

# Secrets to Driving and Converting More Leads from AppSource

Angie Hirata



# Agenda

## Step 1

**Drive traffic:**  
with your listing as part  
of your marketing mix

## Step 2

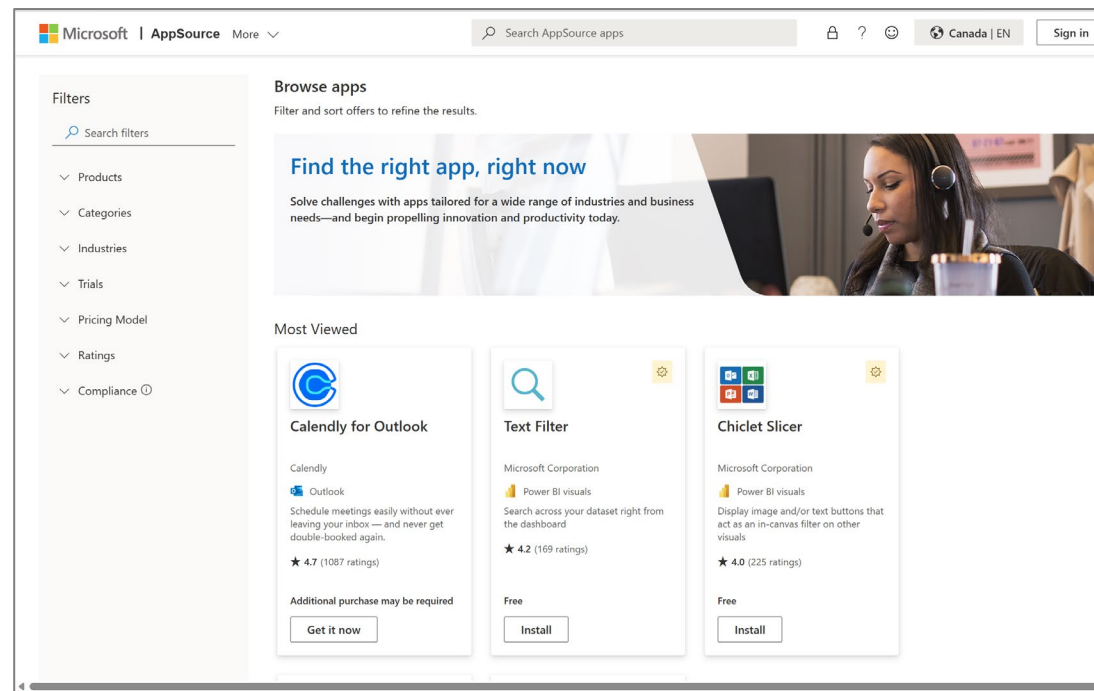
**Emotionally  
engage** your visitors

## Step 3

**Convince** more  
visitors

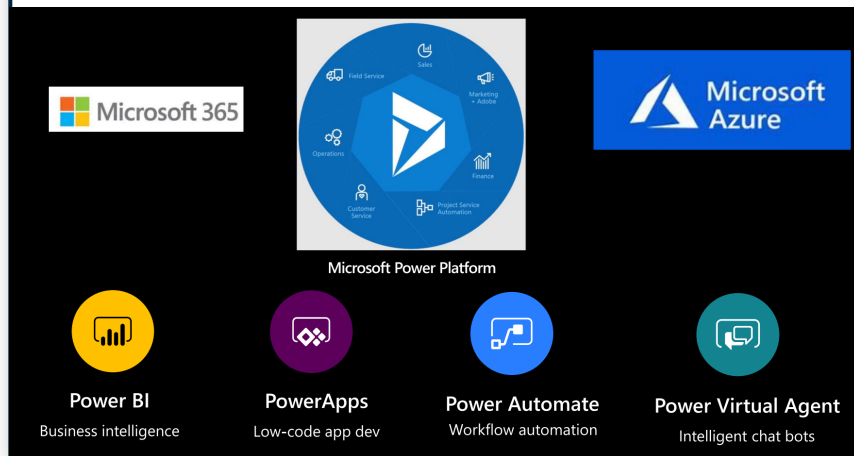
## Step 4

**Maximize  
conversions** by  
bridging the gap from  
lead to opportunity



# 15 Years of Working with Dynamics Partners

No onboarding.  
99% of our Clients =  
Microsoft Partners



Microsoft 365

Microsoft Power Platform

Microsoft Azure

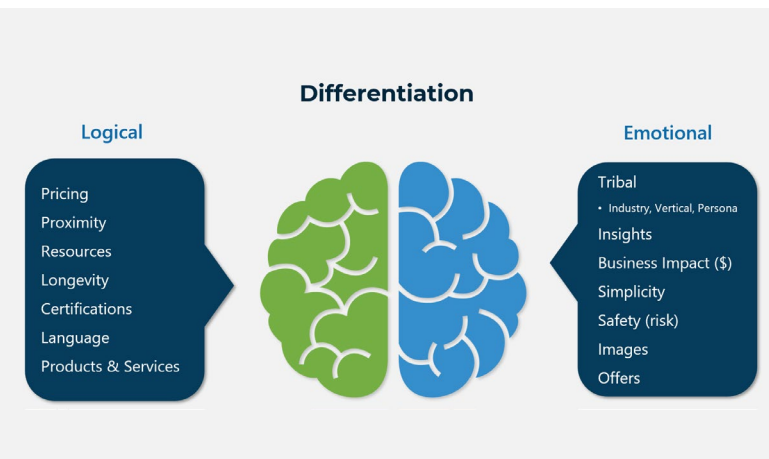
Power BI  
Business intelligence

PowerApps  
Low-code app dev

Power Automate  
Workflow automation

Power Virtual Agent  
Intelligent chat bots

Experts in Neuroscience

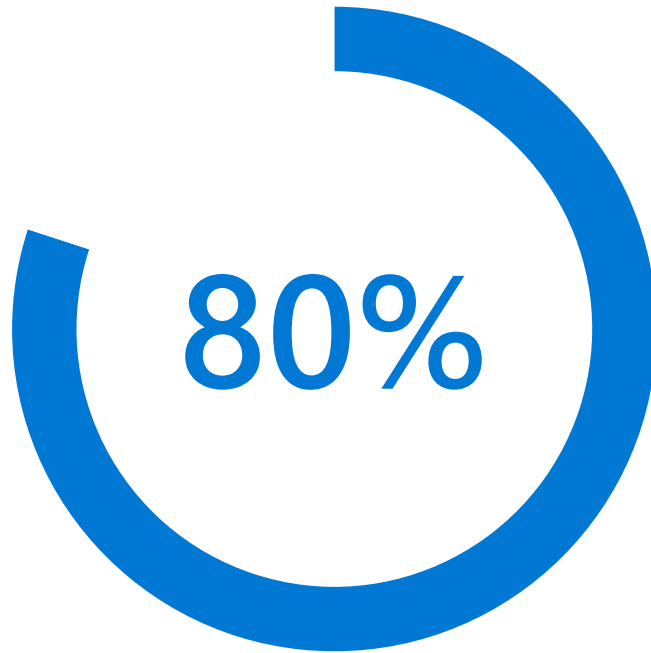


Specialize in Customer  
Acquisition & SaaS  
Transformation Strategy  
Development

- Modern Digital Marketing
- Accelerated Remote Selling
- Cloud/SaaS Transformation



# It's a Digital World



**80% of sales interactions will happen through digital channels by 2025**

Source: Bessemer Venture Partners

# Not Just B2C!

## The way B2B buyers do business is changing...



Source: Forrester Consulting on behalf of Microsoft, April 2019

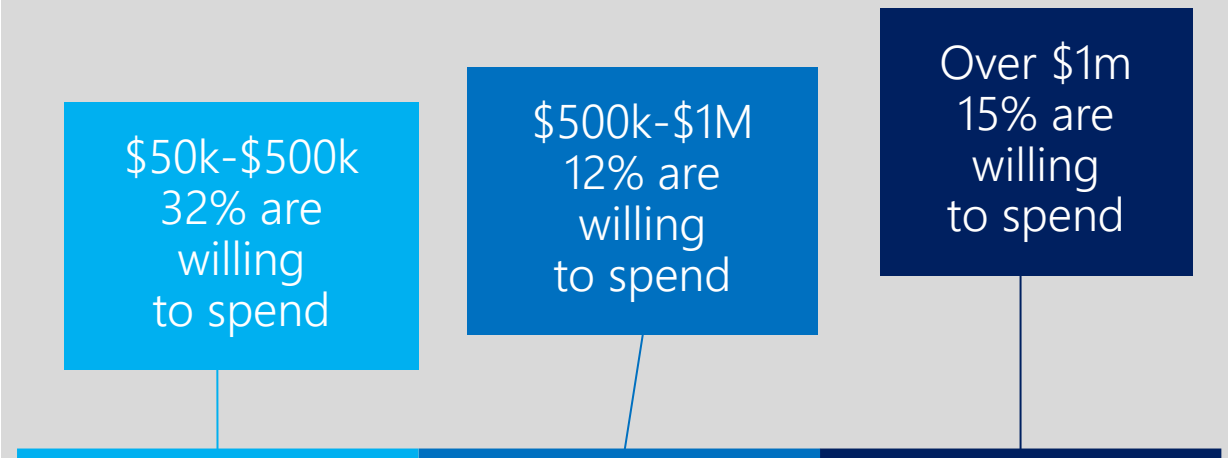
## ...and they are willing to **spend big** using remote or self-serve

**97%**

of B2B buyers might make a purchase in a fully end-2-end, digital self-serve model

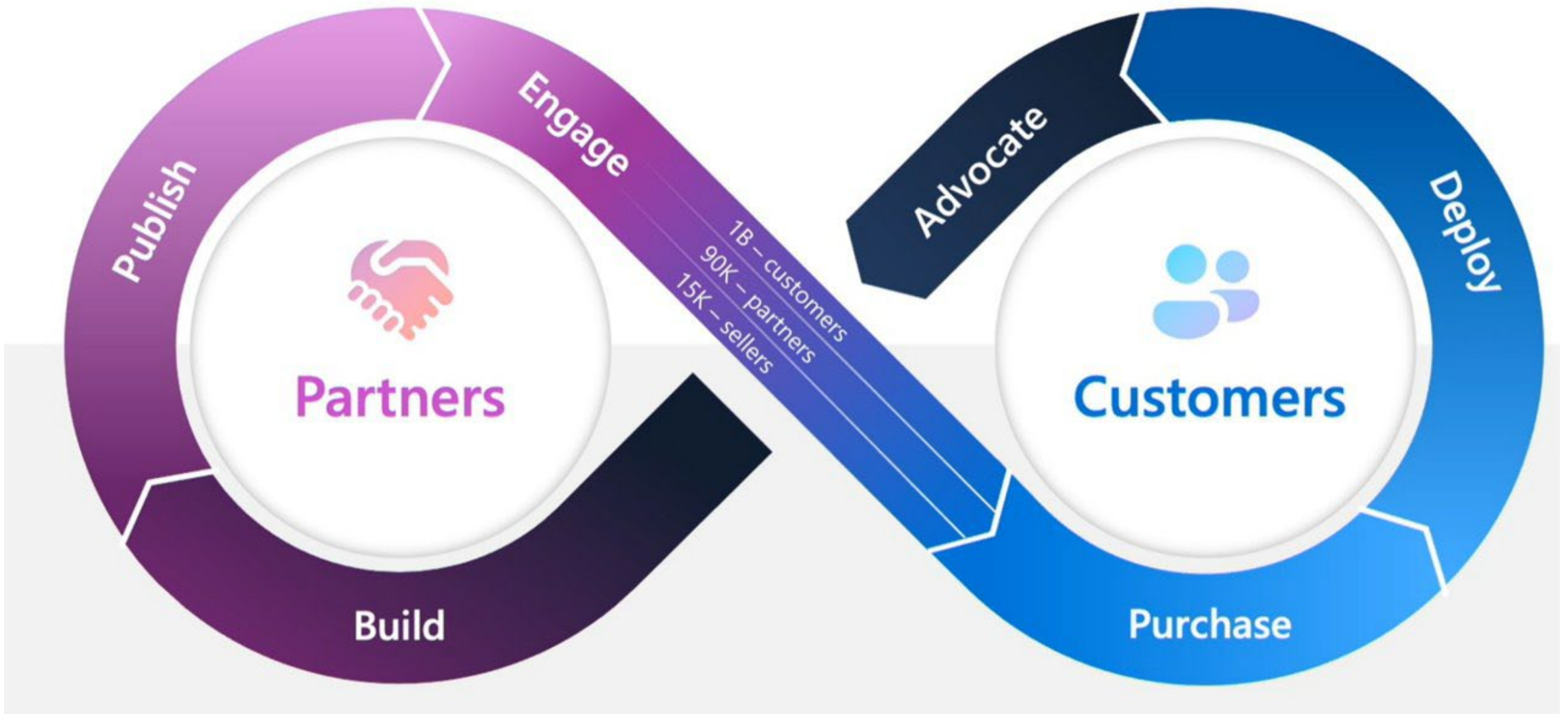
**~60%**

would spend more than \$50,000 on completely self-serve or remote interaction



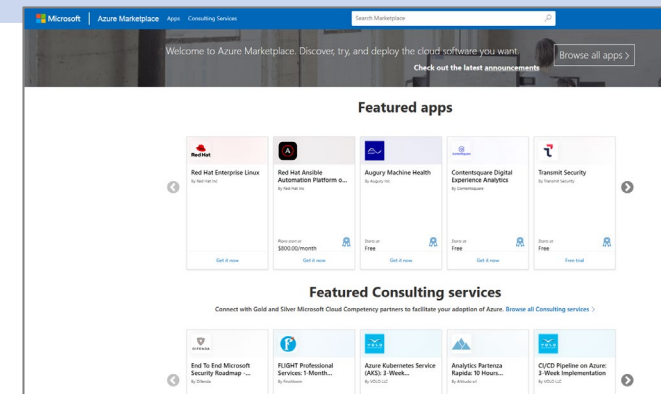
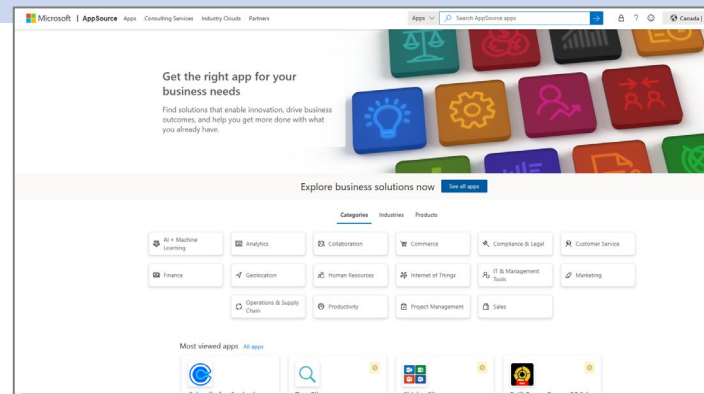
Source: McKinsey COVID-19 B2B Decision-Maker

