



January Partner Insider Call

Helane Cohen

Americas Scale Comms Strategy Lead

Partner Audience: All

#Event #CrossSolution #GoToMarket



 [Helane Cohen | LinkedIn](#)

Develop. Sell. Grow.

Agenda

Topic	Speaker
Welcome, Polls & Insider Scoop	Helane Cohen Communications Strategy Lead, Microsoft Americas, GPS
Meet the LT Co-selling open	Nina Harding Corporate Vice President, Americas Global Partner Solutions
Update of MAICPP	Rob Riordan Director, Microsoft AI Cloud Partner Program
Driving Meaningful Co-Sell Partnerships with Microsoft	Reis Barrie Managing Director of Carve Partners
Closing	Helane Cohen Communications Strategy Lead, Microsoft Americas, GPS



Insider Scoop



Join the Microsoft US Partner Insider Community



Register for our monthly
Partner Insider Call!

[Microsoft Events -
Americas Partner Insider
Call | February Edition](#)

Mark Your Calendar:
February 7, 2024 @ 10:00 AM PT

TOPIC:
Accelerate your CSP business
with Copilot for Microsoft 365
w/ Marie Quigg

If you missed any calls before December 2023!!

<https://aka.ms/AmericasPartnerInsiderCall>



Copilot Announcement Blogs

Bringing the full power of Copilot to more people and businesses

- [Official Microsoft Blog post](#) by Yusuf Mehdi, Microsoft Executive Vice President, Consumer Chief Marketing Officer
- [Microsoft 365 Blog post](#) by Jared Spataro, Microsoft Corporate Vice President, Modern Work & Business Applications

**We want to
know you
better**

Americas Partners Survey





Stay Connected



Subscribe!

[Monthly Microsoft AI Cloud Partner Program Newsletter](#)



Revisit Microsoft Inspire news and sessions

Watch the encore keynotes, announcements, sessions and more

[Read the blog](#)



Join!

[Microsoft Americas Partner Community](#)
View our bi-weekly informative posts about resources, tools and upcoming activities.



Microsoft Americas Partner Community

Listed group

[Earn an Active Group badge](#)

*Want to always see new Americas Partner content on LinkedIn?
Follow the #MSFTAmericasPartner hashtag on LinkedIn for Americas Partner-curated content*

Upcoming Learning Event!



CSP Partners, January 18, 2024

Hear from Microsoft executives on important updates and how to get your customers AI ready.

#CSP #AllRoles #Event #GoToMarket #AccelerateDeals

Save your seat for the Cloud Solution Provider (CSP) H2 Acceleration Moment webcast hosted by Microsoft executives and hear about the latest product updates, marketing program updates, and new go-to-market investments.

You won't want to miss this!

2 time slots you can register for:

- 9 am PST: <https://learning.eventbuilder.com/event/80263>
- 5 pm PST: <https://learning.eventbuilder.com/event/80264>

FY24 Americas Partner Communications Taxonomy

Our goal is to include a “Taxonomy Thread” in every communication we share including email, social post, presentations, etc. to help you, the Partner understand what the communication is about easily.

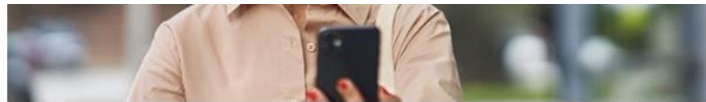
Example: #MSFTAmericasPartner #Services #Sales #Mktg #ProgramOfferUpdate #GrowSkills

Category	Description	Taxonomy								
Partner Type (Always)	Services & solutions the partner commercializes	AllPartners	ISV	CSP	Services	Telco	GSS	MSP		
Partner Role (1)	Partner role	AllRoles	Exec	Tech	SalesAndMktg	SupportAndOperations	ProfServices	Developer	AllianceMgr	
Message Type (2)	Message type	PartnerProgram	Event	News	Deadline	ProgramOfferUpdate	WinFormula	BestPractice	DoingBizwM SFT	SuccessStory
Solution Area (3a)	Microsoft’s solution area	CrossSolution	ModernWork	BizApps	Azure	Security	Surface			
Partner Stage (3b)	Stage of journey		NewtoMSFT	UnderstandBenefits	LearnSolutionAreas	GrowSkills	GoToMarket	GeneratePipeline	AccelerateDeals	GrowYourBiz
Microsoft Brand (4)	Regional taxonomy	MSFTAmericasPartner	LATAM	Canada						
Customer Segment	Customer segment		Enterprise	SMC	SMB					
Industry	Industry focus	AllIndustry	StateAndLocal Gov	Retail	EDU	MFG	HealthcareAndLifeScience	FinancialSvcs	Energy	
Additional	Additional taxonomy	QuestionforGroup								

*Want to always see new Americas Partner content on LinkedIn?
Follow the #MSFTAmericasPartner hashtag on LinkedIn for Americas Partner-curated content*

Communications Taxonomy

Americas Email



April 12, 2023

Partner Audience: All Partners
#AllRoles #ProgramOfferUpdate #UnderstandingBenefits

Dear Helene,

What does the Microsoft Cloud Partner Program mean for you?

