



# AO Product Specialist Profile of Excellence



## Practice Area Product Guru

Impact of Practice Area  
Trusted Advisor and Coach on Product Area

### Excellence in Action

1. Evangelize the Microsoft value proposition and tell the product story in context to marketers, agencies and industry.
2. Develop deep expertise in product focus area (in context to industry and competition) and offer deep expertise of the SSE's product portfolio to local or multi-market agencies/advertisers.
3. Partner, evangelize and educate the account team on an ongoing basis (i.e., during customer planning discussions) offering product expertise, solutions opportunities and explaining the benefits of how products add value to the customer and fit within the overall Microsoft story.
4. Identify and/or leverage data on trends, competitive landscape, audience insights and ongoing marketplace intelligence within solution focus area to develop a deep understanding of the solution and audience(s) and then communicate insights internally and externally.
5. Build tailored proposals for the agencies/advertiser on product-specific capabilities that map to identified customer business needs.



## Practice Area Connected Communicator

Impact of Practice Area  
Partners to Communicate Product Insights

### Excellence in Action

1. Conduct proactive business meetings with clients to improve business understanding, develop relationships and build a network of contacts within the account.
2. Continuously gather solution and product capability feedback from agencies/advertisers and update the Business Group to facilitate product enhancements and future development needs.
3. Represent the BG Product and Marketing strategy internally and externally in order to ensure two-way communication flow and respond to changing market needs providing feedback on how to improve the product offering.
4. Identify new and innovative solutions not yet provided by Microsoft (through close consultation with agency/advertisers and account teams), develop and share with agency/advertiser a point of view (POV) on prioritization and value by quantifying revenue opportunities.
5. Work with the Business Group (product and engineering teams) and Product Marketing to scale and package new and innovative solutions.
6. Support the SSL on communicating product strategy, releases (with effective value proposition) and schedules with the account teams.
7. Act as a resource to field sales management and proactively deliver insights on the business of the product area (e.g., SWOT analysis).
8. Communicate win/loss feedback on closed opportunities to the broader team/management so they can understand the impact of blockers to revenue (what's making a difference).



## Practice Area Product Innovator

Impact of Practice Area  
Builds Innovative Product Proposals

### Excellence in Action

1. Create a solution that aligns to the customers overall campaign objectives and develop the collateral to support the proposal.
2. Provide Account Managers support during campaign execution, upsell and optimization needs with resources, decks, etc. (as relevant, based on campaign/product).
3. Work with account team as they develop their strategic customer plan to identify opportunities and next steps for the product in the broader context of that account.
4. Participate in account team meetings and business reviews and contribute product/solution-specific expertise and insights.
5. Assist in negotiating agency contracts/up-fronts with account, multi-national, vertical specialists, and Global Agency & Advertisers teams (where applicable).
6. Manage a product pipeline in such a way that ensures transparency and confidence among the team and management on strategies to sell and execute against quota.
7. Identify stalled or disengaged solution sales opportunities and engage the account team to resolve or identify next steps.





Practice Area  
**Relationship Builder**

Impact of Practice Area  
Builds Intentional Relationships

### Excellence in Action

1. Develop and nurture a global community of SMEs and advocates.
2. Maintain knowledge of other products how those products attach in the product portfolio and broader Microsoft and agency/advertiser story to drive integrated selling and produce better results.
3. During account team meetings, contribute integrated product solutions insights that support the wider Microsoft attach strategy.
4. Collaborate with the account team in agency/advertiser meetings to discuss integrated product solutions where the agency/advertiser will ascribe the most value and facilitate the discussion.
5. Coach the AE/AM on a strategy for execution of an integrated (cross platform) solution in response to a brief/RFP.

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Profile of Excellence