

**Mission:** To grow business by fostering enduring executive relationships with customers and partners.

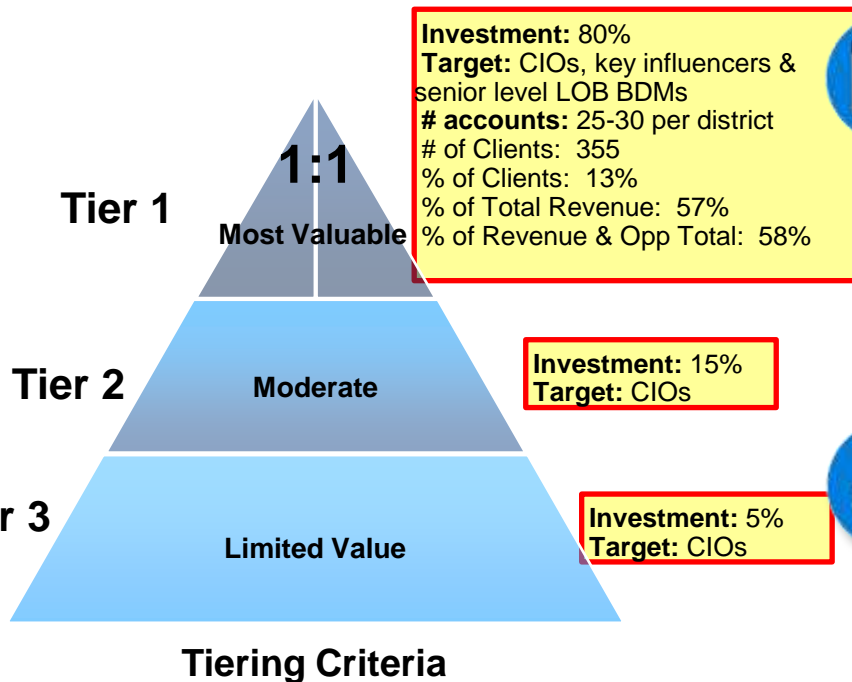
## Role in EM:



**Objective:** Turn executive customers into advocates – driving greater satisfaction, increasing deal size and velocity and opening doors for new opportunities



Build and nurture senior-level relationships (CIO, BDMs) within our most valuable and growable accounts to increase satisfaction, grow revenue, and achieve advocacy.



- 11 year historical revenue to Microsoft
- Socket potential
- Industry tiering
- Moody's economic forecast data
- Advocacy (district input)

## Plan

- Tier Accounts based on long term value & growth
- **Tier 1 Only** Build 1:1 relationship plans with account teams
- Develop district/industry relationship plans

## Execute

- **Invest in 1:1 customized interaction activities** for CIOs & LOB BDMs in Tier 1 accounts
- **Maximize Microsoft 1:few/1:many programs** to position Microsoft value and leadership
- **Leverage indirect channels** such as third-party activities to provide 1:1 interaction opportunities and position value
- **Use corporate social responsibility** to engage tier 1 accounts on community investments and partnerships

## Measure

- Contact relationship strength
- Marketing impact on pipeline
- 80% CIOs "touched" by marketing 2x/yr
- NSAT

- 1 Identify your **Target Audience**
- 2 Set EE **Objectives by Audience**
- 3 Form your **V-team** and establish Responsibilities
- 4 Create an Annual **Contact Strategy**
- 5 **Leverage Content**, Execute Enablement Resources and Branding Guidance
- 6 Develop a **Measurement** Strategy and Track Success
- 7 **Participate** in EE Community and Share Best Practices



## *We Are Going To Treat Different Customers Differently in Tier One Accounts*

### **Personalized**

#### **Engagement with Microsoft executives**

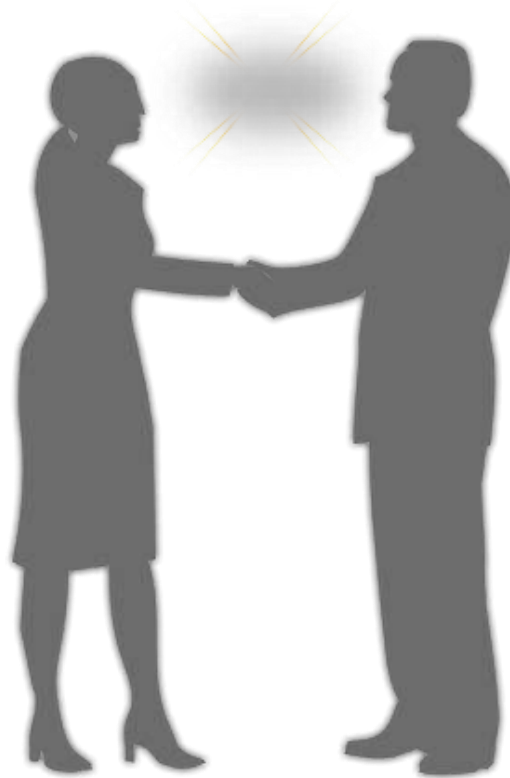
*Executive account sponsors*  
*Introductions to relevant Microsoft  
executives*  
*Visits with Microsoft executives*

#### **Personalized communications**

*Relevant articles*  
*Phone calls and e-mail from Microsoft  
executives*

#### **1:1 hosting**

*Cultural, sporting, and social events*  
**Exclusive events & invitations**



### **Relevant**

#### **Recognition**

*Awards, communications, panel  
participation*

#### **Partnerships**

*Business, education, corporate social  
responsibility, or charity*

#### **Sponsorships**

#### **Charitable donations**

**Introductions to  
influentials and elites**



## Executive Engagement Menu

### Direct: Microsoft-Led

Maximize “return on customer” by prioritizing and channeling accounts and individuals to most appropriate Microsoft-led executive activities

#### 1:1

- Executive Account Sponsorship
- EBC
- MS Executive Visits
- Engagement with Microsoft Executives
- Personalized Communications
- 1:1 Hosting
- Partnerships
- Sponsorships
- Charitable Donations
- Introductions to influentials and elites

#### 1:Few

- CxO Roundtables/Councils
- Customer Advisory Boards
- Executive Hosting

#### 1:Many

- Fall CIO Summit
- Spring CIO Summit
- CSO Summit
- Global CIO Summit
- Global CEO Summit
- CIO Network

### Indirect: Third Party/Influencer

“Go where our customers are” by engaging more strategically in 3rd-party /influencer channels

- Third party CIO events and forums
- Third party BDM events and forums
- Vertical/Industry Events, Tradeshows & Associations, Standards Bodies

### Corporate Social Responsibility/Citizenship

Engage accounts on community efforts

- Partnerships with accounts and contacts
- Boards, chambers, and commissions
- Grants



## Events

- **Relationship carnet**

A pleasant program of **social events (concerts, recitals, shows, football matches, ect...)** to help our Account Teams to strength their relationship with the customers



**Event Examples**