The Microsoft Cloud Partner Program is focused on simplifying partner programs, delivering greater customer value, investing in your growth in new ways, and recognizing how you deliver customer value.

The **Microsoft Cloud Partner Program Playbook** was developed to ensure we're providing simplicity and clarity. The Playbook will help you navigate the Microsoft Cloud

Social

Helene Cohen · You
Director USGPS Scale Communications / StrengthsFinder Facilitator...
1mo · 🌐

It's time to get inspired 🌟 Microsoft Inspire will be back on July 18-19! As part of #MSInspire, we also recognize the finalists and winners of our annual #MSPartner of the Year Awards—and nominations are now OPEN! 🏆 Get more details: <https://lnkd.in/g/TZ2itF>
#AllPartners #AllRoles #Event #GrowYourBusiness #MicrosoftEmployee #MSFTAdvocate #events

Announcing Microsoft Inspire 2023 dates and Microsoft Partner of the Year Awards nominations
blogs.partner.microsoft.com · 2 min read

Manila Teixeira and 12 others · 4 comments

Like Comment

Pinned by admin Unpin

Michelle Mercer Baldwin (hashtag) · 1st
Creative Corporate Communications Strategist | Brand & Voice Expert | Writ...
2h

#QuestionForGroup

What would you like to see more of?
The author can see how you vote. [Learn more](#)

Trainings

In-person events

Newsletters

32 votes · 1w left

3 comments

Announcement / One Pagers (Top Corner)

Plan, build and grow your technical capabilities and accelerate sales

Partner organizations receive technical & business enabler guidance from a Microsoft **Partner Technical Consultant (PTC)** through personalized, one-to-one consultations to plan, build and publish Microsoft cloud services or applications and accelerate the closure of sales opportunities.

#AllPartners #GrowSkills #ChangeFromMicrosoft #Tech #Sales

- Plan your business with Microsoft**
Get help assessing your organization's technical capabilities to uncover key opportunities that can help you grow your business.
- Build a service or application**
From envisioning to publishing, our consultants will advise and support you.
- Technical assistance for sellers**
Help to create demos and proofs of concepts and remove sales blockers to help close more sales opportunities.
- Grow and support your business**
Consultants are here to support you in growing and enhancing your solution, even after you've built and sold your service or application.

Get started today at <https://aka.ms/tpd>. Available to partner organizations with a Microsoft Cloud Partner Program user account and benefits associated with a Solutions Partner designation, legacy competency or Microsoft Action Pack.

Featured Content (Opening slide)

Microsoft

January Partner Insider Call

Helene Cohen
Americas Scale Comms Strategy Lead

Partner Audience: All
#Event #CrossSolution #GoToMarket

in Helene Cohen | LinkedIn

Develop. Sell. Grow.

Americas Partner Blogs

Date	Published Blog Link
12/7	Increase your profitability with Arc-enabled SQL Server Microsoft
12/8	Americas Partner Newsletter: December 2023 Issue Microsoft
12/11	Americas Partner Enablement News: December 2023 Issue Microsoft
12/18	Leverage AI and help your customers migrate to Dynamics 365 Business Central Microsoft
12/22	Prepare for the opportunity ahead: Copilot events and resources Microsoft

Bringing the full power of Copilot to more people and businesses

[Official Microsoft Blog post](#) by Yusuf Mehdi, Microsoft Executive Vice President, Consumer Chief Marketing Officer

[Microsoft 365 Blog post](#) by Jared Spataro, Microsoft Corporate Vice President, Modern Work & Business Applications

*Want to always see new Americas Partner content on LinkedIn?
Follow the #MSFTAmericasPartner hashtag on LinkedIn for Americas Partner-curated content*




Co-selling Opening

Nina Harding

Corporate Vice President, Americas Global
Partner Solutions

Partner Audience: All
#Co-Sell #CrossSolution #GoToMarket



 [Nina \(Parker\) Harding | LinkedIn](#)

Develop. Sell. Grow.



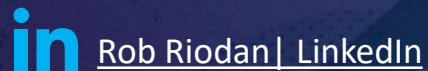


Microsoft AI Cloud Partner Program

Rob Riordan

Director of the MSFT AI Cloud Partner Program

Partner Audience: All
#MAICPP #CrossSolution #Enablement



Develop. Sell. Grow.

The Road Ahead

Our partner program creates offers and designations for all partner types, with options that embrace the size and scale of your business.





Welcoming the Channel

Our next decade of partnership together.

- + Grounded in Microsoft's core business strategy.
- + Designations to fit your GTM & business models.
- + Simpler and easier to understand for customers.
- + Bigger benefits better customized to your needs.
- + Aligned with marketplace, cosell, and incentives.