# Why Optimize your AppSource Listing



# AppSource vs. Azure Marketplace

	<u>AppSource</u>	<u>Azure Marketplace</u>
Target Audience	Line of Business Decision-Makers (specialist roles include Procurement, Manufacturing, Accounting, etc.)	IT Professionals, Developers (specialist roles include DBAs, SecOps, DevOps, etc.)
Built to Extend	Azure, Dynamics 365, Office 365, PowerBI, and Power Apps	Azure
Types of Solutions and Services	Finished Line of Business Apps and Professional Services	Infrastructure Solutions and Professional Services
Publishing Options	Contact Me, Consulting Services Offer, or Trial	Contact Me, Consulting Services Offer, Trial, Virtual Machine, Solution Templates, and Managed Apps
In-app Experience	Office 365, Dynamics 365, Power BI, Office client apps	Azure Portal and CLI



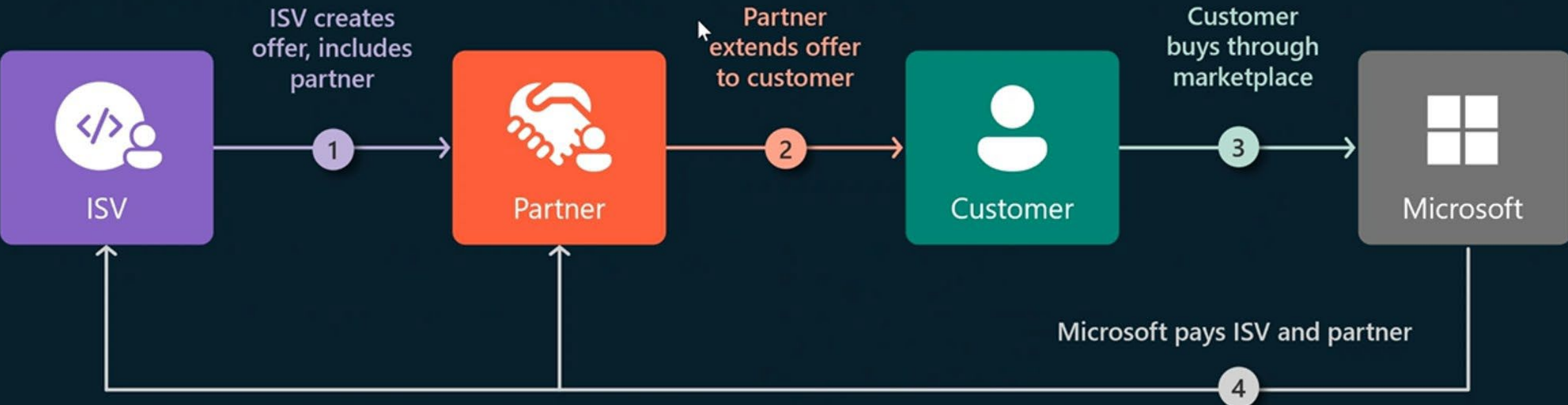


# Listing & Transaction Options

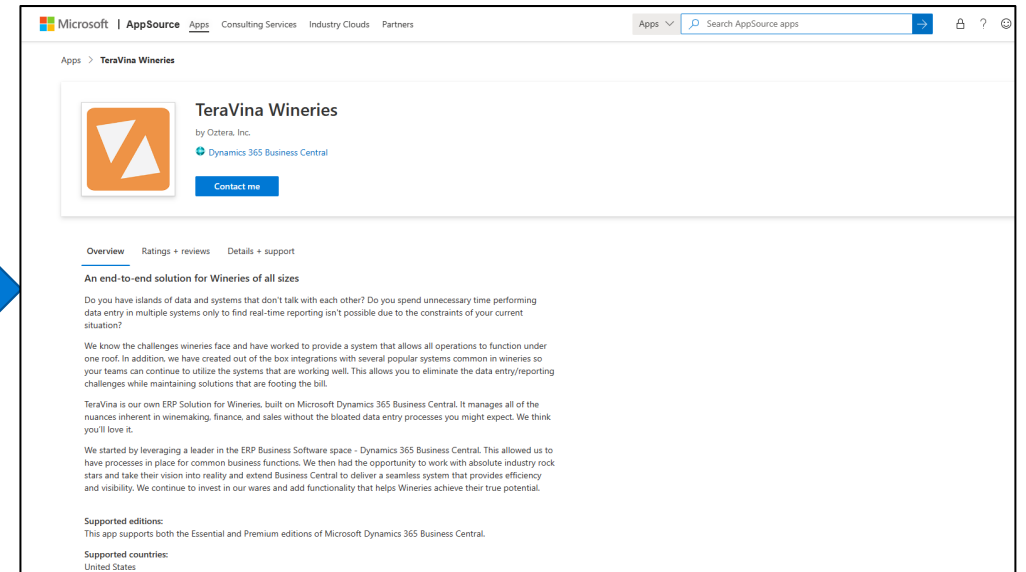
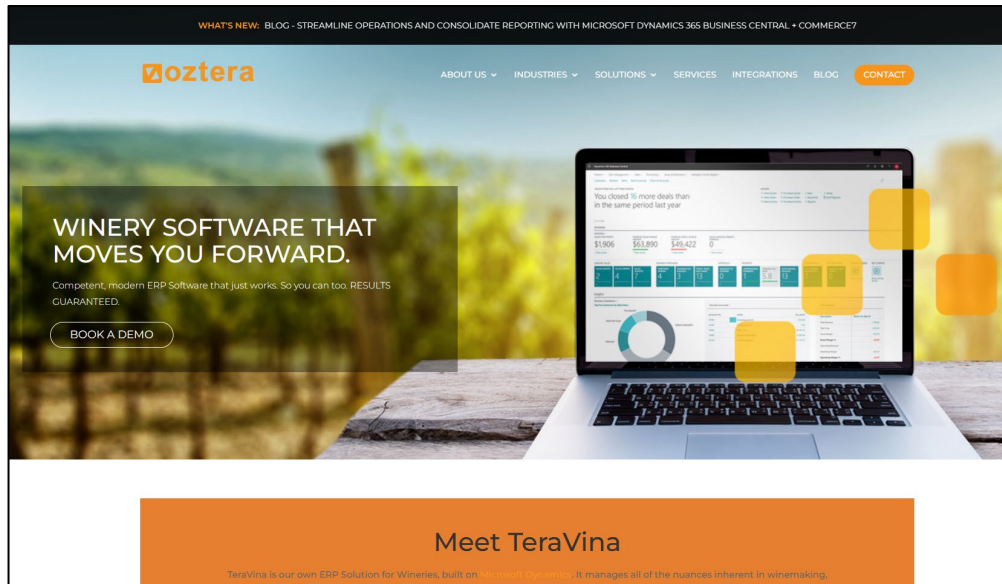
Listing Option	Transaction Process
Transact with License Management by Microsoft	Sell through Microsoft Microsoft host transactions on your behalf  *Only available for apps built on Dataverse, PowerApps
License Management by Partner	Manage ISV licenses through Partner Center  *Only available for apps built on Dataverse, PowerApps
Contact Me	Get leads (integrate to CRM)
Free Trial	1, 3 or 6-month free trial Manage by ISV, NOT managed by Microsoft
Get it Now (Free)	

Business Central transactability coming FY24

# Multi-party private offers: **example**



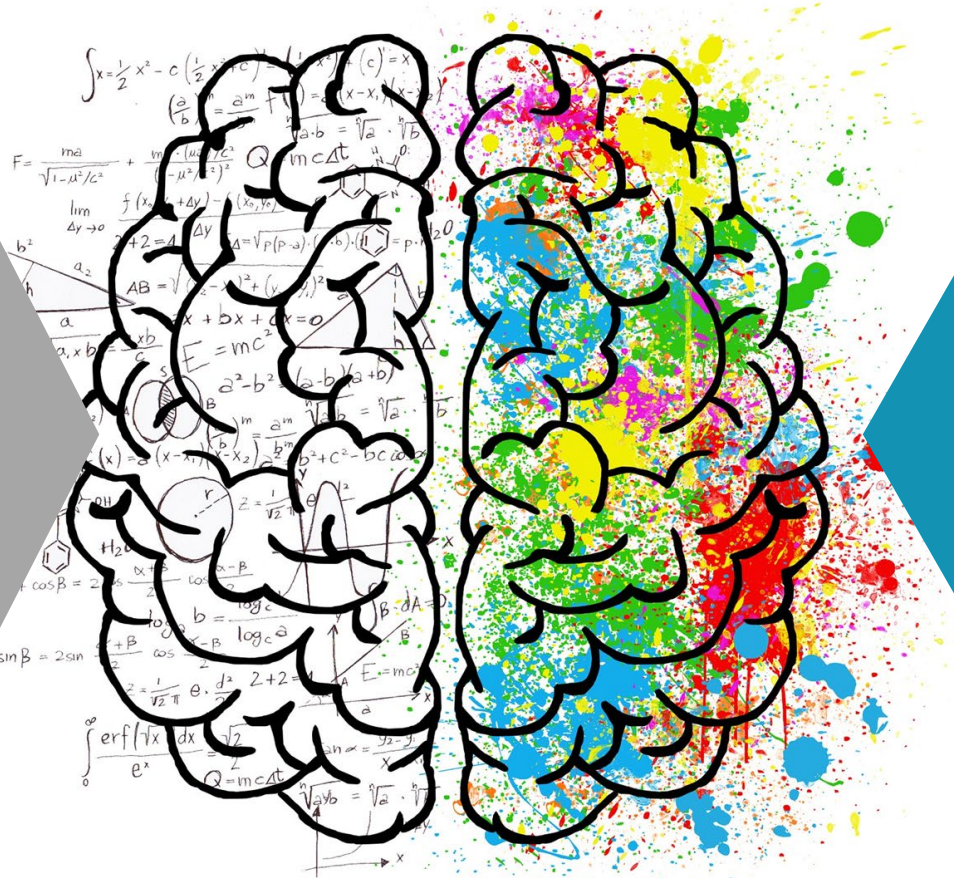
# Marketplace as an Extension of Your Marketing



1. Reach a larger audience: 1b customers, 15k sellers, 90k partners
2. Build credibility, trust (with Microsoft brand)
3. Create seamless product experience

# Capture with Primal. THEN Convince with Rational.

Rational  
Brain:  
Cognitive, Thinking



Primal Brain:  
Emotional, Instinctive

**Appeal to the Emotions. Back it up with Logical Information.**

**Step 1: Drive Traffic**



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## Search Algorithm Secrets Revealed!

# 7 Key Things that Matter to Rank Higher in AppSource Search

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1. Title (Name of your Offer)
2. Publisher Name
3. Keywords, description, headline
4. Popularity (# Views, # CTA Clicks)
5. Categories
6. Preferred Solution rating
7. Transactability

# Example: "wine" search term

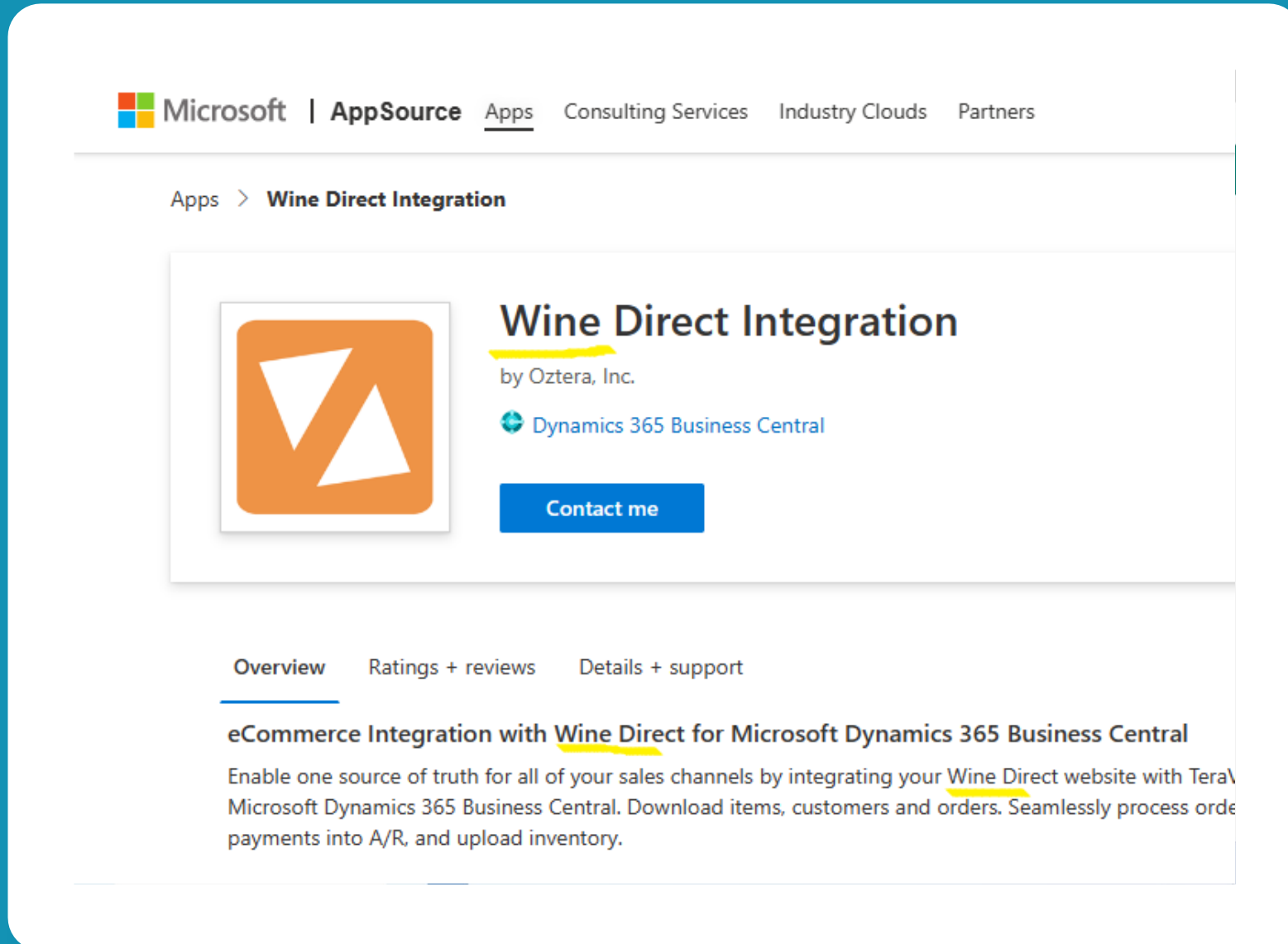
The screenshot shows the Microsoft AppSource search results for the term "wine". The page displays 19 results, with the top row of five results highlighted in yellow. The search bar at the top shows "wine" and the page is sorted by "Best match".

