

2024 Microsoft Partner of the Year Awards

Writing a Winning Partner of the Year Award entry By Gail Mercer-MacKay

Gail's 15-minute video ["How to win a Microsoft Partner of the Year Award"](#)

Microsoft Partner of the Year Awards are underway. Each year, partners are recognized for their achievements in building solutions and services using Microsoft technologies. Partners of all types, geographies, and scale are encouraged to nominate.

Over the past several years, Mercer-MacKay has worked with multiple Microsoft partners and helped them win or become finalists for a Microsoft award more than three hundred times. These partners varied in size – some being global organizations and others providing impact at a less broad scale.

Your submission contents are seen by the team of Microsoft judges, who review the nominations to determine the eventual list of winners and finalists – both groups showcasing impressive solutions or services. And what's included in your writeup is an important component of this process. So, how do you position your organization to become a winner or a finalist?

Start by reviewing the [**Guidance from the Judges**](#) document, which includes terrific tips and advice. Know that the key is to tell your story. How did you drive innovation for your customer? How did your customer transform as a result? Tell your story the best way you can.

Collect your award submission material early. We've learned that most partners don't gather all the information they need to write a great award submission. And because they leave it too late to get started, their submission is often not as strong as it needs to be to win. On average, each entry you write will take you 40-80 hours to complete. Collecting the information up front will dramatically reduce this effort. Review the [full blog](#), outlining how to tell a great story to learn more.

For additional resources to prepare your nomination:

Check out the [Infographic](#) – 5 Steps to Winning a Microsoft Partner of the Year Award

Read the 3-Part Blog Series

1. [How to prepare – gather all the right information in advance.](#)
2. [Decoding the submission criteria – pay attention to the small details to tell a complete story.](#)
3. [Telling a great story – use these fiction-writing techniques to connect with the judges.](#)

Use [daXai](#) – a free collaborative awards preparation module – open all year.

While the full software application – daXai – is fee-based, the Microsoft Awards Preparation Module is always free to use. Register for it and then invite others in your company to collaborate with you. If you answer all the questions in the preparation module, you will be ready to write your award submission. You can use this free tool all year round – it's a great place to collect customer wins as they happen.

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