Microsoft AI
Cloud
Partner Program

A large, light gray square with a subtle shadow effect. In the center, there is a large blue circle. Inside the circle, the text "Microsoft AI Cloud" is written in a bold, blue, sans-serif font, with "Microsoft AI" on the top line and "Cloud" on the bottom line. Below the circle, the words "Partner Program" are written in a bold, black, sans-serif font.



Welcoming the Channel

Our next decade of partnership together.

- + Grounded in Microsoft's core business strategy.
- + Designations to fit your GTM & business models.
- + Simpler and easier to understand for customers.
- + Bigger benefits better customized to your needs.
- + Aligned with marketplace, cosell, and incentives.

	Digital Workplace	Converged Communications	Employee Experience	Next-Gen Windows Experiences	Refresh Your Devices
Modern Work					
Business Applications	Accelerate Growth with Connected Sales and Marketing	Modernize the Service Experience	Optimize Financial and Service-Centric Operating Models	Enable a Resilient and Sustainable Supply Chain	Accelerate Innovation with Low-Code
Cloud Infrastructure	Modernize Infrastructure and Workloads	Modernize SAP on Microsoft Cloud	Modernize Workload with HPC + AI	Innovate Across Hybrid and Edge with Arc and IoT	Protect Data and Ensure Business Resilience with BCDR
Digital & App Innovation	Modernize Enterprise Apps	Innovate and Scale with Cloud Native Apps	Accelerate Innovation with Low Code	Enable Developer Productivity and Accelerate Delivery	
Data & AI	Migrate and Modernize Your Data Estate	Power Business Decisions with Cloud Scale Analytics	Innovate with AI and Cloud Scale Databases in Every App	Enable Unified Data Governance	
Security	Secure Identities and Access	Defend Against Threats with SIEM + XDR	Secure Multi Cloud Environments	Protect and Govern Sensitive Data	Mitigate Compliance and Privacy Risks

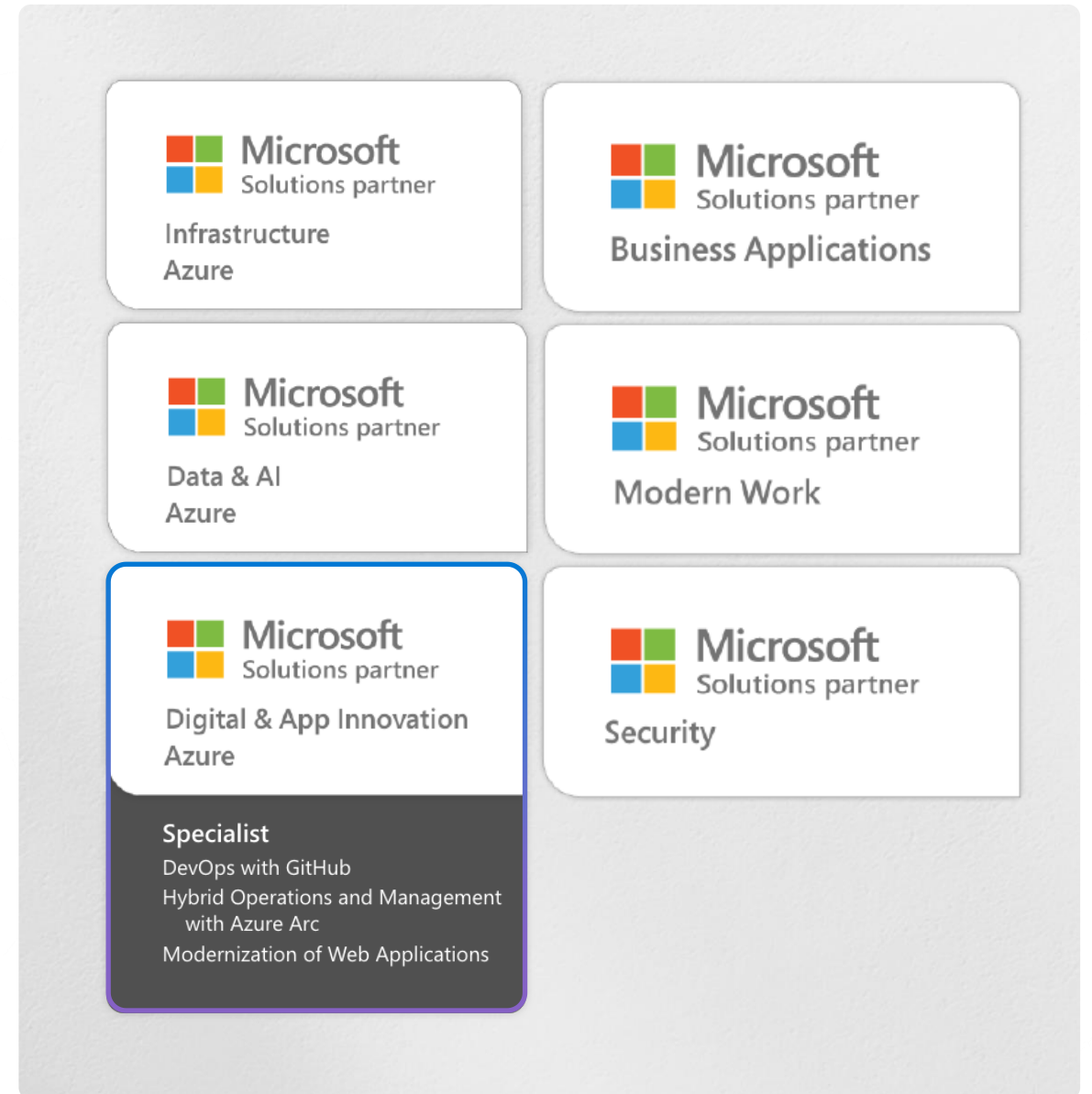
Microsoft Solutions partner Infrastructure Azure	Microsoft Solutions partner Data & AI Azure	Microsoft Solutions partner Digital & App Innovation Azure
Microsoft Solutions partner Modern Work	Microsoft Solutions partner Security	Microsoft Solutions partner Business Applications