**Search results for "wine"**  
Showing 19 results in apps. Sort By: Best match

**Filters:** Search filters, Products, Categories, Industries, Trials, Pricing Model, Ratings, Compliance

App Name	Provider	Integration	Price	Button
Solera Wine Solutions	NCA Dynamics Inc	Business Central	Free	Get it now
EOS WINE	EOS Solutions	Business Central		Contact me
Wine Direct Integration	Oztera, Inc.	Business Central		Contact me
EOS WINE SIAN	EOS Solutions	Business Central		Contact me
INFOVI - Wine Reporting Management - Spain	Técnicas Informática Pro.Serv. y Ases,SL	Business Central		Free trial
Teravina Distribution	Oztera, Inc.	Business Central		Contact me
VIP Winery Integration	Oztera, Inc.	Business Central		Contact me
TeraVina Wineries	Oztera, Inc.	Business Central		Contact me
Cap Vignes	Cap Vision	Business Central		Contact me
Spirit	TECHNOMADE	Marketing, Sales		Contact me

# Example: "wine"



The screenshot shows the Microsoft AppSource interface for the 'Wine Direct Integration' app. At the top, the Microsoft logo is followed by 'AppSource' and navigation links for 'Apps', 'Consulting Services', 'Industry Clouds', and 'Partners'. Below this, a breadcrumb trail reads 'Apps > Wine Direct Integration'. The main content area features an orange square icon with a white triangle, the title 'Wine Direct Integration' (underlined in yellow), and the developer 'by Oztera, Inc.'. A blue icon indicates compatibility with 'Dynamics 365 Business Central', and a blue 'Contact me' button is positioned below. At the bottom, a navigation bar includes 'Overview' (underlined), 'Ratings + reviews', and 'Details + support'. The 'Overview' section is titled 'eCommerce Integration with Wine Direct for Microsoft Dynamics 365 Business Central' and contains a paragraph describing the app's functionality: 'Enable one source of truth for all of your sales channels by integrating your Wine Direct website with Tera\ Microsoft Dynamics 365 Business Central. Download items, customers and orders. Seamlessly process orde payments into A/R, and upload inventory.'

- Title
- Headline
- Description copy



# Example: "demand forecasting" search term

The screenshot shows the Microsoft AppSource search results for the term "demand forecasting". The browser address bar displays the URL: <https://appsource.microsoft.com/en-ca/marketplace/apps?exp=ubp8&search=demand%20forecasting&page=1>. The search bar contains the text "demand forecasting". The page shows 314 results, sorted by "Best match".

**Filters:**

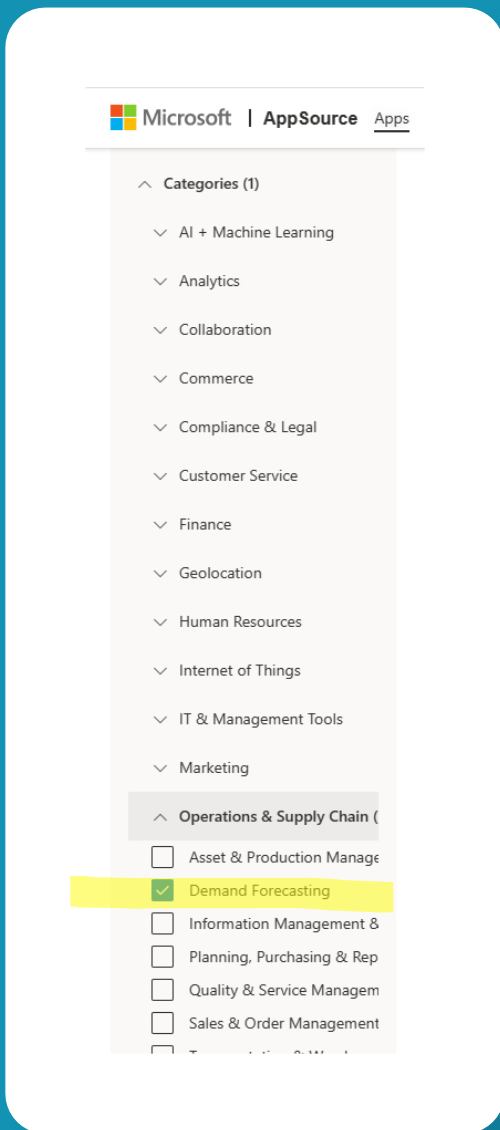
- Search filters
- Products
- Categories
- Industries
- Trials
- Pricing Model
- Ratings
- Compliance

**Search results for "demand forecasting"**  
Showing 314 results in apps. Sort By: Best match

**All results**

- Advanced Demand Forecasting**  
Farsight Solutions  
Supply Chain Management +1  
Advanced Demand Forecasting for Dynamics 365 for Finance & Operations  
Contact me
- Demand forecasting Dashboard**  
Bit Peak sp. z o.o.  
Power BI apps  
Demand forecasting for your products/services backed by machine learning  
Free  
Get it now
- Prevedere Demand Forecasting for...**  
Prevedere  
SaaS  
Quickly develop real-time demand models with industry specific global data  
BYOL  
Free trial
- Demand Planning | Multi Model Custom solution...**  
Decision Point Analytics Inc  
Power BI apps  
Advanced AI Based Demand Forecasting  
Free  
Get it now
- Demand Forecasting Service**  
Blue Sky Global Retail Solutions  
SaaS  
Demand Forecasting Service for Retailers  
Contact me
- Inventory Optimization & Demand Forecasting**  
eazystock  
Synchron AB  
SaaS
- Lanham Demand Planning**  
Lanham Associates  
Business Central
- Advanced Budgeting and Forecasting**  
Fenwick  
Business Central
- Silvermedia Cloud Demand Forecasting**  
Silvermedia S.A.  
SaaS
- AI Demand Forecasting for Dynamics**  
JET REPORTS POLAND K KARBOWIAK B DORUCH SPOLKA CYWILNA

# Example: "demand forecasting" search term



The image shows a screenshot of the Lanham Demand Planning app page on AppSource. The app is titled "Lanham Demand Planning" and is by Lanham Associates. It is available on Dynamics 365 Business Central. There is a "Free trial" button. The page includes an overview section with the text: "Lanham's Demand Planning optimizes your largest asset, your inventory. Demand Planning can provide you real, tangible inventory forecasting and dynamic replenishment to lower your inventory, increase customer service levels, and directly enhance the bottom line." There is also a section titled "Need Inventory Management Help?" with a list of common challenges and a "Free trial" button.

**Lanham Demand Planning**  
by Lanham Associates  
Dynamics 365 Business Central  
Free trial  
Free trial

**Overview** Ratings + reviews Details + support

**Lanham's Demand Planning optimizes your largest asset, your inventory.**

Demand Planning can provide you real, tangible inventory forecasting and dynamic replenishment to lower your inventory, increase customer service levels, and directly enhance the bottom line.

Need Inventory Management Help?

If your company struggles with:

- Inaccurate or no product forecasts
- Mounds of spreadsheets to create a forecast
- Purchase leads times of 90 to 180 days
- Forecasts for seasonal or sporadic items
- Customer or vendor forecasts
- Managing Hub & Spoke warehouse replenishment or
- Scheduling inhouse production,

Demand Planning will be your ally.

- Category
- Description copy

# Example: "shipping" search term (very popular!)

- Title
- Rating

The screenshot shows the Microsoft AppSource interface with a search for "shipping". The search bar at the top contains "shipping" and shows "Showing 400 results in apps.". On the left, there is a "Filters" sidebar with categories like Products, Categories, Industries, Trials, Pricing Model, Ratings, and Compliance. The main area displays "All results" in a grid of six app cards. Each card includes an icon, the app name, the provider, the Business Central compatibility status, a brief description, a star rating, and a call-to-action button.

App Name	Provider	Business Central	Rating	Call to Action
Shipping Manager	Abakion	Yes	★ 4.9 (26 ratings)	Free trial
Dynamic Ship: Integrated Shipping	Insight Works	Yes	★ 5.0 (9 ratings)	Free trial
dynamic commerce Shipping Costs	dc AG	Yes	★ 2.3 (3 ratings)	Get it now
Shipping Connector				
Pacejet Enterprise Shipping	Pacejet			
VLC Smart Shipping	VLC			

# Example: "erp implementation" search term

- Consulting Services
- Search Term + Industry Category
- Filter 38 → 15

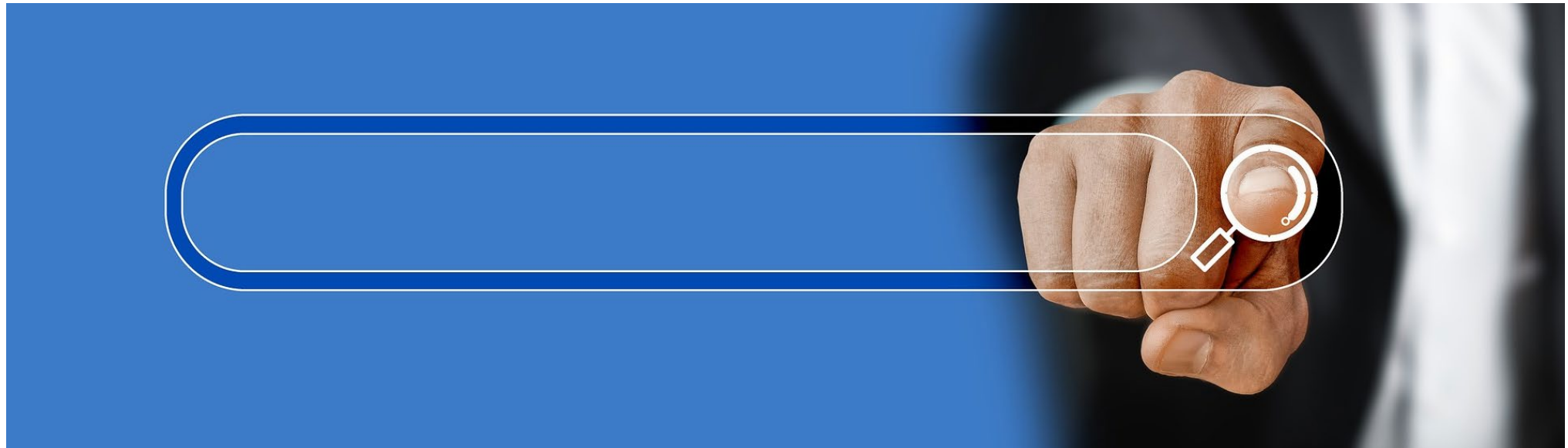
The screenshot shows the Microsoft AppSource search interface. The search term "erp implementation" is entered in the search bar. The results are filtered by "Consulting services", "Retail & Consumer Goods", and "Retailers". The search results are displayed in a grid of 10 cards, each representing a different consulting service. The cards are sorted by "Best match".

Service Title	Provider	Price	Contact
ERP Omnichannel: 3-day Readiness Check...	SPH AG	\$6,489	Contact me
Dynamics 365 Business Central Implementatio...	Synoptek	Free	Contact me
Mobile App Development: 1-Day...	PEAKUP	\$641	Contact me
Dynamics 365 Business Central: 8 Wk...	Smart App Business Solutions Pty Ltd	\$59,826	Contact me
D365 Implementation for Retail: 1-Hr Briefing	enVista Enterprise Solutions, LLC (EES) - MBS	Free	Contact me
BigCommerce Integration - 4 WK...	Folio3 Software Inc.		Contact me
JOOR Integration - 4 WK Implementation	Folio3 Software Inc.		Contact me
ShipStation Integration - 3 WK Implementation	Folio3 Software Inc.		Contact me
Power BI Solutions: 2WK Implementation	NNIT A/S		Contact me
Dynamics 365 Commerce: 10-Wk Rapi...	SHEA Capital Corporation		Contact me

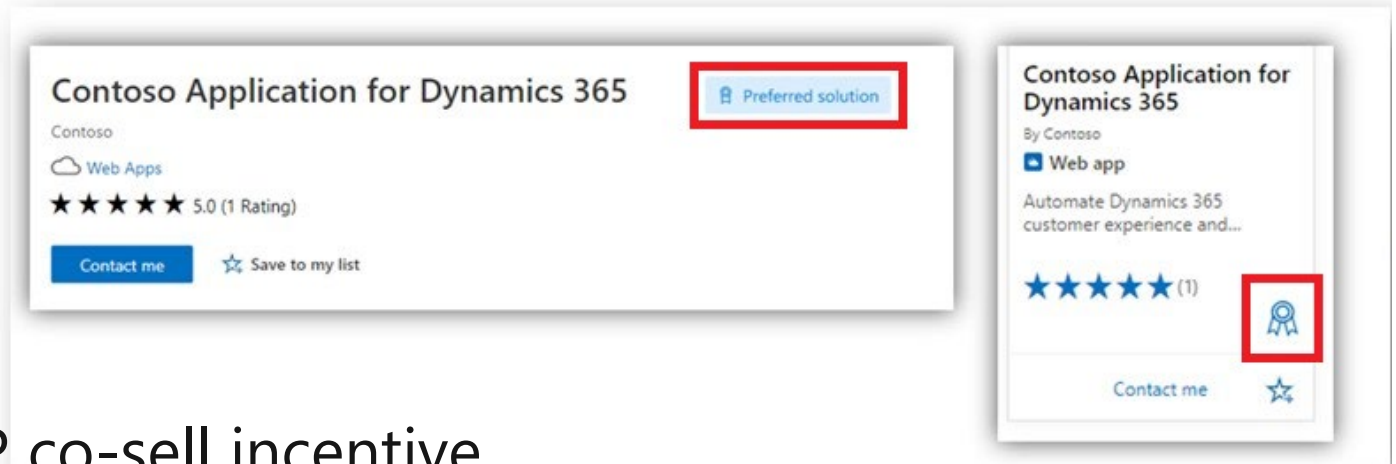
# Optimize to Be Found

*What search terms would your prospects use to find a solution like yours?*

*What terms do you currently optimize for (on your website) to drive ideal prospect traffic?*



