

# Welcome to the Microsoft Education Partner Readiness Kit.

We have collated many of the top resources, talking points, demo's, presentations and templates in one place to make it simple for you to access. We will continue to update the information and resources in this kit and deliver the latest and greatest to you on a continual basis.

All the files below are live links.  
So click them in the document to  
view and/or download them.

# The Microsoft education partner readiness kit is designed to familiarize you with the Microsoft education value proposition and give you quick resources and talking points to share with your customers.

The resources below are categorized according to the stages of the sales cycle. The first page contains essential information that we highly recommend you review. The subsequent page contains quick one off resources that you may find helpful, and more in depth technical information that you can share with your customers where applicable, or use to familiarize yourself with our products in depth.

Visit the Microsoft Education Partner Network homepage ([mepn.com](http://mepn.com)) and join the Yammer group, [yammer.com/mepn](http://yammer.com/mepn) to leave us feedback on this Kit, influence future iterations, and get near real-time answers to your questions relating to products from product experts. Use #TheKit in your post.

## The Elevator Pitch

The Microsoft education system can take customers from zero infrastructure to deploying a classroom of fully managed devices in under an hour. Driving better learning outcomes with Minecraft, Office and Ink. And with the availability of affordable Windows devices capable of running Windows 10 starting at \$189 for 4gb/64gb config, customers get the full functionality of a PC and the flexibility of the Microsoft education ecosystem at a competitive price point.

## Get Started with the Essentials

SALES READINESS AND ENABLEMENT	
<a href="#">Customer Deck</a> Updated	Comprehensive presentation so that you can pitch Microsoft education with detailed slide notes.
<a href="#">Telesales Guide</a> Updated	Script for tele reps to target and develop customers into device and software opportunities.
<a href="#">Microsoft Education Battlecard</a> Updated	Reference for salespeople to use this when addressing customer questions and concerns.
<a href="#">Microsoft Education Quick Start Guide</a>	Quick audio and visual reference for sales person to understand how to position Microsoft education products .

<b>New</b>	
<b>MARKETING</b>	
<a href="#"><u>Unlock Limitless Learning Campaign Guide</u></a> <b>Updated</b>	Assets to run your own campaign including but not limited to photography, email templates, and copy blocks.
<b>LICENSING</b>	
<a href="#"><u>Microsoft 365 Education Licensing Guide</u></a> <b>Updated</b>	Understand how to position and sell Microsoft 365 Education.
<b>DEPLOYMENT</b>	
<a href="#"><u>Deployment video</u></a>	Simple Windows Deployment for Schools (Intune for Education, SDS, Office 365 Windows).
<a href="#"><u>Deploy and manage a full IT cloud solution</u></a>	Learn how to quickly and easily use new and existing cloud services and tools to implement a full IT cloud solution for your school.

## Additional Resources

<b>SALES ENABLEMENT AND READINESS</b>	
<a href="#"><u>Partner Sales Playbook</u></a> and what customers can buy. <b>Updated</b>	Understand the business opportunity of Microsoft Education, how to sell,
<b>MARKETING</b>	
<a href="#"><u>Video: Microsoft Education a Complete Solution</u></a>	Use this video to educate yourselves, and show your customers what the Microsoft Education system can do for them.
<a href="#"><u>Video: Inking with Windows and Office improves student outcomes</u></a>	Learn and share with your customers how inking and Microsoft education improve better learning outcomes.
<a href="#"><u>Video: Take a Test app</u></a>	Learn how to lock down devices to deliver digital assessments with Take a Test app.
<a href="#"><u>Video: Set Up School PCs app</u></a>	Learn how to quickly set up shared devices with the Set up School PCs app.
<a href="#"><u>Video: Set up a classroom of PCs in an hour</u></a>	Watch a time lapse of how an IT admin and two teachers deploy an entire classroom of Windows 10 Creators Update PCs, in an hour.
<b>LICENSING</b>	

<a href="#">Enrollment for education solutions sales card</a> Updated	Concise reference for salespeople to use with education customer prospects.
<a href="#">Enrollment for education solutions volume licensing guide</a> Updated	If you ever wondered what EES stands for and why you should get every one of your education customers onto it, then this guide is for you.
DEPLOYMENT AND MANAGEMENT	
<a href="#">Windows 10 security</a>	Technical resources to help you better understand Windows built in security features and how to utilize them.
<a href="#">Chromebook to Windows 10 migration guide</a>	Learn how to migrate a Google Chromebook based learning environment to Windows 10.