Welcoming the Channel

Our next decade of partnership together.

- + Grounded in Microsoft's core business strategy.
- + Designations to fit your GTM & business models.
- + Simpler and easier to understand for customers.
- + Bigger benefits better customized to your needs.
- + Aligned with marketplace, cosell, and incentives.



Designations for partners who focus on Services

Summary View (what we measure)

A 'points based' model for SI / GSI

Can you build it?



Skilling
Intermediate and advanced certifications

Can you sell & deploy it?



Performance
Net customer adds

Can you deliver value?



Customer Success
Solution deployments and active usage

0-69 points
Working toward requirements

70 points
Meets program requirements

71-100 points
Exceeds program requirements

Requires points in all three categories.
Points are specific to each designation.

Designations for ISV partners who build Applications

Summary View (what we measure)

Can you build it?



Technical Criteria

Engineering validation of 1st party interoperability + meets standards in reliability, security, data handling

Can you sell & deploy it?



Commercial Performance

Deployed as a transactable offer with Sol Area qualifiers (MBS/NCA/MAU)

Can you deliver value?



Customer Success

4.5+ star marketplace rating on a min of 15 reviews within last 12mo

Detailed View (how we measure it)

Azure**

Select Checks:

1. IP Co-sell eligible (\$100K)
2. Interoperable with Azure services (inc. AOAI, Fabric)
3. Checks for reliability, security, data handling.

Biz Apps**

Select Checks:

1. Integrated with D365 F&O or Power Platform
2. Checks for reliability, security, data handling, etc.

Modern Work**

Select Checks:

1. Integrated with M365
2. Checks for security, data handling, etc.

Security**

Select Checks:

1. IP Co-sell eligible (\$100K)
2. Integration of Sentinel, Entra (more in future)
2. Checks for reliability, API validation, etc.

4.5 MP Rating
(min 15 reviews in 1 year)

\$4M MBS, or 12 NCAs, or 30 transacts

\$1M MBS, or \$3.5M ISV inf BR⁴

\$100K MBS, or 50K Teams app MAU

\$4M MBS, or 12 NCAs, or 30 transacts

Benefits

- Branding



Azure Biz Apps



MW Security

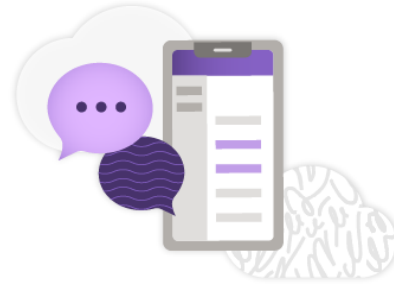
- Top Tier Incentive (FY25)(Azure / Sec)
- Priority Merchandising
- GTM

Headlines & Next Steps



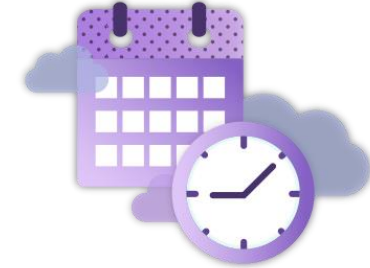
Stable, Reliable Data

Thanks to your feedback we've been able to resolve all data issues and discrepancies from earlier this year.



SMB Tracks for Azure (Top Partner Ask!)

You asked and we will deliver! SMB tracks for all three Azure designations come online this year.



Coming Soon for ISVs!

This March we will deploy our new ISV designations with a fast lane for Industry-focused AI solutions.



Marketplace & Co-sell With Microsoft

Reis Barrie

Managing Director

Partner Audience: All
#Marketplace #CrossSolution #GoToMarket



 [Reis Barrie | LinkedIn](#)

Develop. Sell. Grow.

A Bit About Us

Carve is the **Premier Co-sell advisory** leveraged by both Microsoft and their partners, influencing one in every four co-sell deals.



The opportunity is to achieve your business goals faster by leveraging what the Microsoft ecosystem has to offer.

We specialize in one thing: Making you **more money** by leveraging the Microsoft ecosystem than you could going at it alone.



