



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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HR Doctor When You Are Sick Microsoft Dynamics Partners Get a Talent Management Checkup

Novato, California (April 18, 2007) – If large vendors rely on their channel partners for sales, should the vendor be responsible for helping partners learn basic business skills such as talent management? Apparently for Microsoft the answer is a resounding “Yes!”

Microsoft is amidst the largest series of product launches the company has ever known. In 2007 over 50 new products are being introduced and Microsoft partners are critical to the success of those releases. More specifically the people who work for Microsoft partners have to be the best of the best to win sales against entrenched competitors with these new offerings.

One tactic Microsoft has employed is to partner with Success With People, Inc. to initiate a highly interactive training program for 70 Dynamics™ partners in the United States to improve their ability to hire, manage, develop and retain top talent.

The program worked out to be very timely for busy partners. Andy Vabulus of Atlanta-based I.B.I.S. exclaimed, “*Success With People was the HR doctor our company needed, and I didn’t even know we were sick!*” When you consider I.B.I.S. is a highly successful Microsoft Dynamics™ partner, then what does this mean for other technology solution providers?

The Microsoft Dynamics™ Partner Growth program involved 70 partners across the United States. The focus was primarily on hiring, but was flexible so partners could address improving their skills in managing, developing and retaining top talent also. Response to the program has been so strong Microsoft is enrolling over 100 additional partners in the program in July 2007.

The first phase of the program assessed the hiring and employee development practices of the partners. These services were delivered by Success With People of Novato, California, a talent management consulting firm focused on high tech channel partners. The company is founded by David Russell, author of the 5-star rated book on Amazon.com, *Success With People – A Complete System For Effectively Managing People in Any Organization*. Russell is a former Microsoft partner himself and has been in the computer industry for 25 years.

Bryan Wilton, President of InterDyn Progressive Group in Houston summarized his experience with the program by saying, *“David has helped us revise our hiring process by adding structure to the overall scope of looking for quality people. We have hired the wrong people in the past only to find that fact out after we’re heavily invested into someone. With the Success with People methods, we can now fine tune our selection and hiring process.”*

Russell’s team provided one-on-one services and work for all participants, which included a series of 5 web seminars to train partners how to establish a system for hiring the right person for the right job; time management skills; how to develop employees; and effective retention strategies. Partners also received an organizational assessment and defined their hiring plan to identify their unique needs in regards to recruiting and retaining great talent. Plus Success With People provided a job benchmark to help partners identify superstar performers who can fill application consultant and senior account executive roles. This involved assessments, job descriptions, interview scorecards with behavioral-based questions and sample ads for partners to recruit qualified candidates.

David Bitel, Director, Business Productivity Solutions for Center for Computer Resources, LLC in the Detroit was another enthusiastic participant. He commented, *“The services provided under this program have been tremendously helpful to CCR. The assessments from Success With People were truly amazing. I encourage Microsoft to expand this offering to all partners, not just those selling Dynamics™ solutions.”*

Then the Success With People team provided about 4 hours of one-on-one consulting with each Dynamics™ partner to help them address gaps in the way they are hiring, managing, developing and retaining talent. The flexibility of this program gave partners a valuable opportunity to identify simple processes to implement so their firms can grow to the next level.

Armando Andrade, Director Resource Strategy, Solutions Consulting Group of Phoenix had this to say about the program. *“David and his team have proven to be a real value in helping me to see the recruiting process and the people therein from several new perspectives. The Success With People system offers real and productive value which is critical in a fiercely competitive and ever changing resource market. Clearly, the partners benefit from David’s wealth of knowledge as it pertains to getting good people, keeping good people, and managing them in a way that gets the best out of them. This is a recipe for success where everybody wins.”*

The second phase of the program was to identify, qualify and hire new employees. To supplement what partners learned from Success With People, Microsoft engaged the recruiting services of Talent Family of Washington, DC to offer a series of career events to attract qualified candidates to meet with participating partners.

The final phase of the program was delivered by Microsoft to train the newly hired sales and technical resources. This involves free participation in a number of applicable courses and support activities through the Microsoft Readiness program.

About David Russell, the author

Partners of Microsoft, Intel, Cisco and other companies are turning to David Russell to improve the way they hire, manage, develop and retain top talent. The reason Russell is fast becoming the go-to leadership guru for high-tech entrepreneurs is he teaches a 12-step system to become an effective leader rather than just toss out some ideas and be gone. His focus on leadership follow-through is evident in his [Success With People Club](#), which is a \$25 a month mentoring program that reinforces key objectives, inspires more complete employee engagement and pushes leaders to take consistent action resulting in new growth and profits.

About Success with People

[Success With People](#), Inc. offers coaching, consulting, assessments and services focused on helping entrepreneurs, managers and business owners manage people and priorities more effectively. This quick to learn, easy-to-use system helps you build stronger, more productive relationships with employees that enable you achieve greater success. The *Success With People Club* offers custom-produced monthly Leadership Coaching CD’s and on-call help for you to become the effective leader you need to be.

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