# How to Get Preferred Solution Badge



- **Criteria:** Published Offers with IP co-sell incentive
- **Benefit to Customers:**
  - Shows validation by Microsoft experts with proven impact on business, technology transformation, or cross-organizational improvement
- **Benefit to Partners:**
  - Rank higher in Marketplace Search
  - Aligns with Microsoft go-to-market priorities
  - Shows prospects & customers validation by Microsoft

## Step 2: Emotionally Engage



# Primacy & Recency Effect



Primacy



Anchoring



Premature  
Cognitive  
Commitment



Confirmation  
Bias



Consistency  
Principle



Recency





# Fear, Risk

5x Impact on Behavior

Than Positive Emotions



# Emotions before Features (Why before What)

## Why: Fears or Desires

- Parts price fluctuations
- Wasting money/inventory
- Changing building codes
- Strict safety regulations
- Differing payroll laws by country
- Employee churn
- Increased online competition
- Tech savvy customers' expectations

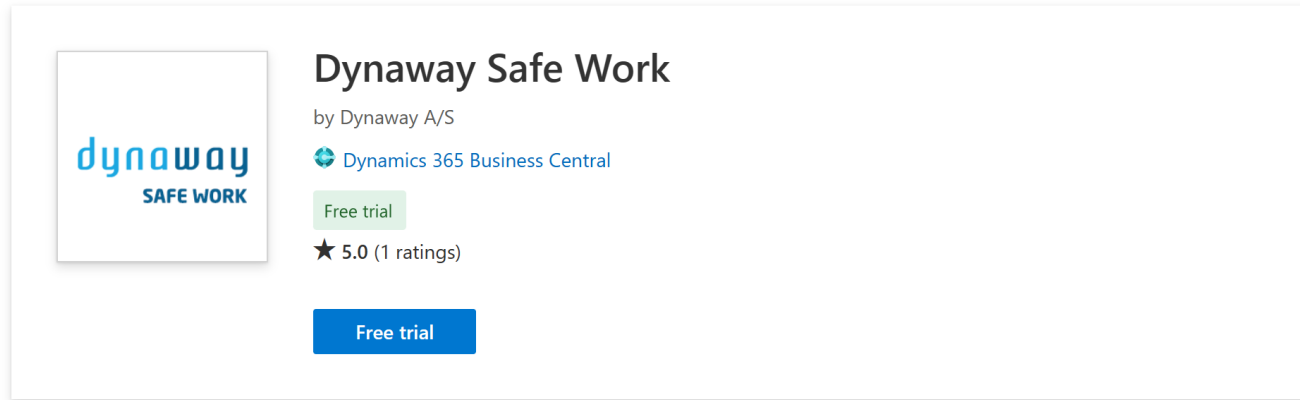
## How: Solution Resolves or Achieves

- Benefit A
- Benefit B
- Benefit C
- Benefit D
- Benefit E

## What: Feature Enables

- Feature A
- Feature B
- Feature C
- Feature D
- Feature E

# Engage with Emotions



The screenshot shows the app listing for 'Dynaway Safe Work' on Microsoft AppSource. It includes the app's logo, the developer name 'by Dynaway A/S', the platform 'Dynamics 365 Business Central', a 'Free trial' badge, and a 5.0 star rating based on one review. A prominent blue 'Free trial' button is located at the bottom of the listing.

[Overview](#) [Ratings + reviews](#) [Details + support](#)

Ensure a safer working environment and **prevent accidents** in the workplace.

When you want to **minimize the risk of potential hazards and incidents**, risk and safety management becomes **crucial** to day-to-day operations in any modern organization.

Dynaway Safe Work is a module that helps you enhance and digitize your safety system and align with maintenance activities.

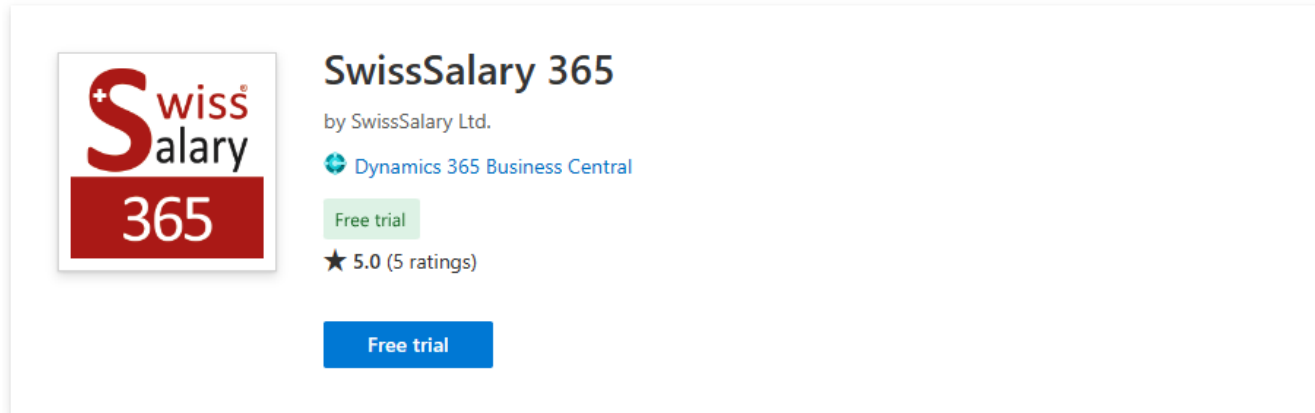
## Risk Assessment

With Risk Assessment, you will be able to assess the risk of working with specified assets, working in specific locations, and performing special work orders. Identify risks within the organization and create maintenance risk plans to mitigate and eliminate potential hazards.

## Negative Emotions:

- Prevention
- Risk mitigation

# Engage with Emotions



**SwissSalary 365**  
by SwissSalary Ltd.  
Dynamics 365 Business Central  
Free trial  
★ 5.0 (5 ratings)

Free trial

[Overview](#) [Ratings + reviews](#) [Details + support](#)

**Certified and flexible payroll app that's intuitive and easy to use**

*Are you working with the best payroll solution for you? Are you sure that your paychecks are compliant with the current law?*

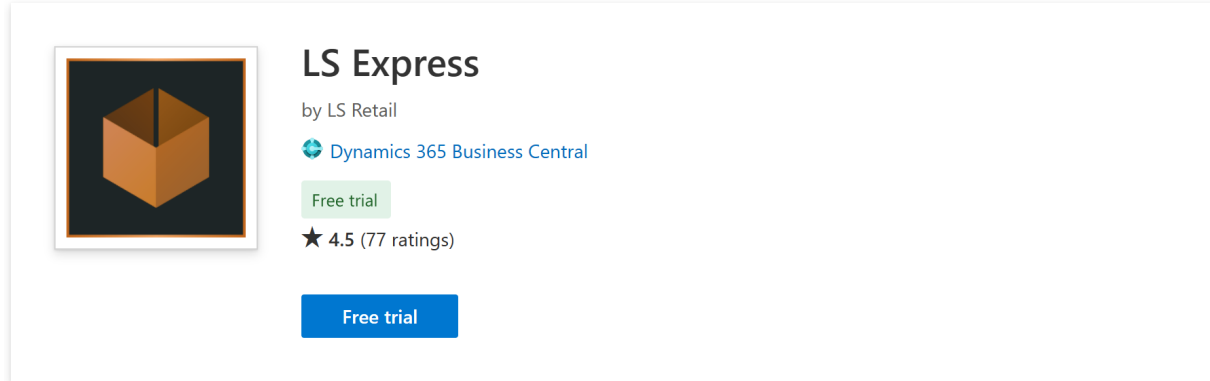
The payroll process is complex and time consuming. The pressure to produce multiple paychecks and salary payments on time is monthly recurring. SwissSalary is the solution to support you in this process. 20 years of experience in Swiss payroll and development come together in our app.

With SwissSalary, you will receive a state of the art programme. Developed and supported in over 20 years by payroll specialists to help you generate the correct paycheck in less time. Smart processes, easy handling and valuable reports will support your payroll. Valuable feedback of our customers is implemented quickly to give you the best user experience within the app. Ordering today and making salary payments the day after is our claim and was already successfully proven. Smart setup assistants and initialization files as well as multiple import options guarantee a smooth start within several hours. With the support of our project managers, classroom courses, professional support and free

## Negative Emotions:

- Risk: Compliance with Law
- Complex
- Time-Consuming
- Pressure by Staff
- Monthly Recurring

# Engage with Emotions



**LS Express**  
by LS Retail  
Dynamics 365 Business Central  
Free trial  
★ 4.5 (77 ratings)  
Free trial

[Overview](#) [Ratings + reviews](#) [Details + support](#)

Add a Retail POS to your Microsoft Dynamics 365 Business Central tenant.

Tired of your POS and retail system holding you back?

Are you a retailer who wants to manage daily activities and achieve ambitious business goals, without spending a fortune on new technology? You don't need to settle for less! Meet **LS Express**, the app designed for small retail companies that need to maintain accurate financial accounts, manage large inventories and live up to the expectations of today's customers.

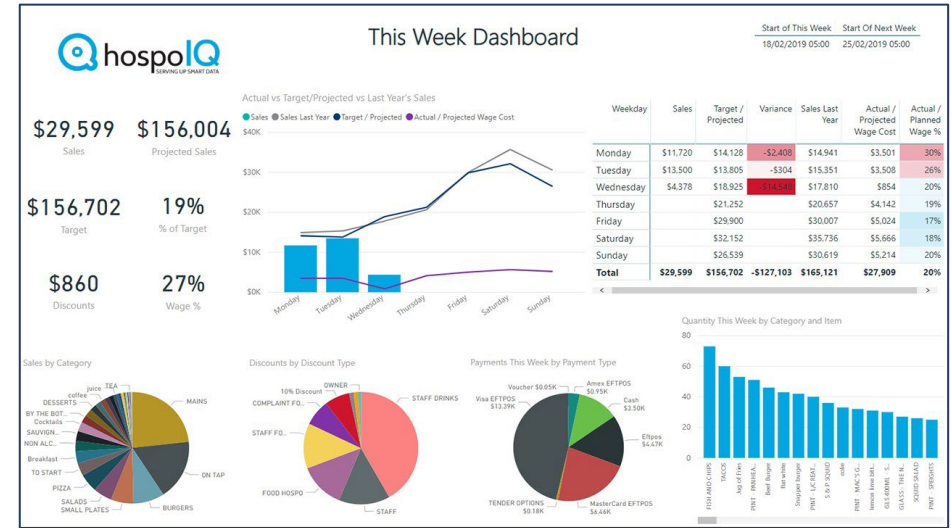
LS Express is a complete online POS system, natively integrated with Microsoft Dynamics 365 Business Central. This means that you can use just one retail system to manage all your tasks, improving your service and increasing your profitability. And as it is cloud-based, LS Express costs a fraction of the price of a traditional POS system - and allows you to cut on hardware expenses, too.

## Combine Emotions:

- Frustration, missing out
- Ambition
- Expectations of customers
- Safety: for Small Retailers (tribal)
- Assurance
- Questions -- Curiosity

# Emotionally Engage: Tell Your Story with Images & Video

- Screenshots:
  - Visual "eye candy" (dashboard)
  - Differentiating features
  - Tribal (industry)
  - Caption & highlight



Microsoft AppSource: HoSpolQ

**ITEM CARD**

EW16CS750 · Evil Witch 2016 Cabernet Sauvignon 750ml

New Process Report History Request Approval Show Attached Actions Navigate Report Fewer options

No. EW16CS750 Status Active

Item Type Bottled Wine Maximum Retail Purch. 0.00

UPC No. Quantity on Hand 9,846

Description Evil Witch 2016 Cabernet Sauvignon Qty. on Purch. Order 0

Description 2 12 x 750ml Qty. on Prod. Order 0

Base Unit of Measure CASE Qty. on Component Link 0

Cellar UOM Qty. on Sales Order 0

Item Category Code EW Modified On 12/18/2020 3:21 PM

Product Group Code EW Stockout Warning Default (Yes)

eCommerce Item Yes Brand Code EW

Search Description EVIL WITCH 2013 CABERNET SAUV Modified By MIKE STALLMANN

Blocked 12/18/2020 3:21 PM Last Date Time Modified

**Wine Information**

Label No. EWCS Negative Allocations Error

Program No. EWCS13 Allocation Item

Vintage 2016 Tax Class Percentage 14

Wine Color Red Alcohol Percentage 14.90

**Picture**

**Item History**

Purchases 0

Sales 1,437

Qty. on Prod. Order 0

Qty. on Component Lines 0

**Attachments**

Documents 3

Microsoft AppSource: TeraVina Wineries

**SUGGESTED ORDER | WORK DATE: 1/28/2021**

AFP1 · London Postmaster

Vendor targets for Net Weight, Gross Weight, Volume, and Dollars.