We drive proven outcomes

Through our managed service offering, we helped a client get recognized for their efforts, showing a 430% Co-sell growth QoQ in Microsoft impact.



We support top partners

Carve has proudly supported multiple Microsoft Partner of the Year Award winners and nominees over the past 5 years.



We are trusted Co-sell experts

Carve's portfolio represents \$1B in annual partner revenue and accounts for 38% of Marketplace Co-sell in FY23.

My promise to you
today

You will walk away with...



A Better Understand of Cosell, Marketplace &
Other Benefits



Best Practices to guide your Cosell success



Actionable takeaways that you can put into
practice ASAP



Winning at Co-sell Dimensions

Go into co-sell with a
long-term mindset!

1

Dimension One

- **The Incentive Stack** - How valuable is it for Microsoft to engage with you?

2

Dimension Two

- **The Ecosystem Knowledge & Commitment Stack** – Are you know knowledgeable that it makes you the easiest partner to work with?

How to win at co-sell



Let's Level Set

In FY24 a HUGE part of Cosell IS Marketplace



Why Microsoft is betting BIG on Marketplace

2025 cloud spend to reach
\$45B



84% CAGR
from 2022

Source: [Canalys](#)

Why Microsoft is betting BIG on Marketplace



33%

By 2025, nearly **one-third** of marketplace purchases **will involve channel partners**



The co-sell and marketplace value prop

Value to Partners



- Microsoft wants to scale through you! On average [for every \\$1 of MS revenue, ISVs make \\$10, Services \\$8](#)
- As a partner, you can scale through your channel via the Marketplace with [Multiparty Private offers](#)
- Partners can earn up to USD \$200,000 in cash rewards when reaching billed sales milestones. [FY24 Transact and Grow incentive](#)

Value to Customers



- Customers want to decrement their [Microsoft Azure Commit to Consume \(MACC\)](#)
- [Discover thousands of top solutions](#) compatible with Microsoft products
- Benefit from the trusted expertise of Microsoft and its partner ecosystem
- [Speed up purchasing and deployment](#) by adding software to existing Azure bill

Value to Microsoft Sellers



- Upfront [Azure quota retirement](#) on eligible Marketplace transactions!
- [Ongoing Azure quota retirement](#) for organic consumption.
- [Ease procurement and shorten sales cycles](#) for partner solutions using existing Microsoft procurement relationships

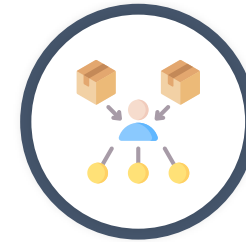
Two Avenues for Marketplace Co-sell

For ISVs



- Most commonly ISVs or ISV like solution, the best avenue for marketplace Cosell is participation in Microsoft's MCPP Azure IP Cosell Benefit.
- In FY24 it has transitioned to be 100% Marketplace focused.

For Services or Reseller



- Most commonly used by Services partners or resellers, the best avenue for marketplace Cosell is participation in Microsoft's MPO functionality.
- In FY24 MPO is only currently available for partners with a tax ID in the US, selling to customers with US tax ID's as well.

FY24 Landscape Refresher

New announcements to the Marketplace IP Co-sell Benefits program change the game, here's a summary.



IP Co-sell eligible solutions must be a transactable solution published in the marketplace, this is now standard for FY24.



In addition to decrementing a customer MACC, IP Co-sell eligible partners can now retire Microsoft seller quota on eligible transactions in the Marketplace (*used to only be Top Tier partners only*).



What remains the same? PRACR. Top Tier Partners get the benefit of being able to report PRACR. PRACR applies to eligible on- and off- Marketplace transactions and requires deal registration. Nothing about PRACR is changing and all partners who have previously been actively reporting will continue to be eligible.

How to unlock benefits

By becoming a Microsoft partner, your organization can unlock limitless innovation and long-term profitability. You can tap into platforms, tools, and offerings to build and sell high-performing software applications for any customer scenario or industry.

The Azure IP Co-sell benefit provides an additional incentive to customers and sellers to transact your eligible solution. Here's the high-level journey:

»» Become a Microsoft Partner



Unlock the ISV Success program & other Microsoft resources.

»» Publish your Solution and get Co-sell Ready



Unlock ability to share referrals with Microsoft

»» Meet criteria to become IP Co-sell Eligible



Unlock ability to decrement customer MACC and ability to retire seller quota for eligible transactions.

