools, assets and resources we are helping them to deliver more compelling propositions, close more business and grow our market share, something which is fundamental to reseller profitability and our success.

**Key Facts**

**Tx enabled Paul to:**

- Increase** the quality and consistency of reseller sales activity
- Build** reseller loyalty
- Grow** market share

**Tx enabled Paul’s resellers to:**

- Open** up more sales opportunities
- Improve** credibility when presenting
- Differentiate** themselves from the competition
- Close** more deals



**Paul White,**  
Microsoft Business Solutions

Contact: Brett Craigmile  
Rich Partnership  
Arena Business Centre  
Nimrod Way  
Ferndown  
Dorset  
BH21 7SH  
United Kingdom

Tel: 0845 868 0902  
Fax: 0845 868 4504

[brettc@richpartnership.com](mailto:brettc@richpartnership.com)

© Copyright 2008 The Rich Partnership

**Find out more**

Call us on 0845 868 4501  
or [click here to email us](#)