



## AWS MARKETPLACE

# Campaign Resource Guide

## PROFESSIONAL SERVICES

This guide provides a comprehensive overview of customizable resources available for AWS Marketplace Sellers to effectively utilize in sales and marketing campaigns. These resources can be used to engage with both sales teams and end customers, introducing the benefits of buying and selling Professional Services in AWS Marketplace.

### Customer Focused

Leverage these resources to support to-customer, AWS Marketplace Professional Services campaigns

#### Email and Call Scripts

Equip sales teams with structured guidance for communication with customers, emphasizing the procurement benefits and value of Professional Services in AWS Marketplace and working with a partner. [resource link](#)

#### Email and Social Kit

Equip sales and marketing teams with templates for email and social campaigns, articulating the value of Professional Services in AWS Marketplace. [resource link](#)

#### First Call Deck

Introduce customers to Professional Services in AWS Marketplace, emphasizing the ease of procurement and added value of working with a partner. [resource link](#)

#### Solution Brief

Introduce customers to Professional Services in AWS Marketplace and the procurement benefits and added value of purchasing through a partner. [resource link](#)

### Partner Focused

Leverage these resources to initiate discussions with internal teams about Professional Services in AWS Marketplace benefits and opportunities.

#### Quick Reference Card

Initiate discussions with internal teams and stakeholders regarding Professional Services in AWS Marketplace benefits and opportunities. [resource link](#)

#### Solution Brief

Educate internal teams and stakeholders on the value and opportunities with Professional Services in AWS Marketplace, empowering them to take action. [resource link](#)

For additional information and resources, please visit the [AWS Marketplace Professional Services website](#)