»» Meet criteria to become a Top Tier Partner



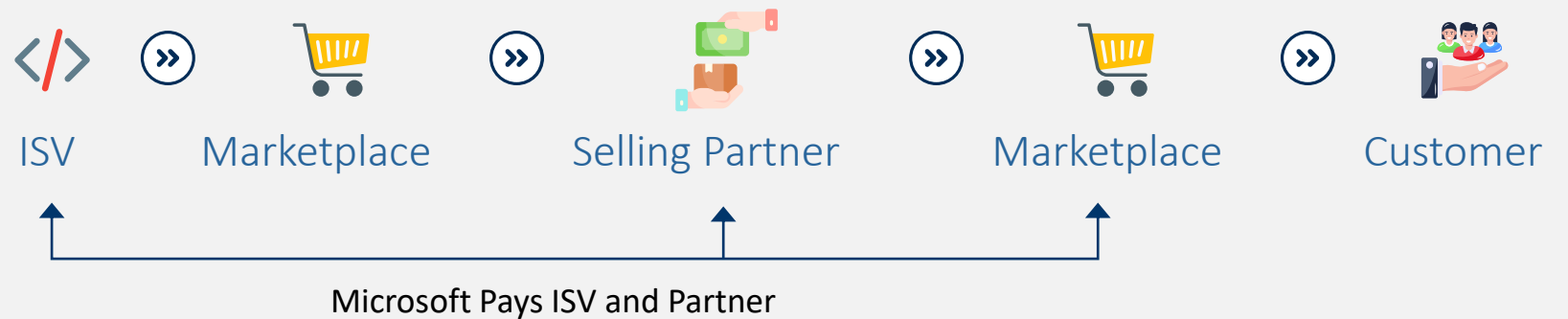
Unlock ability report PRACR on eligible wins.

What are Multiparty Private Offers (MPO)?

Multiparty private offers empower partners to come together, create personalized offers with custom payouts, and sell directly to Microsoft enterprise customers with simplified selling through the marketplace.

For Microsoft customers that have a cloud consumption commitment, every dollar of the sale will count toward their contract when they purchase Azure Benefit eligible solutions.





ISVs and Selling Partners can offer customized deals to customers, targeting enterprise







Note: Any partner that meets eligibility criteria can participate in multiparty private offers, however the customer must be based in the United States.

Requirements to Participate

Requirements for ISVs

	Enrolled in Microsoft commercial marketplace	First
	Must have a transactable offer with public plans in marketplace	Second
	U.S. tax profile setup in Partner Center	Third
	Recommended: Become Azure IP Co-sell eligible	Fourth

Requirements for Selling Partners

	Must be a member of the Microsoft AI Cloud Partner Program	First
	Enrolled in Microsoft commercial marketplace	Second
	U.S. tax profile setup in Partner Center	Third
	Resale certificate on file with Microsoft	Fourth

**Note that our main [Partner Center ISV Guide](#) contains step-by-step guidance to accomplish each of the ISV requirements.*

