

Converting Largest NSP into Top Reseller



Microsoft wants to boost sales and gain market share through large DMR partners like CDW. They ask MarketStar to support and nurture this sales partnership to implement new technologies and dominate the OEM market.

MarketStar DMR reps work with CDW Account Managers, leadership, and marketing personnel to implement and sell new Microsoft technologies in target markets. They provide pre and post-sales support, including deal registration, pricing, and bid support to ensure that deals are won. MarketStar also nurtures the relationship between Microsoft and CDW through training, networking, and program support for top performing reps who consistently sell Microsoft's various offerings.



- **MarketStar uncovered and facilitated deals of \$1M and more**
- **Team achieved 100% of FY'17 goals**
- **Implemented programs to make CDW the top selling Microsoft partner**