



Dynamics Lead Profile of Excellence



Practice Area Performance Leader

Impact of Practice Area

Builds a High Performing Team

Excellence Indicators

Builds and fosters a team culture that promotes high performance, career growth, excellence in execution and on-going organizational learning.

Establishes a diverse team; age, sex, ethnic and cultural backgrounds and an inclusive work environment with capabilities needed to achieve current and future business objectives.

Designs a talent development strategy, Including succession planning and investments in Microsoft readiness to support the building of a high performing team.

Provides continuous coaching that helps direct reports improve their performance and encourages them to reach out to others for feedback, mentoring and shadowing.

Communicates the business strategy with clarity and purpose, plans the teams work, responding effectively to changing priorities and holds the team accountable for results.



Practice Area Market Builder & Sustainer

Impact of Practice Area

Builds a A partner ecosystem to scale the business

Excellence Indicators

Defines the Partner Capacity Plan working with Corp, area/sub leadership. Reviews capacity needs based on product forecast, ptnr growth, Mkt oppty and targeted Industries.

Builds future capacity with new channels, Alliance/GSI's and by enhancing existing partner capability in conjunction with EPG and SMS&P.

Establish an 'Icon/lighthouse win' to establish credibility in the market and to establish a solid channel with a well-known brand in order to attract/develop channel partners.

Diagnose the health and assess partner commitment, investment, capability and capacity to drive Dynamics strategy during business reviews and determine go-forward actions.

Collaborates with MCS at the beginning of engagements with the goal of transitioning to larger GSI/SI's as the situation warrants particularly in the Enterprise environment.



Practice Area Enterprise Seller

Impact of Practice Area

Develops Enterprise direct Sales capability

Excellence Indicators

Aligns with cross-segment Sales rhythm to identify strategic/lighthouse opportunities. leads Sales Pursuits catalyzing action from EPG, MCS, SMS&P and Partner stakeholders.

Builds a winning Enterprise & Complete sales strategy and experienced direct and enterprise sales team, developing and hiring exemplary Enterprise sales people.

Delivers solution presentations sharing new insights that highlight new opportunities. Expert at laying out the value of Dynamics and business case with data and charts.

Has the knowledge to step through the capabilities required to address issues or realize customer opportunities linking to the uniqueness of the One Microsoft solution.

Drives top deals and un-blocks deals running into trouble directly or by collaborating with cross segment sales leaders. Finds Innovative ways to move deals forwards.



Practice Area Strategic Thinker

Impact of Practice Area

Defines the Dynamics business strategy

Excellence Indicators

Recognized for Input into Dynamics global strategy and aligns the resulting corporate strategy with the area/subsidiary in order to achieve short term and long-term business success.

Represents Dynamics in business planning processes, securing cross-segment commitments to leverage SMSG resources, positioning Dynamics as key to achieving business results.

Develops a business plan that aligns Dynamics area/subsidiary strategy with key partners' business strategies linking Dynamics workloads/solutions to market needs.

Ensures the right orgn blueprint; resources (investment funds and people resources) are in place to deliver execution of the plan and expected growth.

Drives the execution of the Dynamics strategy championing and in cases leading the rhythm of the business processes to achieve targeted revenue & profit.



Practice Area Smart Networker

Impact of Practice Area

Builds strong customer and partner relationships

Excellence Indicators

Builds purposeful local executive/boardroom partner and customer relationships/networks with key accounts and Industry stakeholders/communities in order to achieve growth plans.

Able to express oneself clearly in ways that inspire others to follow and make sharp statements about Dynamics with an enthusiasm that attracts customers, partners and the Industry.

Engage senior Microsoft leaders, including area/subsidiary segment leads (EPG, SMS&P), as executive sponsors with key customers where there is an opportunity to sell One Microsoft.

Ensures Conditions of Satisfaction (COS) reviews form part of regular business reviews to ensure quality in establishing and executing meaningful COS with partners and customers.

Ensures customer and partner issues and escalations are handled in a timely manner to ensure satisfaction and customer win/loss reviews are completed to share lessons/best practices.



Practice Area Disciplined Operator

Impact of Practice Area

Effectively manages the Dynamics business

Excellence Indicators

Reviews pipeline/forecast, coaching to business goals/processes, focusing on pipeline balance and velocity, forecast accuracy and sales, marketing and partner connections.

Works with Senior Area/Sub leadership and cross segment leaders to breakdown the work load, confirm shared commitments and gain support for action taking.

Ensure sales team's strategy and tactical execution is focused on driving net new business and innovation with appropriate sales incentives and commitments in place.

Ensure marketing build and align plans with M&O and BMO. Review marketing plans to focus on ROI, EPG Marketing integration, Demand generation through telesales & partners.

Develop and execute with-and-through partner marketing campaigns to ensure shared commitments are adequately supported with marketing investments.