



CSG has worked with companies such as AT&T, Comcast, GoDaddy, CenturyLink, Rogers, Orange, Vodafone, Orange – and many more to enable their sellers on the value add of a productivity solution to offer their existing customers. In addition to live remote training, CSG resources travel onsite to each company hub and conduct two day, immersive training with sellers. CSG remains onsite for real time coaching and remains engaged post training with site managers and internal partner training resources to ensure the training message resonates.

**Client: Microsoft**

**Need**

Enable organizations not familiar with a cloud sales approach the training to sell Office 365 into existing customers.

**Solution**

Provide subject matter experts who are familiar with the cloud selling approach and are also professional trainers.

**Budget**

42k/month

**Duration**

Oct 2012- Present

**Goal**

Enable existing sellers across our enterprise partners to sell O365.

**Result**

Four resources trained over 1,800 customer facing sellers influencing substantial MRR uplift across over 25 (and climbing) enterprise partners.