Creation Date 1/28/2021

Created By DESKTOP-4FRSMBJLANHAM

Net Weight Target 0.00

Net Weight 172,040.00

Gross Weight Target 5,000.00

Gross Weight 172,040.00

Volume Target 0.00

Volume 860,200.00

Amount Target 100,000.00

Amount 114,477.40

Target(s) Met Yes

**Suggested Order Line Details**

No. 10-71-447

Quantity 311

Line Amount Excl. Tax 1,042.47

Procurement Unit Yes

Item Usage Yes

Calculation Lines Yes

Location Inv. Roll Up Yes

Forecast View Yes

Purchase Line Exists No

No.	Purchase Reason	Description	Unit of Mea. Code	Crit. Need	Quantity	Line Amount Excl. Tax	Planned Receipt Date
02-71-31	Min/Max	02-71-31 Desc	PCS		157	4,304.94	2/4/2021
03-81-31	Min/Max	03-81-31 Desc	PCS		72	1,982.88	2/4/2021
04-82-405	Min/Max	04-82-405 Desc	PCS		49	7,229.95	2/4/2021
06-01-447	Lead Time Horiz.	06-01-447 Desc	PCS		1,934	6,478.90	3/29/2021
07-04-447	Lead Time Horiz.	07-04-447 Desc	PCS		631	2,113.22	3/14/2021
08-05-447	Lead Time Horiz.	08-05-447 Desc	PCS		422	1,413.70	3/14/2021
10-71-447	Lead Time Horiz.	10-71-447 Desc	PCS		311	1,042.47	2/4/2021
12-82-447	Lead Time Horiz.	12-82-447 Desc	PCS		440	1,473.56	2/4/2021
13-01-450	Lead Time Horiz.	13-01-450 Desc	PCS		1,093	3,661.55	2/19/2021
14-02-450	Lead Time Horiz.	14-02-450 Desc	PCS		1,872	6,271.20	2/21/2021
15-03-450	Lead Time Horiz.	15-03-450 Desc	PCS		613	2,053.55	2/10/2021
16-04-450	Lead Time Horiz.	16-04-450 Desc	PCS		2,194	7,349.90	3/14/2021
17-05-450	Lead Time Horiz.	17-05-450 Desc	PCS				
18-08-450	Lead Time Horiz.	18-08-450 Desc	PCS				
19-11-450	Lead Time Horiz.	19-11-450 Desc	PCS				
20-71-450	Lead Time Horiz.	20-71-450 Desc	PCS				
21-81-450	Lead Time Horiz.	21-81-450 Desc	PCS		1,280	4,240.64	2/4/2021
22-82-450	Target Stock Level	22-82-450 Desc	PCS		548	1,815.52	2/4/2021
23-02-550	Target Stock Level	23-02-550 Desc	PCS		122	28,727.22	3/10/2021

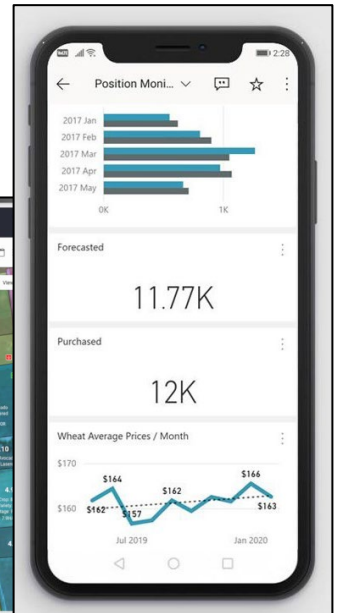
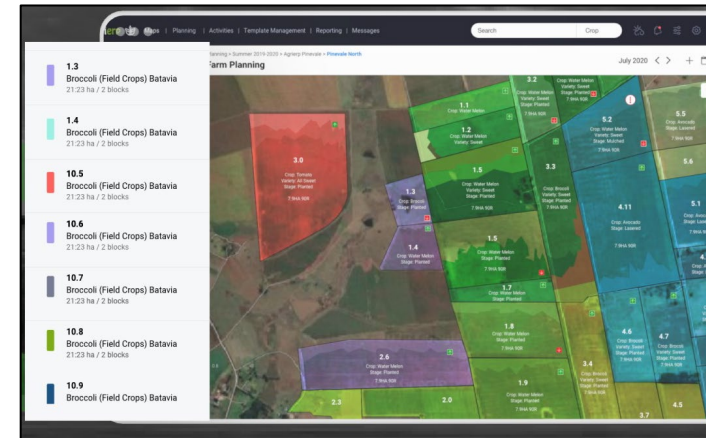
**Critical Need Item**

**Single Click to line level detail.**

Microsoft AppSource: Lanham Demand Planning

# Don't Limit Yourself to Screenshots!

- Device screens (mobile, tablet, POS)
- Contextual images (industry)
- Marketecture (if applicable)
- Customer logo wall
- Partners



Automate Anything: any PoS, any System, any Device

Systems under test.

Any platform.  
Any cloud.  
Any device.

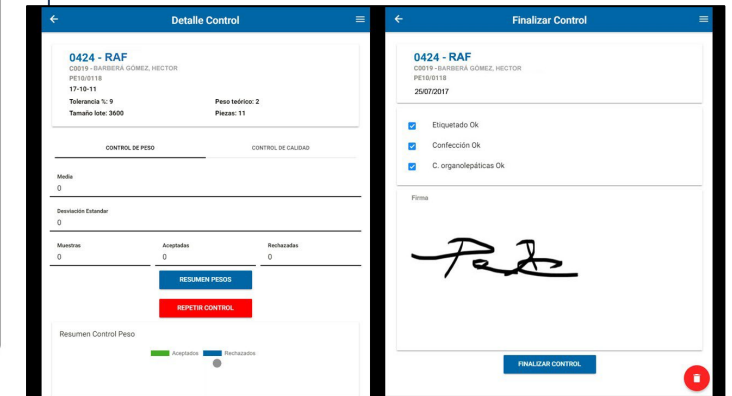
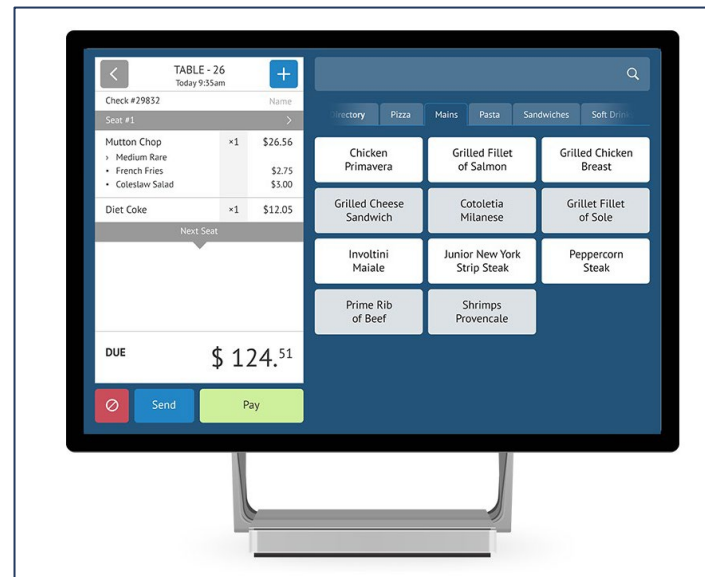
Walmart.

Dunkin'.

Albertsons.

Eggplant drives the software the same way a customer or operator does, by clicking buttons, typing information and analysing reports on the screen using any combination of PoS, Device or system

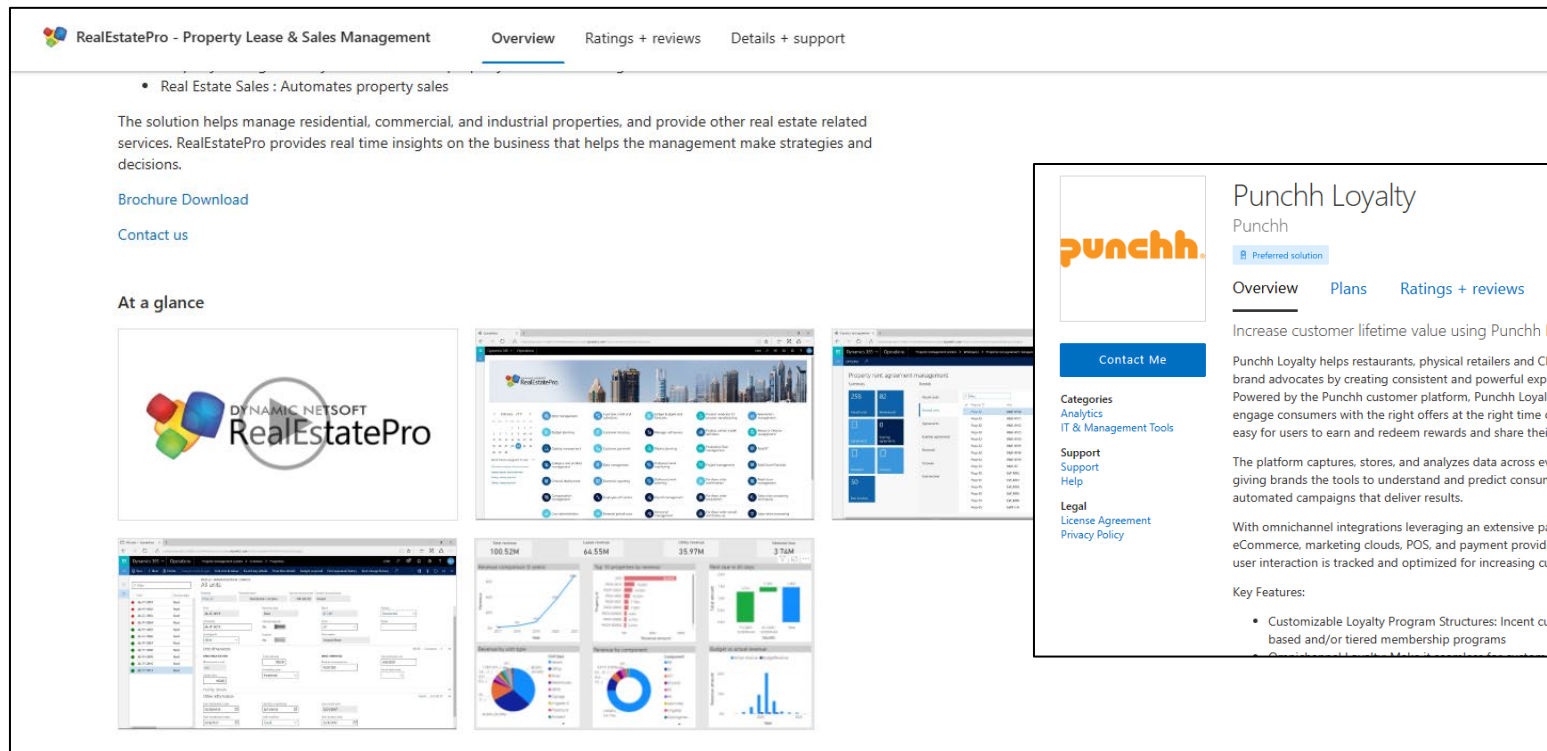
Supports any device or operating system | Remote, shared, access requires fewer devices | Test Assets re-usable across all systems



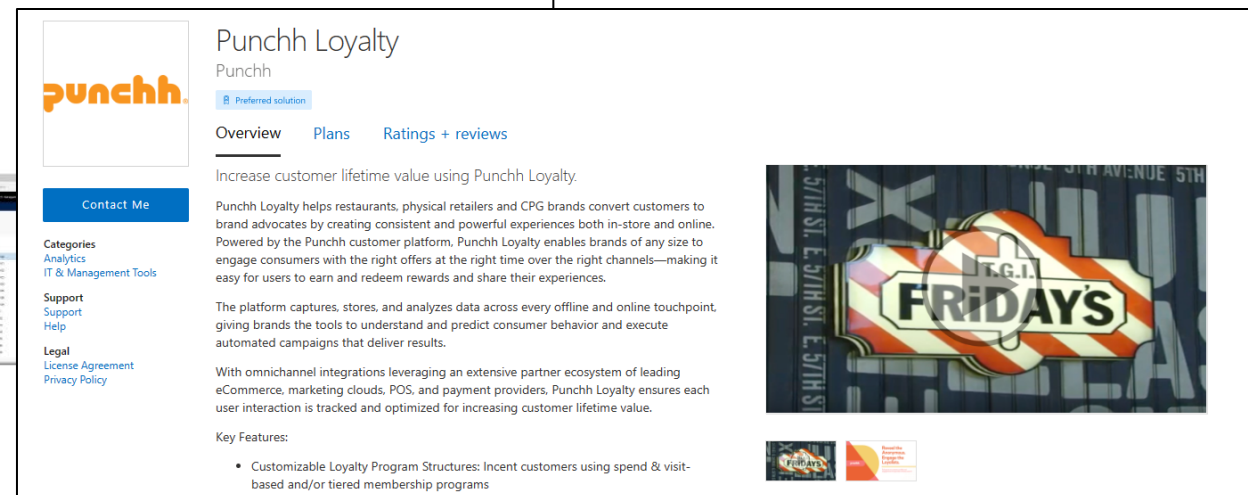


# Video: Have Your Listing Do the Talking

- Value Proposition video
- Demo video(s)
- Customer Testimonials



The screenshot shows the RealEstatePro listing on Microsoft AppSource. The header includes the app name "RealEstatePro - Property Lease & Sales Management" and navigation tabs for "Overview", "Ratings + reviews", and "Details + support". The main content area features a bullet point: "Real Estate Sales : Automates property sales". Below this is a descriptive paragraph: "The solution helps manage residential, commercial, and industrial properties, and provide other real estate related services. RealEstatePro provides real time insights on the business that helps the management make strategies and decisions." There are links for "Brochure Download" and "Contact us". A section titled "At a glance" displays several screenshots of the application's interface, including a dashboard with various charts and a detailed property management screen.



The screenshot shows the Punchh Loyalty listing on Microsoft Azure Marketplace. The header includes the app name "Punchh Loyalty" and navigation tabs for "Overview", "Plans", and "Ratings + reviews". The main content area features the Punchh logo, a "Contact Me" button, and a "Preferred solution" badge. Below this is a descriptive paragraph: "Increase customer lifetime value using Punchh Loyalty. Punchh Loyalty helps restaurants, physical retailers and CPG brands convert customers to brand advocates by creating consistent and powerful experiences both in-store and online. Powered by the Punchh customer platform, Punchh Loyalty enables brands of any size to engage consumers with the right offers at the right time over the right channels—making it easy for users to earn and redeem rewards and share their experiences." There are links for "Categories", "Support", "License Agreement", and "Privacy Policy". A section titled "Key Features" includes a bullet point: "Customizable Loyalty Program Structures: Incent customers using spend & visit-based and/or tiered membership programs". To the right of the text is a large image of a T.G.I. FRIDAYS sign.

