

RYZER Pulse

GTM Motion

Microsoft Announcements

Patch Tuesday

RYZER Feedback

## You're Losing SMB Deals You Don't Know You're In

**Microsoft's SMB segment is not a smaller version of enterprise. It runs differently, rewards differently, and selects partners differently. Partners who miss that distinction are not just underperforming in SMB – they are invisible to the motion.**

Here is the structural reality: Microsoft does not manage SMB through assigned seller relationships. There is no named rep evaluating you. The motion runs through CSPs, resellers, MSPs, and SIs – executing programmatic plays at volume and pulling in partners who fit without friction. Microsoft provides the rails. The channel executes. You either fit or you don't get placed.

Most partners misread this. They show up with strong capability, real wins, and broad solutions – but not with a position the motion can use.

A CSP isn't evaluating partners. They're moving deals.

An MSP isn't building a partner list. They're solving problems. An SI isn't researching vendors. They're delivering. All of them pull in partners who reduce friction, align to active solution plays, and are transactable without customization. If you cannot be placed in 30 seconds, you don't get placed.

The problem isn't capability. It's positioning.

Partners who scale in SMB make two decisions: narrow to one audience and outcome the motion already recognizes, and make themselves transactable inside the channel executing it. That's what makes them discoverable in a system that never slows down.

Everyone else leans on relationships and visibility. Those create awareness. They don't create motion.

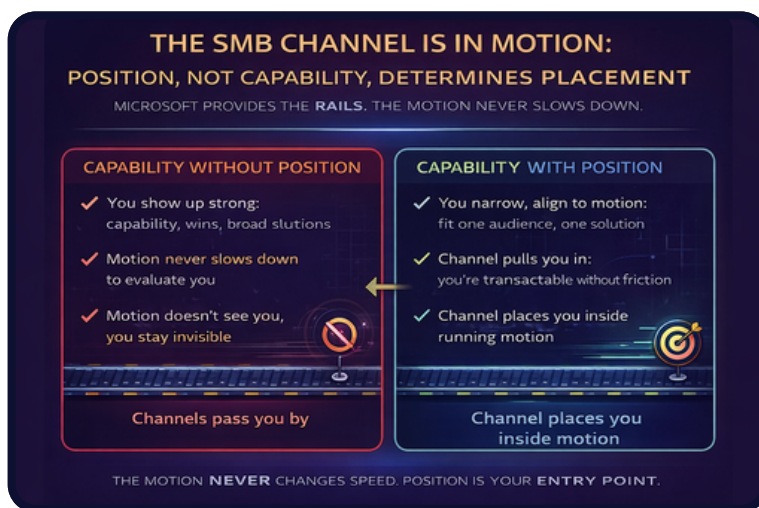
SMB is where Microsoft proves what works – where execution compounds, and where partners scale or stall. The ones scaling aren't better. They're positioned where the motion is already going.

*[Enterprise/SMB note: "Enterprise" in this context refers to Microsoft's enterprise-tier product stack. The RYZE reader's own client base is likely SMB or mid-market. The distinction matters – your clients may be small, but the motion you're operating inside is industrial-scale.]*

*"The motion doesn't wait for capable. It moves toward transactable."*



Rob Fegan



## RYZER Tips

- **The motion doesn't evaluate you – it filters you.** CSPs, resellers, MSPs, and SIs are executing plays, not building partner lists. You either fit the solution play running or you don't get pulled in.
- **Transactability is the entry requirement.** A partner who can be engaged through the channel without a custom model gets placed. One who can't stays on the sideline regardless of capability.
- **Narrow positioning beats broad capability inside SMB.** One audience, one outcome, one recognizable fit with the solution plays running – that is what makes a partner discoverable at volume.
- **Relationships create awareness. Position creates motion.** Awareness gets you considered. Position gets you placed in deals you never had to find.

Book a RYZE strategy session and you'll leave with a clear read on whether your current positioning is visible to the CSPs, resellers, MSPs, and SIs executing Microsoft's SMB motion – and exactly what needs to change if it isn't.

[Book a FREE RYZE Strategy Session](#)

**WEBINAR: Co-Selling with Confidence** March 31<sup>st</sup> @ 3PM EST

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**The heartbeat of the partner community.** Each week we surface real stories and questions from Microsoft partners —pulled from Patch Tuesday calls, field conversations, and direct feedback—to help you spot patterns, avoid pitfalls, and stay ahead.

**“We sell through CSPs already – doesn't that mean we're inside the motion?”**

Transacting through a CSP and being pulled into deals by a CSP are different positions. Check whether your inbound from CSPs, resellers, MSPs, or SIs is passive (you follow up) or active (they call you when a customer fits). That gap is the diagnostic.

**“We cover SMB, mid-market, and enterprise. Do we really need to narrow?”**

Narrowing doesn't mean abandoning other segments — it means having a position that fits cleanly into the solution play the SMB motion is already running. That clarity is what makes you transactable at volume.

**“We don't have a Marketplace listing. How much does that matter for SMB?”**

A partner without a listing is asking a CSP, reseller, MSP, or SI to build a custom engagement path in the middle of a volume motion. The motion doesn't slow down for that friction. You don't get placed.

## GTM Motion

### WHAT TO DO THIS WEEK

Get placed faster in the Microsoft SMB **motion**.

**1** Map your current positioning against one active Microsoft SMB solution play (Security, AI, or Modern Work) and confirm whether your offer fits it without modification.



**2** Contact one CSP, reseller, MSP, or SI you're transacting through and ask directly: “Can you place us in 30 seconds when a customer matches our profile?” Treat the answer as a diagnostic, not a relationship conversation.



**3** Remove one area of your positioning — one industry, one use case, or one buyer segment — where you're present but the SMB motion is not pulling you into deals. Narrowing is the action, not the aspiration.



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## Patch Tuesday Preview

RYZE MEMBERS ONLY

**Tuesday, March 31st - 1PM EST**

**Special Guest:**

**Bryan Allen, Microsoft Elevate**

Territory Channel Manager



- Bryan Allen is on the inside of Microsoft Elevate. On this episode of Patch Tuesday, he's sharing what separates partners who get pulled into deals from those who stay invisible — and what high-performing Elevate partners actually do differently.

## RYZER Feedback

We want to hear from you!

**This week's question:** *If a CSP, reseller, MSP, or SI you've never spoken to found your Marketplace listing today, could they place you in a running SMB deal without calling you first?*

Send your reply to [ryzeup@ryze-partners.com](mailto:ryzeup@ryze-partners.com). We'll feature a few partner perspectives in an upcoming issue of the RYZE Report.

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