



A&O AdSol Specialist Profile of Excellence



Practice Area Solution Innovator

Impact of Practice Area Builds Innovative Solution Proposals

Excellence in Action

1. Review agency/advertiser briefs/RFPs to understand what they want and, if necessary, meet with agency/advertiser to ascertain a full understanding of what they want to achieve.
2. Partner with AE to understand audience insights relevant to agency/advertiser's goals and discuss the proposal strategy.
3. Lead a team of key stakeholders through the idea creation and development of creative solutions and map compelling stories that connect marketer's goals with relevant solution offerings.
4. Develop a creative brand story, proposals and presentations that threads together elements of the solution into a connected and cohesive story that ties together all assets proposed and clearly explaining how the solutions enhance the agency/advertiser's campaign.
5. Create compelling proposals, pitch strategies and presentation decks with relevant account team (specialists, Business Group and Product Group members) that differentiates Microsoft from the competition and speaks directly to agency/advertiser's objectives.
6. Effectively pitch the media plan/proposal in a compelling way to the agency/advertiser working with AE and SSE to close business.
7. Participate in pipeline reviews with the account team (as relevant) to influence the moving of AdSol opportunities through the AE's pipeline.
8. Lead the development of (or in partnership with program manager in certain geographies) a scope of work (letter of agreement, LOA) during larger custom projects as a companion document to the insertion order (IO) (as appropriate).



Practice Area Strategic Planner

Impact of Practice Area Builds Winning Customer Plans

Excellence in Action

1. Partner with AE in customer planning meetings/client briefings/brand briefings to set the account strategy and then meet on a recurring basis to ensure you are staying on top of the account (with customer or internally) to maintain Microsoft's value as a strategic partner.
2. Contribute insights to the account team during joint customer planning sessions to proactively develop key customer action plans and relevant product plans (i.e. new products, channel launches, and custom launches for focus accounts).
3. Create integrated solutions and stories across the Microsoft product portfolio in partnership with all A&O product specialists, BGs, PGs and internal partners.
4. Proactively leverage the customer plan, knowledge of the market and competition to ideate creative solutions in advance of when the opportunity materializes.
5. Foster/develop strategic relationships internally with key people within the product groups and externally with creative contacts within the agencies/advertisers, get to know them and nurture those relationships to yield insights that contribute to account team and customer planning process.



Practice Area Relationship Builder

Impact of Practice Area Builds Intentional Relationships

Excellence in Action

1. Feed into the process for providing field and BGs with agencies/advertisers' feedback (two-way communication) on the viability and relevance of cross platforms/multi-platform solutions.
2. Work closely with all relevant parties (e.g., product specialists, product teams, analytics team, etc.) to scale and package new and innovative solutions for agencies/advertisers.
3. Meet and connect with other Microsoft groups to ensure optimizing cross-organizational opportunities for developing new business and sales initiatives.
4. Drive collaboration with product and content teams providing market insights to develop new revenue streams, breakthrough campaigns, integration opportunities and innovative opportunities that advertisers want.
5. Cultivate and grow mutually beneficial internal working relationships to develop and win business.
6. Create and share successful custom/complex/creative solutions developed for an agency/advertiser as best practices across the AdSol peer/AE network for possible use with their key accounts (increase share) and then close the loop with lessons learned.



Practice Area
Industry Guru

Impact of Practice Area
Trusted Advisor and Coach on Industry Trends and Competition

Excellence in Action

1. Get involved in market events to gain information from the industry and the competition and then update the account team.
2. Proactively research industry news and trends (internet, print, industry and market associations) to get a full view of the market and Microsoft's position relative to its competitive set.
3. Ensure insights are shared with account team and BGs, in partnership with other specialist teams, to ensure they have a full understanding of Microsoft advertising product solutions' reputation in the marketplace in order to win deals against competitors (close the loop).
4. Communicate to AE what is going on in the market and give them information about competitors' offering (innovations, pricing, etc.,) to give the AE the ability to improve their sales pitch.
5. Foster an awareness among internal owned and operated publishers (e.g., Windows 8, MSN, Skype, Xbox) on what is happening in the current competitive landscape as compared to a year ago that encourages continued innovation.

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