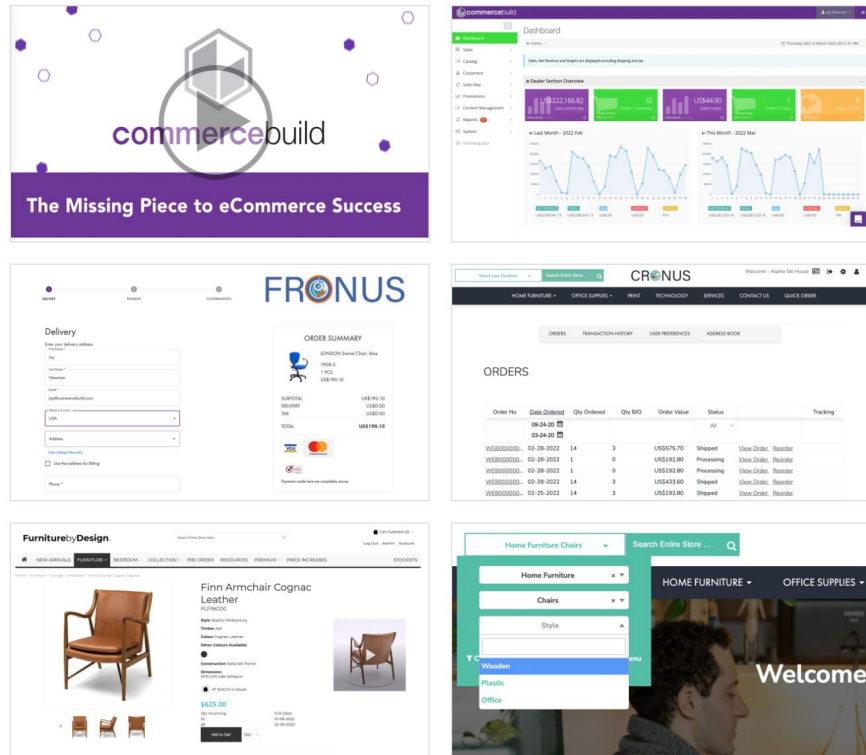
[Microsoft Azure Marketplace: Punchh Loyalty](#)

[Microsoft AppSource: RealEstatePro](#)

# Tell Your Story: Multiple Image & Video Types

 commercebuild B2B & B2C eCommerce

Overview Ratings + reviews Details + support



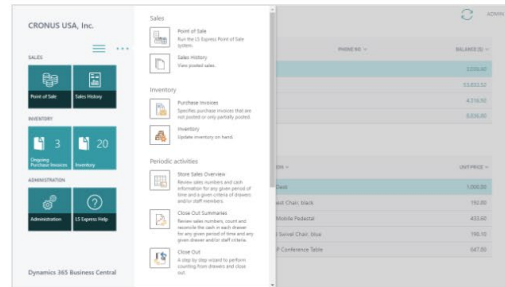
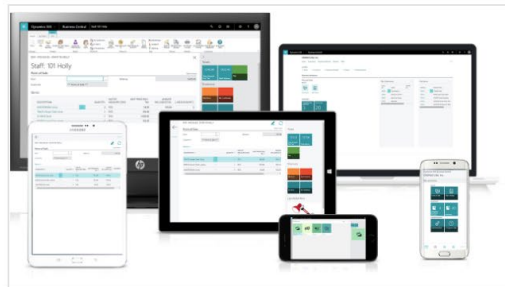
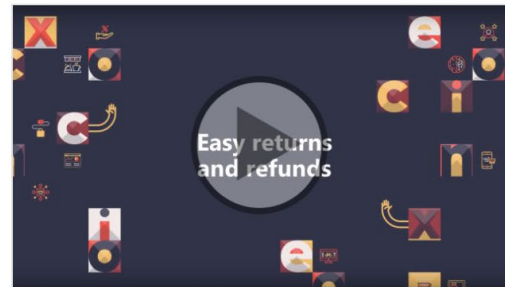
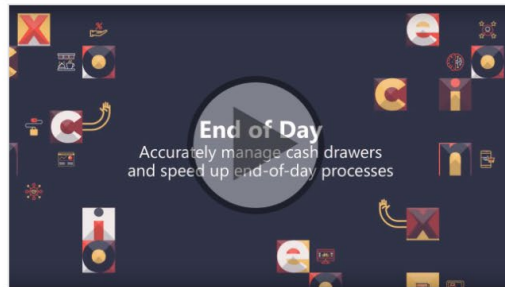
The collage consists of six screenshots:

- Top Left:** A landing page for commercebuild featuring a play button icon and the text "The Missing Piece to eCommerce Success".
- Top Right:** A dashboard for commercebuild showing various charts and data points, including a bar chart for "Last Month - 2022 Feb" and "This Month - 2022 Mar".
- Middle Left:** A delivery page for FRONUS with a form for delivery address and an order summary table.
- Middle Right:** An orders page for CR@NUS displaying a table of orders with columns for Order No, Date Ordered, Qty Ordered, Qty Billed, Order Value, Status, and Tracking.
- Bottom Left:** A product page for Furniture by Design showing a "Finn Armchair Cognac Leather" with a price of \$625.00.
- Bottom Right:** A navigation menu for a furniture store with categories like Home Furniture, Chairs, Style, Wooden, Plastic, and Office.

# Tell Your Story: Multiple Image & Video Types



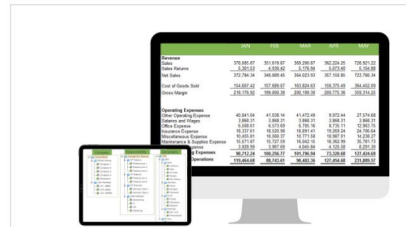
Overview Ratings + reviews Details + support



# Tell Your Story: Multiple Image & Video Types

FYISOFT Financial Reporting Solution for Media

Overview Ratings + reviews Details + support

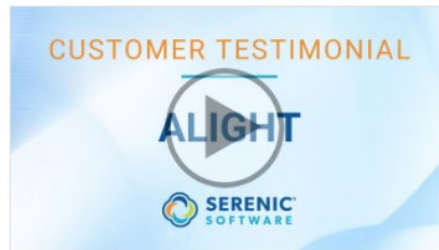
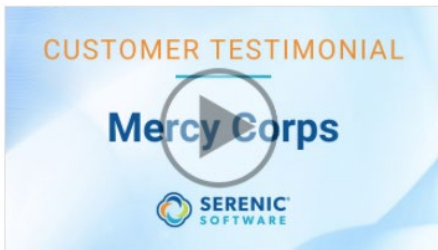


## Step 3: Convince



# Build Trust & Credibility – Proof!

- Numbers: # customers, % satisfied, market leadership position
- Customer testimonials
- Other 3<sup>rd</sup> party testimonials: analysts, press
- Awards, certifications



Digital transformation  
Learn what's driving modern business and how to seize the opportunity.

60% \$20<sub>T</sub> 45% \$9.64

By 2020, 60 percent of enterprises will develop and implement an organizational digital platform strategy.

IDC estimates the economic value of digital transformation to be USD20 trillion, or more than 20 percent of global GDP.

By 2019, digitally transformed organizations will earn at least 45 percent of revenue from new business models.

For every USD1.00 of revenue that Microsoft generates, partners generate an additional USD9.64.

A composite image showing two men in an industrial setting looking at a tablet. Below the image is a dark banner with statistics and their corresponding source text.

# Customer Validation: quotes, video testimonials, logos




[Microsoft AppSource: FYIsoft](#)



[Microsoft Dynamics 365 Business Central - Aroda AG](#)

“Business central has given us a 30% increase in productivity across all departments which is amazing. It’s a much more efficient system, and we no longer spend time trying to organize the work or search for information, we can just get the work done. “

 Katherine Silver  
President, Bearing Bronze

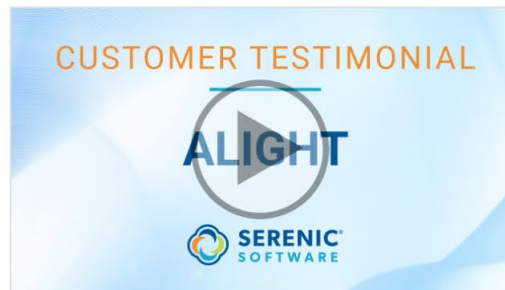
[Sabre Limited](#)

# Customer Validation: Testimonials in your Listing

SERENIC NAVIGATOR  
SERENIC  
Serenic Navigator

Overview Ratings + reviews Details + support

## At a glance



Navigator - NPO

Dynamics 365 Business Central

EDIT - BUDGET PLAN OVERVIEW - 2021-0

General

Plan No. 2021-0 Currency Type LCY

Exclude Adjustments

Show as Lines G/L Account

Show as Columns Period

View by Month

Filters

Subplan Filter

G/L Account Filter 8800.8899

Date Filter 06/01/21: 06/30/22

Navigator - NPO

Dynamics 365 Business Central

AVA-1040 - Wellness Clinics in TX

Process Show Attached Actions Navigate List options

General				Award Statistics	
No.	AVA-1040	End Date	12/31/2022	TOTAL ESTIMATED	1,250,000.00
Name	Wellness Clinics in TX	Type	GRANT	ICR/IDEA	1,250,000.00
Description	Wellness Clinics in TX Pass. Brochure	Class	HEALTH	TOTAL OBLIGATED	375,000.00
Description 2		Analytics Level 1	HEALTH	ACR/IDEA	375,000.00
Sponsoring Funder No.	FOOTFIELD BA	Analytics Level 2		MODIFICATIONS	0...
Sponsoring Funder No.	ROBERT EDUCATION - NORTH AMER.	Analytics Level 3		INTERNAL	0...
Organizing Funder No.	FOOTFIELD BA	Analytics Level 4		EXTERNAL	0...
Organizing Funder Name	ROBERT EDUCATION - NORTH AMER.	Currency Code		SUBAWARDS	0...
Search Name	WELLNESS CLINICS IN TX	Blocked		Internal Company	0...
Start Date	1/1/2021				0...
Reference				Award Details	
				Proposal No.	



# Provide Pricing Transparency

- Plans & Pricing Tab (don't bury/hide it)
- Packages/Tiers
- Range
- Consulting Services too!



# Price Transparency

Microsoft | AppSource More ▾

Apps ▾  X →

Canada | EN Sign in

## signNow for Teams

Teams

Pricing Additional purchase... Get it now

Overview **Plans + Pricing** Ratings + reviews Details + support

Plan	Description	No. of users	Price + payment options	Billing term	Subtotal
<b>Enterprise subscription</b> Free trial Get it now	Close deals in seconds on any device with a signNow Enterprise subscription. Save time creating unlimited templates and sending documents in bulk. Optimize your signing process using signing links, automated reminders and notifications. Turn any document into a fillable form by adding conditional and calculated fields. Make your brand recognizable with personalized branding for signature invites. Improve team coordination with unlimited teams and document groups. Discover more with signNow!	1 - 75	First month free, then \$70.83/user/one-time payment	1-month	\$70.83/user
			First month free, then \$487.33/user/one-time payment	1-year	\$487.33/user
<b>Business Premium subscription</b> Get it now	Add up to 10 senders to your signNow account with a Business Premium subscription. Send documents for signing to one or multiple recipients. Fulfil all your	1 - 75	\$40.11/user/one-time payment	1-month	\$40.11/user

# Price Transparency in Consulting Services

Consulting services > Core Financials: 4-Wk Implementation



## Core Financials: 4-Wk Implementation

WebSan Solutions Inc.

 Dynamics 365 Business Central

Pricing US\$13,440

Contact me

Overview

Additional information

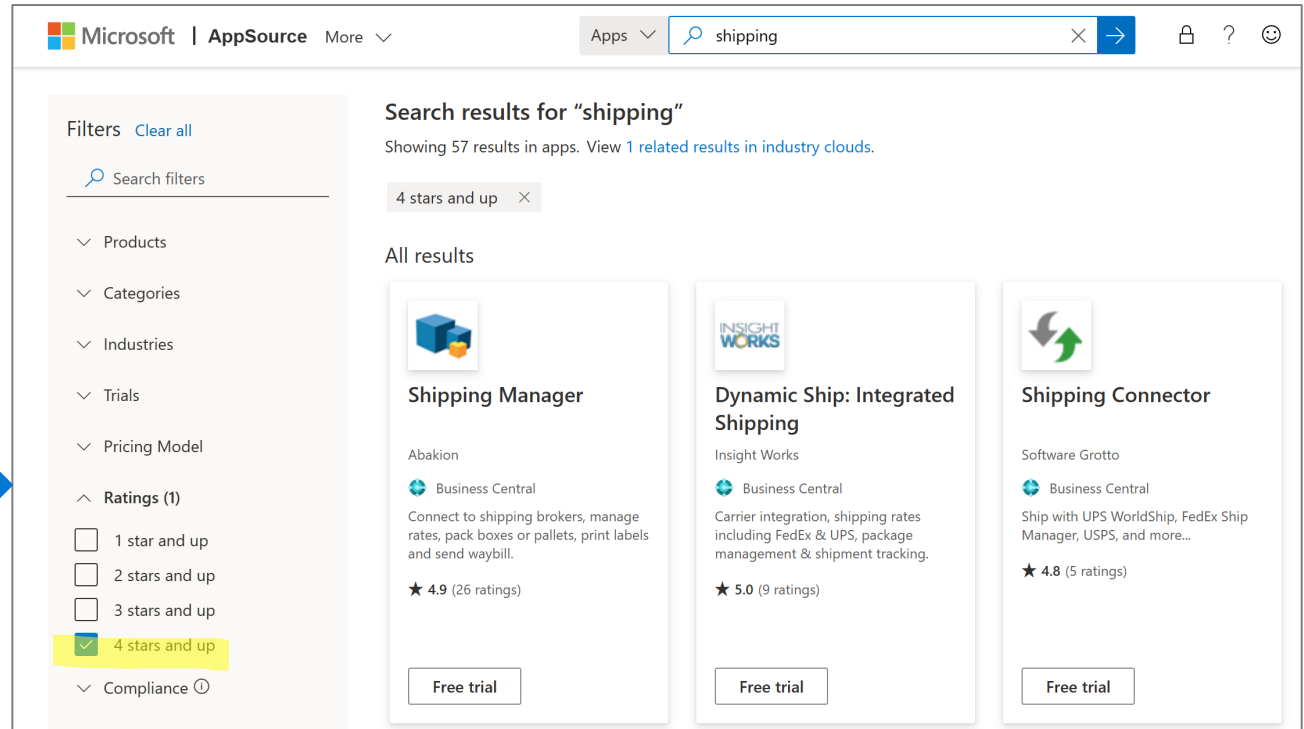
*Our service is ideal for customers that require Dynamics 365 Business Central's core financial modules.*

Microsoft Dynamics 365 Business Central is a business management solution for small and mid-sized organizations that automates and streamlines business processes and helps you manage your business. Signing up is easy, and you can migrate existing business data from your legacy system.