Multiparty private offer eligible partners

Validate a selling partner's MPO eligibility with the MPO Eligible List

Updated monthly, available to any MAICPP partner

aka.ms/MPOEligiblePartnerList

To be added to this list, complete MPO enrollment and send a request to

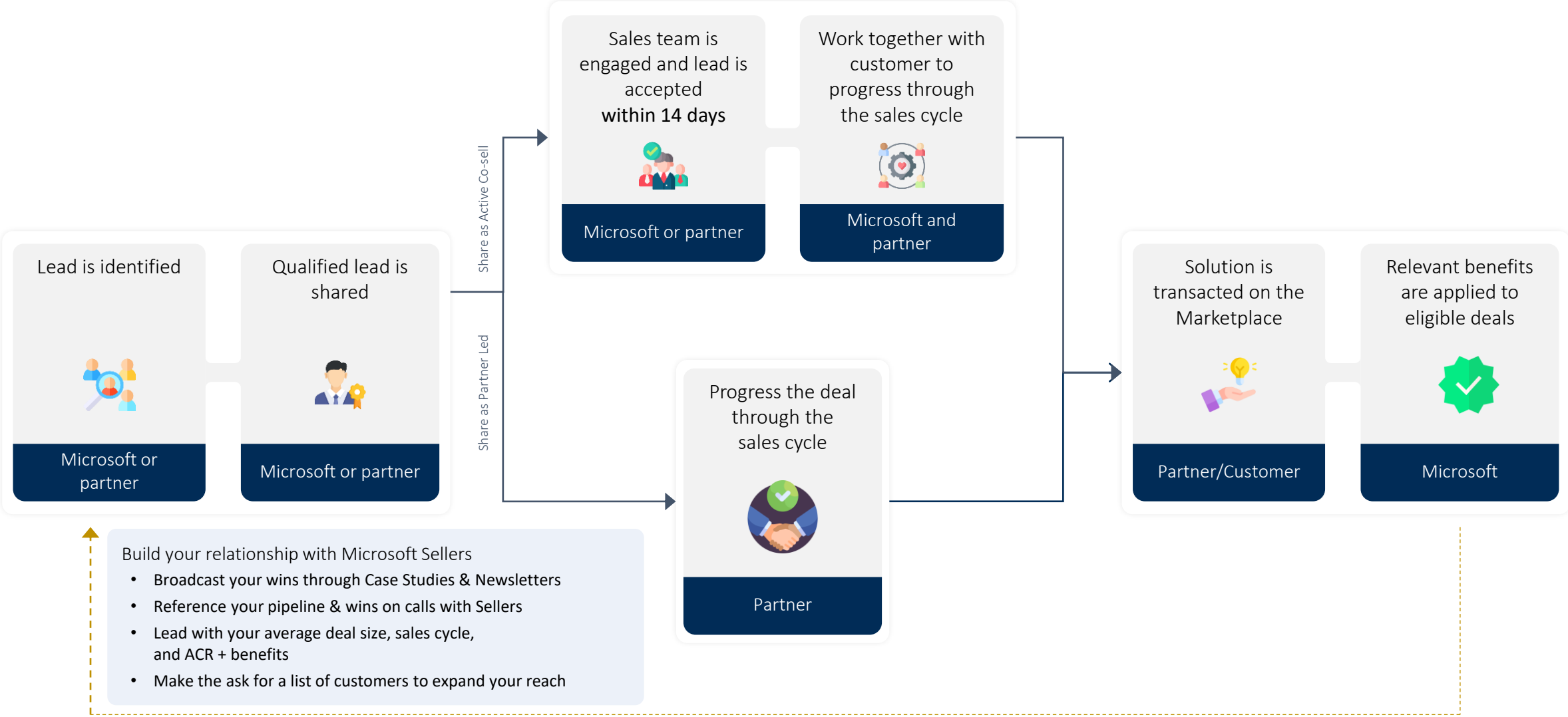
channelready@microsoft.com

- Accenture/Avanade
- AccessIT
- AHEAD
- Alchemy
- CDI
- CDW
- Coda
- Continental Resources, Inc.
- Coretek
- CSPi
- Echostor
- Entyris360
- ePlus
- Eversec
- Evotek
- GCA
- GDT
- GuidePoint Security
- HCL
- Hitachi
- Insight
- ION United
- Kyndryl
- Logicalis
- Logistic Solutions Inc.
- Mark Enterprises Technologies LLC
- Midpoint
- Nexum, Inc.
- NXGN
- Omada Technologies
- OnPar Advisor
- Optiv Security
- PC Connection
- Presidio
- SHI
- SoftChoice
- SoftwareOne
- TD Synnex
- Trace3
- VAST, Inc. (VAST IT Services)
- Verinext
- Worldcom Exchange, Inc.
- Worldtech IT
- WWT

If it's not in Partner Center, it's not real.



Sharing pipeline is at the core of co-selling!



Best practices for engaging the field

Top partners
follow these best
practices

- 1 Share [quality pipeline](#). A Co-Sell opportunity needs to be real instead of inspirational. Do not engage with the team if you don't have a [real opportunity](#) and a [clear ask](#).
- 2 If you don't need Microsoft help but you know the deal is going to land on Azure, share this pipeline as a [partner-led deal](#).
- 3 Don't reach out to a team without [creating](#) and [sharing](#) a Co-Sell opportunity in Partner center.
- 4 Use [Partner Center](#) to check that the customer is managed by Microsoft and track the seller acceptance status.

Create a New Referral

Microsoft Partner Center

Home > Referrals

Business profile

- Co-sell opportunities
- ISV Connect deals
- ISV Connect invoices

Analyze

- Summary
- Leads
- Co-sell opportunities
- Partner cohort

Co-sell opportunities are deals where collaborative selling is done by multiple parties to meet a customer need. [Learn more](#)

Inbound **Outbound** Favorites

Deals that are created by your company and sent to Microsoft sellers and partners.

+New deal Upload Download Filters Type 3 letters to start searching

Deal name	Customer name	Type	Status	Value	Close date	Country	Created date	
testair	Air India	Co-sell	Lost	AED 1.35	11/29/2022	India	11/18/2022	★
testair	Air India	Co-sell	Won	₹10,000.12	11/24/2022	India	11/18/2022	★
testair	Air India	Co-sell	Won	\$1,000,000.00	11/24/2022	India	11/18/2022	☆
testair	Air India	Co-sell	Lost	₹100,000.00	11/24/2022	India	11/18/2022	★
testair	Air India	Co-sell	Won	₹100,000.00	11/24/2022	India	11/18/2022	☆
testair	Air India	Co-sell	Won	\$1,000,001.00	11/24/2022	India	11/18/2022	☆
testair	Air India	Co-sell	Error	₹100,000.00	11/24/2022	India	11/18/2022	☆
testair	Air India	Co-sell	Won	TMT 32,000.34	11/29/2022	India	11/18/2022	☆

< Previous 1 2 3 4 Next >

Steps

- 1 To create a new referral, navigate to the Referrals workspace and then the Co-sell opportunities page.
- 2 Select +New deal to start the UI referral creation process.

