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| Welcome to the Microsoft Education Partner Readiness Kit.  |
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| 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.Click to download all the files below as a Zip file. <http://aka.ms/ThePartnerKitZip> |
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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) and join the Yammer group, [yammer.com/mepn](https://www.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 or 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

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| SALES Readiness and ENABLEMENT |  |
| [Customer Deck](https://mepnprod.azureedge.net/MEPN/Decks/Microsoft%20Education_Customer%20Deck%20from%20Partner.pptx) | Comprehensive presentation so that you can pitch Microsoft education with detailed slide notes. |
| [Telesales Guide](https://mepnprod.azureedge.net/MEPN/Decks/Microsoft%20Education_Telesales%20Guide.pptx) | Script for tele reps to target and develop customers into device and software opportunities. |
| [Microsoft Education Battlecard](https://mepnprod.azureedge.net/MEPN/Decks/Microsoft%20Education_Battlecard.pptx) | Reference for salespeople to use this when addressing customer questions and concerns. |
| MARKETING |  |
| [Microsoft Education Customer Letter](https://mepnprod.azureedge.net/MEPN/Decks/Microsoft%20Education_Customer%20Letter%20from%20Partner.docx) | An introductory letter for salespeople to send to customer prospects early in the sales cycle. |
| [Fact Sheet](https://mepnprod.azureedge.net/MEPN/Decks/Microsoft%20Education_Customer%20Factsheet%20from%20Partner.docx) | A flyer that gives customers an overview of how Microsoft education technologies improve outcomes. |
| Licensing |  |
| Student use benefit licensing guide | Institutions can offer Windows 10 Education, Microsoft Intune, and Office 365 Professional Plus to all their students at no extra cost if purchased for faculty and staff. Learn how you can position the benefit to your customers to help land the deal.  |
| Deployment |  |
| [Deployment video](https://channel9.msdn.com/events/Ignite/Australia-2017/WIN335b) | Simple Windows Deployment for Schools (Intune for Education, SDS, Office 365 Windows). |
| [Windows deployment for education](https://technet.microsoft.com/en-us/edu/windows/index) | Technical deployment resources to enable you to successfully deploy Windows 10. |

Additional Resources

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| Sales Enablement and Readiness |  |
| [Sales Playbook](https://mepnprod.azureedge.net/MEPN/Decks/Microsoft%20Education_Partner%20Sales%20Playbook.pptx) | Understand the business opportunity of Microsoft Education, how to sell, and what customers can buy. |
| Marketing |  |
| [Video: Microsoft Education a Complete Solution](https://www.youtube.com/watch?v=yDl01v1l01c&feature=youtu.be) | Use this video to educate yourselves, and show your customers what the Microsoft Education system can do for them.  |
| [Video: Inking with Windows and Office improves student outcomes](https://www.youtube.com/watch?v=pspGRtRzH-g) | Learn and share with your customers how inking and Microsoft education improve better learning outcomes |
| [Video: Take a Test app](https://www.youtube.com/watch?v=Sl_ZGgWBPtc&feature=youtu.be) | Learn how to lock down devices to deliver digital assessments with Take a Test app.  |
| [Video: Set Up School PCs app](https://www.youtube.com/watch?v=Ic988IUTn4I&feature=youtu.be) | Learn how to quickly set up shared devices with the Set up School PCs app.  |
| Top 10 reasons Windows wins in the classroom deck | A deep dive on how Windows 10 delivers better learning outcomes in the classroom. |
| Windows 10 education storybook | Build and adapt marketing materials for your own campaigns. Find reference copy for marketing materials and detailed information on specific features, scenarios and solutions. |
| [Video: Saving teachers time with Office 365](https://youtu.be/3MdNdmVq5ds) | Use this video to educate customers about how Office 365 Education benefits teachers and students, and is completely free. |
| Office 365 Education handout | Use this handout to provide an overview of what’s new with Office 365 Education for customers. |
| Licensing |  |
| School enrollment volume licensing guide | Understand Microsoft School Enrollment Licensing offering and how to deploy and manage your software license.  |
| Open license for academic volume licensing guide | Why choose open over school enrollment? This guide will allow you or your customers to answer those questions.  |
| Enrollment for education solutions volume licensing guide | 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. |
| Staying current with Windows 10 | Wonder what we mean when we say Windows as a service (WaaS)? Read this to find out. |
| Windows 10 volume licensing overview | The Microsoft vision for volume licensing of Windows 10. Highly suggest you read the Staying Current with Windows 10 deck first. |
| Deployment and management |  |
| Windows 10 deployment | Free e-book provides a practical high-level overview for IT professionals ready to begin deployment planning. |
| Windows 10 security | Technical resources to help you better understand Windows built in security features and how to utilize them. |
| Windows 10 management | Technical resources that will teach you how to manage your Windows 10 environment. |
| Chromebook to Windows 10 migration guide | Learn how to migrate a Google Chromebook based learning environment to Windows 10. |