# Have Customers Submit a Review

- AppSource (direct) rating and review
- G2 rating and review
- Ratings matter for Proof/Validation, AND for Search Results

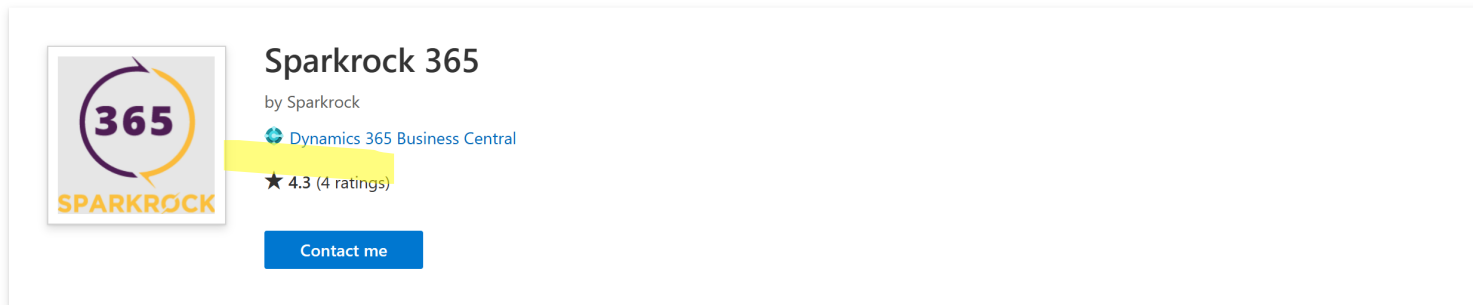
- "shipping": 400
- "shipping" with 4 Stars+: 57



The screenshot shows the Microsoft AppSource search interface. The search bar contains the term "shipping". The results are filtered to show only apps with a rating of 4 stars and up. Three app cards are visible:


- Shipping Manager** by Abakion: Business Central integration, 4.9 stars (26 ratings), Free trial.
- Dynamic Ship: Integrated Shipping** by Insight Works: Business Central integration, 5.0 stars (9 ratings), Free trial.
- Shipping Connector** by Software Grotto: Business Central integration, 4.8 stars (5 ratings), Free trial.


# Let Customers Speak For You



**Sparkrock 365**  
by Sparkrock  
Dynamics 365 Business Central  
★ 4.3 (4 ratings)  
[Contact me](#)

Overview **Ratings + reviews** Details + support

 Marketplace ratings  
★ 0 (0 ratings)

 G2 ratings [G2 ratings](#)  
★ 4.3 (4 ratings)

### Your review

[Write a review](#)


To submit your rating and review, first get the app and let us know about your experience

Showing 1-4 of 4 reviews

[All reviews](#) [All ratings](#) [Sort by: Most recent](#)

★★★★☆

Wed, Oct 19, 2022

 Nawaz K.

[G2 review](#)

### SparkRock 365

#### What do you like best about the product?

Sparkrock 365 is a cloud-based software solution that helps organizations of all sizes manage their finances, operations, and workforce. The solution offers modules for accounting, human resources, payroll, and project management, among others. Sparkrock 365 is a comprehensive

[Read More](#)

# Let Customers Speak For You

The screenshot displays the Microsoft AppSource page for the 'Supply Chain Accelerator' app. The app is developed by WebSan Solutions Inc. and is available on Dynamics 365 Business Central. It has a 'Free trial' badge and a rating of 4.8 stars based on 5 ratings. The 'Ratings + reviews' tab is selected, showing a 'Marketplace ratings' section with a 4.8 star rating and a bar chart. The bar chart shows 80% of reviews are 5 stars, 20% are 4 stars, and 0% are 3, 2, or 1 stars. A yellow box highlights the 'Ratings + reviews' tab and the 'Marketplace ratings' section. The main content area shows three reviews, each with a 5-star rating and a title: 'Very Productive', 'Flexible and efficient', and 'Very useful'. Each review includes the date, the reviewer's name (Anonymous), and options to 'Mark as helpful', 'Comments', and 'Report review'. A yellow box highlights the three reviews.

Supply Chain Accelerator

by WebSan Solutions Inc.

Dynamics 365 Business Central

Free trial

★ 4.8 (5 ratings)

Free trial

Overview Ratings + reviews Details + support

Marketplace ratings

★ 4.8 (5 ratings)

5 stars (80%)

4 stars (20%)

3 stars (0%)

2 stars (0%)

1 stars (0%)

Showing 1-5 of 5 reviews

All reviews All ratings Sort by: Most recent

★★★★★ Very Productive

Mon, Dec 12, 2022

Anonymous

Mark as helpful (0) Comments (0) Report review

Marketplace review

★★★★★ Flexible and efficient

Tue, Nov 15, 2022

Anonymous

Mark as helpful (0) Comments (0) Report review

Marketplace review

★★★★★ Very useful

Tue, Aug 30, 2022

Anonymous


Mark as helpful (0) Comments (0) Report review

Marketplace review

# Need More Room to Convince?

Lead them to a specific, optimized landing page

Apps > **LS Express**



## LS Express

by LS Retail

[Dynamics 365 Business Central](#)

Free trial

★ 4.5 (77 ratings)

[Free trial](#)

[Overview](#) [Ratings + reviews](#) [Details + support](#)

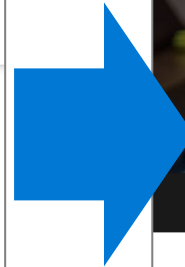
**Add a Retail POS to your Microsoft Dynamics 365 Business Central tenant.**


Tired of your POS and retail system holding you back?

Are you a retailer who wants to manage daily activities and achieve ambitious business goals, without spending a fortune on new technology? You don't need to settle for less! Meet **LS Express**, the app designed for small retail companies that need to maintain accurate financial accounts, manage large inventories and live up to the expectations of today's customers.

LS Express is a **complete online POS system**, natively integrated with Microsoft Dynamics 365 Business Central. This means that you can use just one retail system to manage all your tasks, **improving your service** and **increasing your profitability**. And as it is cloud-based, LS Express costs a fraction of the price of a traditional POS system - and allows you to cut on hardware expenses, too.

Benefit from a powerful combination of **retail tools and Microsoft suite capabilities**. Accept various combinations of payments, safely: LS Express is EMV and PCI compliant. Run your customer sales history in Microsoft Power BI, and use the forecasts to optimize your purchasing. LS Express shares the familiar Microsoft business environment, making it quick to learn and easy to operate.





Industries Products Success stories Partners About us Resources

# The online retail POS for Microsoft Dynamics 365

Currently available only for businesses located in selected countries

[Watch overview](#)

[FREE TRIAL \(FROM NORTH AMERICA\)](#)

[FREE TRIAL \(OTHER SELECTED COUNTRIES\)](#)

[LS Express](#) [Store Management](#) [Pricing](#) [Videos](#) [Technical Help & Support](#)

## Don't let your current POS and accounting system hinder your growth

Small and medium retailers operate in a very competitive environment. From management of large inventory, to demands for superior customer service, to the need to maintain healthy financials while competing with larger enterprises, the world retail is extremely challenging - especially for smaller businesses.

For small retailers it can be hard to find the right software solution for their needs, as the systems on the market often fall into one of two categories: too expensive to install, or affordable but not powerful or flexible enough.

### Introducing LS Express: the web Point Of Sale and accounting system for ambitious small retailers

# Sales Landing Page Best Practices

**Leverage your company brand to give your new app credibility**

Support | Call us: +31 11 600 800 | Salons: +32 11 600 800 | Nederlands

**Scapta**

Dynamic Web | Apps | Demo | Learn | Contact Us

f t y in +0031 11 600 800

**SELL MORE, WITHOUT WORKING MORE (OR HARDER)**

See your demo

**Shopify Connector**

The painless way to connect your Shopify B2C webshop with Dynamics 365 Business Central

**Sell more**  
Would you like to sell more, without working harder?  
With the Shopify connector you are adding an extra sales channel to your business.

**Don't miss out!**  
Are your competitors selling online and you are not?  
Don't get left behind, make sure your customers are able to order online 24/7.

**100% protected**  
Scared of online payment protocols and security?  
Your data is safe. All pages, content, credit card and transaction information are 100% protected.

Scapta Shopify Connector - the integration of your Shopify...

**Dynamics 365**

**Shopify**

Connect your Shopify store with Microsoft Dynamics 365 Business Central

Shopify is a complete e-commerce solution that allows you to set up an online store to sell your goods, it helps you organize your products, customize your storefront, accept credit card payments, track and respond to orders — all with a few mouse clicks.

Focus on growing your business

It's never been easier to start with e-commerce. Shopify handles everything from marketing and payments, to secure checkout. The Shopify Connector combined with your back-end system Dynamics 365 Business Central takes care of the business processes such as order picking, shipping & invoicing. Now you can focus on what you love most: growing your business.

Visuals create an emotional connection. Paint a desirable picture of your customers' future situation.

Do not give prospects too many menu choices. Narrow the scope of the buying journey. Use simple and descriptive menu options such as "pricing," "demo," or "buy now."

Include a visual product logo.

State your value proposition early on the page.

Pain leads to action. Identify 1-3 of your prospects' most prominent challenges.

Ask a provocative pain-based question to capture interest

Include videos to tell your story.

**"This connector is really a life save for me. Before, I had to manually transfer every order into the system myself."**

**Christopher D. Gates**  
President & COO  
Quantico Boot LLC

**Quantico Boot LLC**

**15 %**  
Worldwide revenue via e-commerce platforms is increasing with 15%\*, year over year  
\* Statistics from Gartner

**38 %**  
38% of buyers are using online sales channels exclusively to do their purchases \*  
\* Source: "Mastering Omnichannel: E2E Customer Engagement", Forrester

**15 %**  
Customer satisfaction is increased by 15%, when you have a webshop online 24/7 \*  
\* Selling online improves more than just your turnover. An integrated web store leads to happier clients.

Ready to start playing with your own webshop?

Find us on Microsoft Appsource

Available in:

Other countries? [Contact us](#)

Include proof of value and benefits using customer quotes or testimonials.

Don't make general and abstract claims. Use data as often as possible to support your claims.

Reduce prospect frustration by indicating where your app or services are offered.

Include a link back to your listing on AppSource and the Azure Marketplace



## Step 4: Maximize Conversions



# Convert Traffic to Leads

.001% Conversion

CONTACT ME

5% Conversion

FREE TRIAL

9% Conversion

GET IT NOW

"88% of business research is done online before purchasing offline."

McKinsey & Company

Products (1)

Dynamics 365 (2)

- Business Central
- Commerce
- Customer Service
- Customer Voice
- Field Service
- Finance
- Human Resources
- Marketing
- Mixed Reality
- Project Operations
- Project Service Automation
- Sales
- Supply Chain Management

Microsoft 365

Power Platform

SaaS

Categories

Industries (1)

Trials (1)





















Free trial

Test Drive

Pricing Model

Ratings

All results

 <p><b>Intercompany</b></p> <p>Abakion</p> <p> Business Central</p> <p>Easy, automated and feature-rich intercompany - with instant execution of transactions.</p> <p>★ 4.9 (33 ratings)</p> <p><a href="#">Free trial</a></p>	 <p><b>Warehouse Insight Advanced WMS</b></p> <p>Insight Works</p> <p> Business Central</p> <p>Improve warehouse accuracy and boost efficiency with mobile device and barcode integration.</p> <p>★ 4.9 (10 ratings)</p> <p><a href="#">Free trial</a></p>	 <p><b>WooCommerce Connector</b></p> <p>Synfynal</p> <p> Business Central</p> <p>This app synchronizes Microsoft Dynamics 365 Business Central with WooCommerce</p> <p><a href="#">Free trial</a></p>	 <p><b>ExFlow - Accounts Payable Automation</b></p> <p>SignUp Software AB</p> <p> Business Central</p> <p>Accounts Payable and Invoice Process automation for Microsoft Dynamics 365 Business Central</p> <p>★ 4.8 (8 ratings)</p> <p><a href="#">Free trial</a></p>	 <p><b>Flexible Forecast - Availability Forecasting</b></p> <p>Abakion</p> <p> Business Central</p> <p>Overview forecasts with all demands, supplies and history in one view. One line per item.</p> <p>★ 5.0 (24 ratings)</p> <p><a href="#">Free trial</a></p>
 <p><b>TMS   Transportation Management System</b></p> <p>EXTENSIONSFORCE</p> <p> Business Central</p> <p>The solution you need to control your logistic &amp; transport operations</p> <p>★ 5.0 (1 ratings)</p> <p><a href="#">Free trial</a></p>	 <p><b>ShipIT 365</b></p> <p>IDYN B.V.</p> <p> Business Central</p> <p>Book your transport orders via nShift with UPS, FedEx, DHL and 1000+ other carriers, with one click.</p> <p>★ 5.0 (1 ratings)</p> <p><a href="#">Free trial</a></p>	 <p><b>Commissions Management</b></p> <p>Alterna</p> <p> Business Central</p> <p>Manage salesperson commissions in Microsoft Dynamics 365 Business Central</p> <p><a href="#">Free trial</a></p>	 <p><b>Item Code Generator</b></p> <p>Intech Systems Pvt Ltd.</p> <p> Business Central</p> <p>Use Item Code Generator to keep a track of your inventory items from lists, invoices, order forms.</p> <p>★ 5.0 (1 ratings)</p> <p><a href="#">Free trial</a></p>	 <p><b>Complaint Tracker</b></p> <p>Intech Systems Pvt Ltd.</p> <p> Business Central</p> <p>Complaint Tracker helps you completely track and Automate your Customer's Complaint Requests.</p> <p><a href="#">Free trial</a></p>

# Retrieve & Follow-Up With Leads

The screenshot displays the Microsoft Partner Center 'Leads' interface. At the top right, an 'Export' button is highlighted with a red box. The interface is divided into three main sections: a list of leads on the left, a progress bar in the center, and detailed lead information on the right.

**Leads List:**

- Not Specified (US) - AppSource
- Microsoft India R&... (US) - AppSource
- MICROSOFT ISRAE... (US) - AppSource
- MICROSOFT ISRAE... (IL) - AppSource
- MICROSOFT ISRAE... (AL) - AppSource

**Your company's lead progress:**

Received (✓) | Accepted (✓) | Won/lost (Pending) (ⓘ) | Closed (ⓘ)

✓ Qualified  
✓ Developed  
✓ Proposed  
✓ Negotiated

**Lead Details (Contoso Company):**

Company name	Address
Contoso Company	Seattle, United States
Customer name	Customer email
John Doe	john.doe@contoso.com <input checked="" type="checkbox"/> Valid email
Job title	Customer phone
Director of Sales	9665781103 <input checked="" type="checkbox"/> Valid phone

**Lead Status:** Won (black button) | Lost (white button)

Partner Center | Email Notifications | Export | Sync to CRM

# Optimize Your Lead Follow-Up to Convert More

1. Define responsibility and sequence per lead type
2. Hyper-Personalized: to the individual person, company
3. Persistence (6-10)
4. Short: 1 fear or pain per message
5. Multi Mediums: Email, Phone, LinkedIn
6. Automate with Technology
7. 1:Many Nurture



# Sample Follow-Up Sequence

- Persistence: 6-10 touches
- KISS: 1 fear or pain per message
- Email, Phone, LinkedIn ....

