# Workbook 1.1



## Think about the clients you have worked with and are working with today. Also think about the customers you want to target, and answer the questions below.

## What do your customers’ technology and IT infrastructures look like today?

## Where do your customers host their technology?

## What business challenges do they face?

# Workbook 1.2

## 1. What are some of the ways that you, as a partner, can help your customers with AWS Services?

# Workbook 2.1

## In module 2, you learned about the AWS Partner Network. Consider the partner types and what they do, and then answer the questions below.

## 1. Are you a Technology Partner or a Consulting Partner?

## 2. Do you want to sell AWS as a reseller?

## 3. Do you want to implement AWS or assist with migrations?

# Workbook 2.2

## Review the requirements for the APN tiers. Answer the following questions.

## 1. Where is your company at today with the APN? Are you at the Registered, Select, Advanced, or Premier tiers?

## 2. If you do not meet the criteria for your desired tier (Select, Advanced or Premier), what would it take for your company to step up to your desired tier?

# Workbook 2.3

## Review the partner programs. Answer the following questions.

## 1. How do these partner programs apply to your company?

## 2. Which partner programs do you want to participate in?

## 3. Do you have to level up to another tier to participate in your desired program(s)?

## 4. What is your plan to put this into action?

# Workbook 3.1

## Think about your customers and the process you use to serve them, and answer the questions below.

## 1. What are some of the questions, feedback, and concerns about migrating to the cloud you have heard from your customers?

## 2. What are some ways that you can move a migration project forward?

# Workbook 3.2

## In module 3, you learned about how to handle customer objections. Think about your previous and current customers, and answer the questions below.

## 1. What are some objections that you have heard from customers about working with a partner?

## 2. How would you handle that now?

# Workbook 3.3

## 1. What are some questions you can ask to learn about the customer’s priorities and desired outcomes?

# Workbook 4.1

## In Module 4, you learned about how to engage an AWS Solutions Architect. Think about your AWS partner business, specifically what you sell, for consulting partners this is services and/or consulting and for technology partners this is the software that you deliver on top of the AWS Platform. Answer the questions below.

## 

## 1. Why would you engage an AWS Solutions Architect?

## 2. When would you engage the AWS Solutions Architect in your opportunites?

## 3. What role would the AWS Solutions Architect serve?

# Workbook 5.1

## In Module 5, you learned about lessons learned and best practices for delivering your value proposition, creating awareness around your business, and growing with AWS. Now, it is time to build your plan and add some milestones around it. Respond to the following questions:

## 

## 1. What can you and your company do now to improve your partner journey?

## 2. What can you and your company do in three months to improve your partner journey?

## 3. What can you and your company do in six months to improve your partner journey?

## 4. What can you and your company do in one year to improve your partner journey?

CTA page

First name Last name

Contact information