Identify Type of Help Needed from Microsoft

Customer: Starbucks | Address: 125 PARK AVE, NEW YORK, United States

Test deal name 2023 | Deal creator - Last synced Jan 31, 2023

Team: myaccount Surname1

Location: Entire organization | Estimated close date: Mar 24, 2023

Estimated value: 25000 USD

Notes: Add notes here to give context around the lead and type of deal

Solutions: Azure Solution (Contoso_Test, SOL-34104-EBI)

Identify the type of help you'd like from Microsoft*

No help required at this point of time
 Workload - specific value proposition
 Customer technical architecture
 Proof of concept / Demo
 Quotes / Licensing
 Post - sales customer success
 General or other

Would you like Microsoft sellers to view this deal?* [Learn more](#)

Yes No

[+ Invite Partner](#) (Optional)

By checking this box, I confirm, on behalf of myself and my company, that I have obtained sufficient consent to:

- Provide the customer's contact information to Microsoft and invited partners if provided
- Provide my company's employee information to Microsoft and invited partners that I am inviting
- Grant Microsoft and invited partners the right to use such information to contact the customer or partner employee for purposes of fulfilling Microsoft's obligations to partner and customer.

Steps

- 1 Select the type of help you'd like from Microsoft. Based on type of help selected, your referral will be created as either Active Co-sell or Partner-led Co-sell, according to the chart below:

Co-sell Scenario	Shared with MSFT sales team?	Requires active acceptance from MSFT seller?
Active Cosell	Yes	Yes
Partner-led Cosell	Yes	No
Private pipeline sharing	No	No

The next two slides walk through how to complete the process depending on type of help selected.

Best Practice

When sharing co-sell, you always want to select YES to "Would you like Microsoft sellers to view this deal." Unless you select at CTA, this does not trigger a notification to sellers.

View Seller Information for Active Co-sell Referrals

Home > Referrals > Co-sell opportunities > Celima

Deal details

Solutions

1 Help from Microsoft

Partner collaboration

Celima | Help from Microsoft

Details

Status: ✔ Accepted

Estimated close date: Mar 21, 2023

Estimated value: 25000 USD

2 Contacts: SM Sergio Melosevich (...)

Help from Microsoft: General or other

CRM ID: OPPT:7-36CWOESOFU

SM Sergio Melosevich (...)

Details

✉ smelosevich@microsoft.com

Steps

- 1 To see the seller engaged on the account, navigate to Help from Microsoft in the Deal details view.
- 2 If the referral has been accepted, you will see the seller details listed in Contacts. You can hover over the name to view contact details to engage the seller.

Select your Customer

1 Customer company location * Customer company name *

2 52 results found. Did not find what you were looking for? [Enter manually](#)
Microsoft Managed (1) Microsoft Unmanaged (1) Other (50)
Deals associated with the **Microsoft Managed** accounts are eligible for IP Co-sell deal registration provided they meet all other deal registration criteria. [Learn More](#)

3 Starbucks
125 PARK AVE, NEW YORKMicrosoft ID: 1-C6139Q
Show linked accounts ^

Starbucks Corporation
18411 77TH PL S, SEATTLE, United StatesMicrosoft ID: 1+78XD+27851

Starbucks Corp
2401 Utah Ave S, Seattle, United StatesMicrosoft ID: 11-6QS1V

Starbucks Corporation
2401 Utah Ave S 8TH FL, Seattle, United StatesMicrosoft ID: 9-ULVPYKMVS

STARBUCKS CORPORATION
P.O. Box 34067, Seattle, United StatesMicrosoft ID: 1-4R4SII

STARBUCKS COFFEE CO
1221 268TH WAY SE, SAMMAMISH, United StatesMicrosoft ID: 1-4DZ3NU

Starbucks Coffee Company
2098 Mayflower Circle, Grove City, United StatesMicrosoft ID: 1-7JOVNX

4 Starbucks
125 PARK AVE, NEW YORKMicrosoft ID: 1-C6139Q
Show linked accounts v

5

Steps

- 1** When you select the new deal button, the flyout will prompt you to enter customer information. Enter the customer company location (*city, state, country*) and the company name, then hit Search.
- 2** Search results will populate in 3 categories:
 - Microsoft Managed: List of managed accounts. Select from this list if you required help from Microsoft.
 - Microsoft Unmanaged: List of unmanaged accounts. If you select from this list, there is no guarantee that you will get engagement from Microsoft.
 - Other: List of accounts using the DUNS lookup. If you select from this list, there is no guarantee that you will get engagement from Microsoft.
- 3** Some customers may have linked accounts. All linked accounts roll up under the parent account; if the right customer is on this list, then selecting the parent account or the linked account will produce the same outcome.
- 4** Select the right customer account.
- 5** Select the Proceed button to advance to the next step.

Takeaways



Key Takeaways

Winning at co-sell is a journey



Strategic partnerships aren't transactional, they're relational.



You need both knowledge and execution to succeed.



Be adaptable to the changing landscape.



Action: Build & nurture your relationships. Identify the 20% of relationships that will drive 80% of your growth and focus your efforts there.



Action: Use the Partnership Growth Matrix to identify where you're at. Strategize how to increase your incentive stack or your knowledge base depending where you fall.



Action: Build an annual Co-sell Strategy into your ROB. For example, July/Aug tend to be planning months while Jan/Feb tend to be high deal closing months.



Thank you!





Thank You
¡Muchas gracias!
Merci