## Nurture cycle

Regardless of the nurture track, the following types of emails are effective during the nurture cycle:

### Welcome Email

It is important to welcome your trial user. This type of email has the highest open rate of any email at 60%. Within the email, explain the value that users can expect from your solution, and provide resources or guidance on how to easily get started. Tell them you will be keeping in touch with them to ensure they have a positive learning experience.

### Education Email

Send a recurring email containing useful content designed to help users get the most out of your trial. Send practical guidance and tips that encourage testing of your key features. Links to videos can be helpful as well.

### Aspiration Email

In this email, describe an inspirational customer case that provides social proof and aligns with the outcomes your prospect is looking for.

### Trust & Thought Leadership Email

Send an email that highlights your company's expertise, experience, and awards, and shows you are a safe choice. Create a sense of fear if prospects choose someone else or if they miss out on this opportunity to join the hundreds of other companies just like theirs that have enjoyed significant benefits with your solution.

### Urgency Email

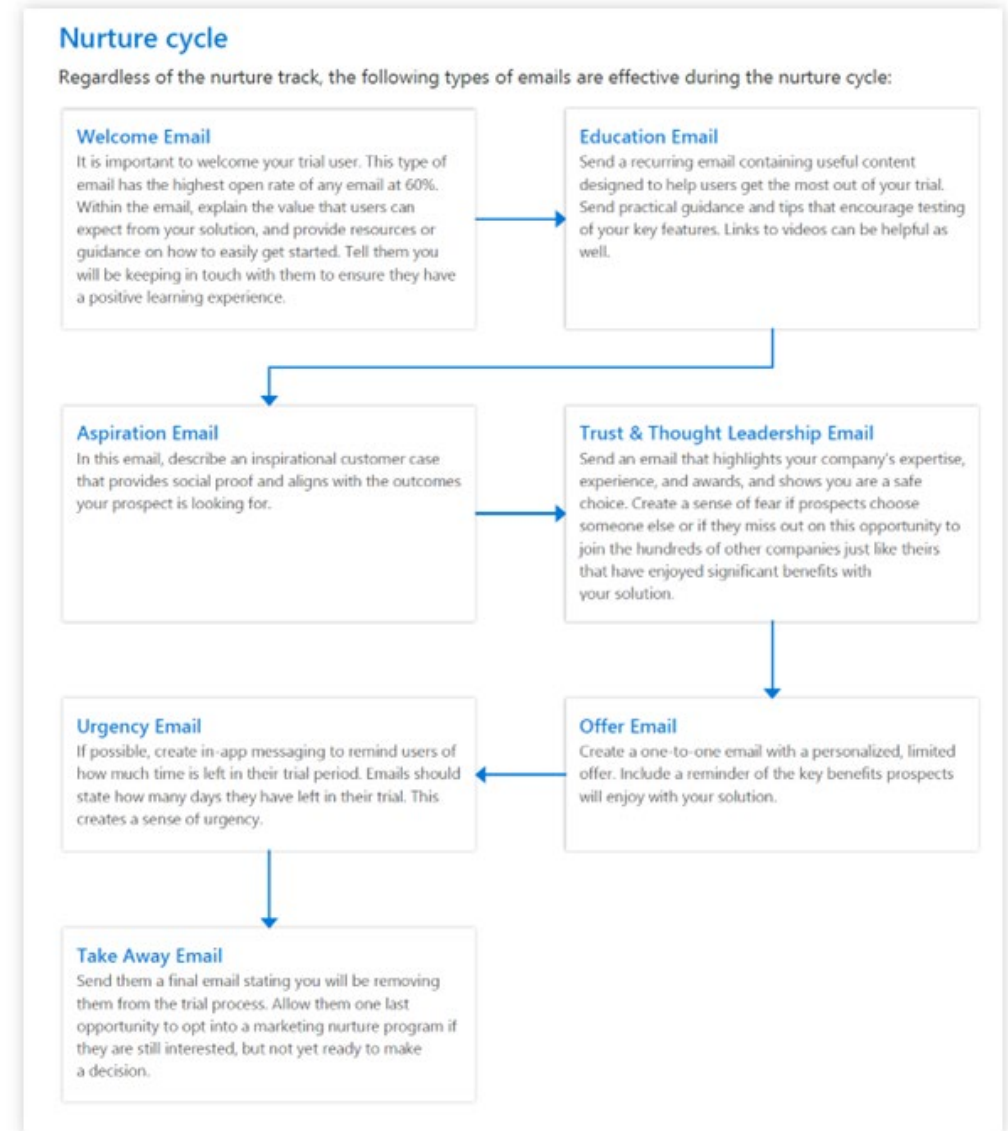
If possible, create in-app messaging to remind users of how much time is left in their trial period. Emails should state how many days they have left in their trial. This creates a sense of urgency.

### Offer Email

Create a one-to-one email with a personalized, limited offer. Include a reminder of the key benefits prospects will enjoy with your solution.

### Take Away Email

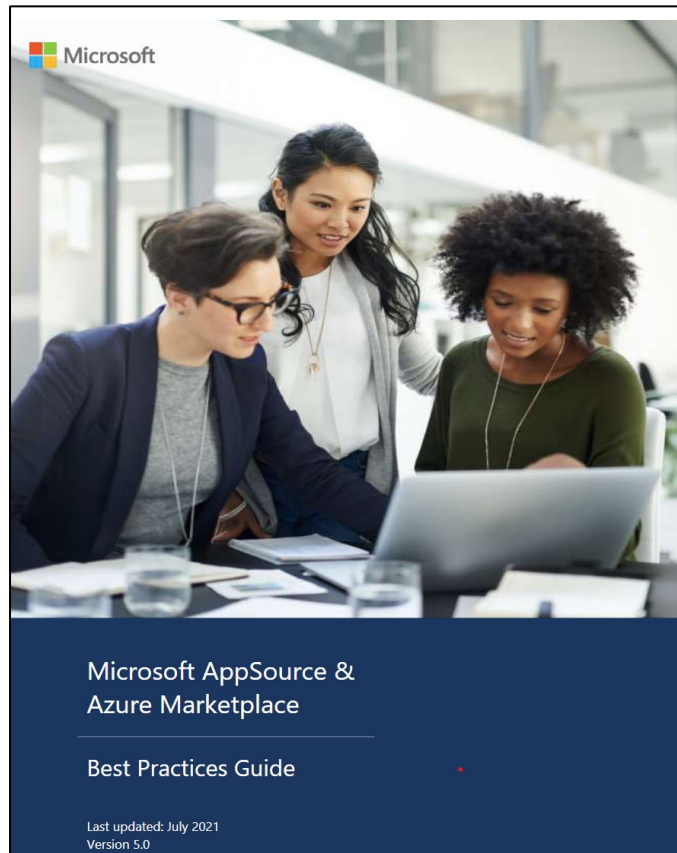
Send them a final email stating you will be removing them from the trial process. Allow them one last opportunity to opt into a marketing nurture program if they are still interested, but not yet ready to make a decision.



# Resources

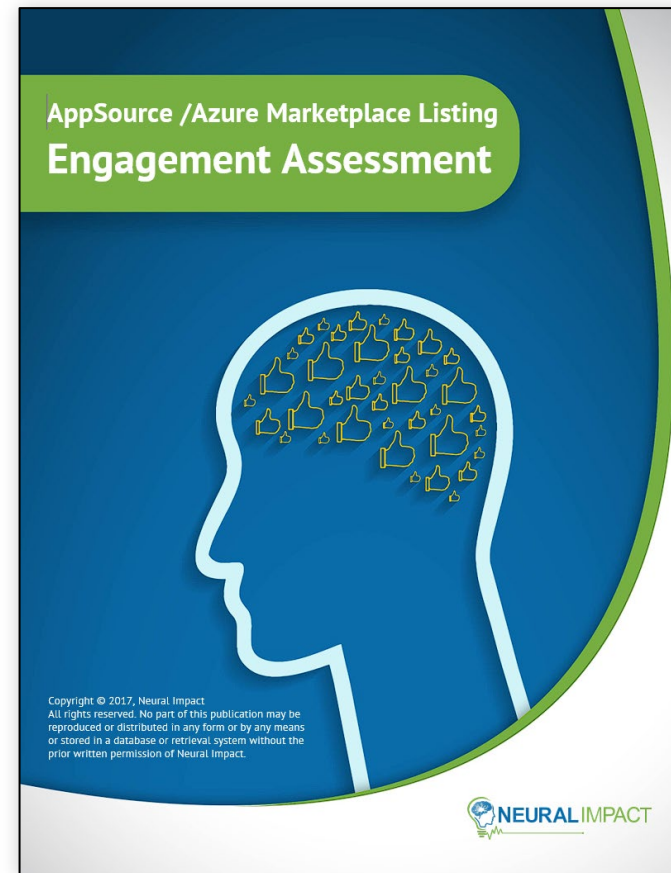


## Marketplace Marketing Best Practices Guide



<https://aka.ms/marketplacebestpracticesguide>

## Marketplace Listing Assessment



<https://neuralimpact.ca/marketplaceassessment/>



# Directions Attendee Limited Exclusive Offer

## High Volume Acceleration Program **50% off**

<https://forms.office.com/r/ck1HdPBKwg>

- Limited to **first 5 partners only**
- Must register April 16 - 19
- Applicable to April 2023 Cohort Only





# Come & See Us at Directions!



**Sharka Chobot**



**Dr. Christian Lehmann**



**Angie Hirata**

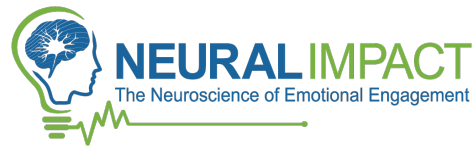


## Speakers

## Time

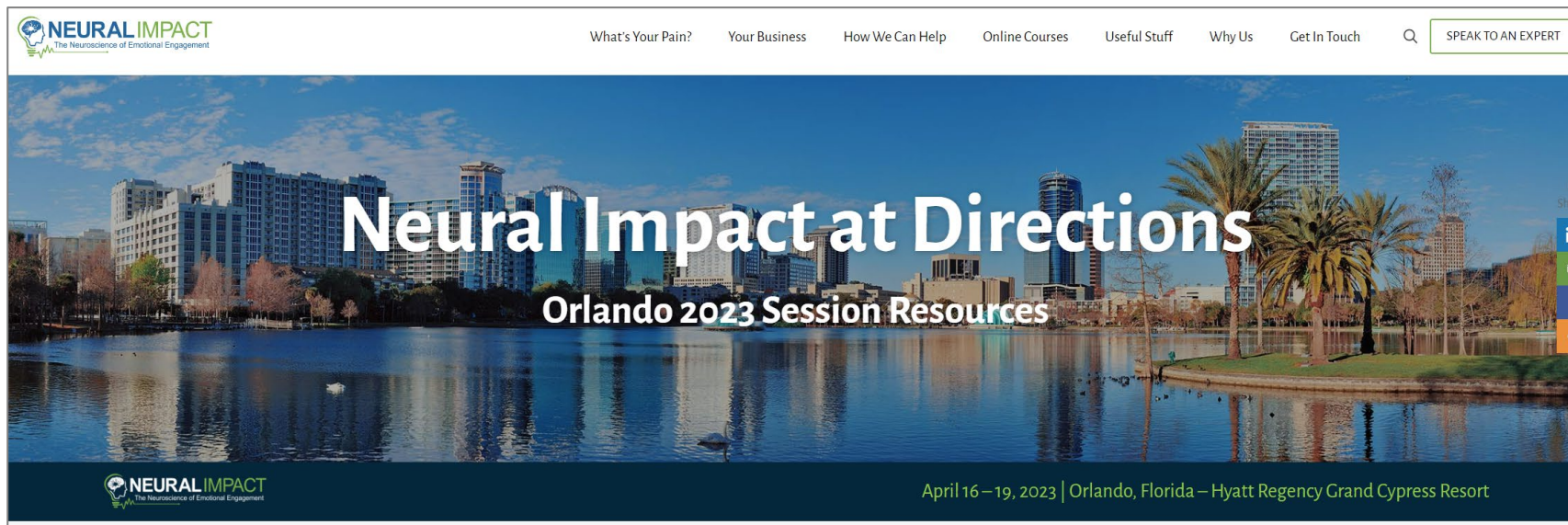
## Location

	Speakers	Time	Location
8 Steps to Double Your Customer Ads	Sharka Chobot	Sunday, April 16 3:30 to 4:15	Windsong 1-2
Secrets to Driving and Converting More Leads From Appsource	Angie Hirata	Monday, April 17 2:15 to 3:00	Magnolia ABC
Marketing Best Practices to Generate Pipeline	Angie Hirata	Monday April 17 6:00 to 6:45	Magnolia ABC
High Volume Acceleration Round Table Discussion	Sharka Chobot + Fredrik Heitala	Tuesday, April 18 11:15 to 12:00	Regency 5
8 Go-to-Market Steps to Launch a Proactive Migration Strategy That Accelerates Moving Your On-Prem Customers to Cloud	Sharka Chobot Dr. Christian Lehmann	Tuesday, April 18 5:00 to 5:45	Regency 6-7
Best Practices for Building a High Volume Dynamics Practice	Sharka Chobot + Andrew King	Wednesday April 19 9:15 to 10:00	La Coquina & Alcove
Getting Started on Leveraging Power Platform to Build Low Code Industry Specific Solutions and Drive More Customer Value	Dr. Christian Lehmann	Wednesday April 19 10:15 to 11:00	Magnolia ABC
Build a low code partner practice - Opportunities & Guidance	Sharka Chobot, Dr. Christian Lehman , Christian Baek, Fredrik Hietala	Wednesday April 19 11:15 to 12:00	Palm A-F



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<https://neuralimpact.ca/directions-orlando-2023>



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