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Microsoft Announcements

Patch Tuesday

RYZER Feedback

Your Marketplace Listing Is a Positioning Decision

Microsoft's documentation on listing options is thorough. It explains the three choices – Contact Me, Free Trial, Get It Now – covers which offer types support which options, explains pricing models, and specifies what buttons appear on your listing page. It does not say a word about what any of those choices signals to a Microsoft seller.

That omission is not an oversight. The listing options page is a publisher guide. It tells you how to configure your offer. It does not tell you what your configuration communicates inside Microsoft's system, and that gap is where most partners get it wrong.

When a partner reads the documentation and chooses Contact Me, they are making a reasonable publishing decision. The path is simple, setup is fast, the listing goes live, the box is checked. What the documentation does not tell them: Contact Me tells a Microsoft seller that a customer has to request a conversation before anything can happen. There is no transaction path. There is no evidence of commercial readiness. There is nothing for the seller to point a customer toward that results in a clean, fast close. Contact Me is a brochure. It is not a buying motion.

Transactable listings - Get It Now with subscription or usage-based pricing - tell a different story. They signal that the partner has built something Microsoft can sell. Billing runs through the Marketplace. Collections are handled. The customer can move without friction. For a seller measured on closed revenue and incentivized on Marketplace transactions, a transactable partner is a different category of partner entirely.

This is what the documentation leaves out: your listing type is not a technical configuration. It is a signal about whether you are built to transact inside Microsoft's motion, or whether you are waiting for someone to call you.

Microsoft is Marketplace-first. Incentives follow it. Co-sell follows it. Partners who aren't transactable aren't invisible. They're clearly understood. Just not chosen. Partners running a structured motion know the difference.

"Your Marketplace listing is the first thing a Microsoft seller reads about you. Make sure it says you're built to close."



Sandie Knight



RYZER Tips

- A **Contact Me listing** has **no transaction path**. A seller cannot move a customer through it to a close.
- **Transactable listings** route billing through the Marketplace, which **removes the friction** Microsoft sellers are actively trying to avoid.
- **Seller incentives** are structured around **Marketplace transactions**. A non-transactable partner is competing on different terms than a transactable one.
- **Your listing type is readable before any seller conversation starts**. It signals commercial readiness before you're in the room.

In 30 minutes with RYZE, you'll know exactly what your Marketplace configuration is signaling to sellers and what it takes to change it.

[Book a FREE RYZE Strategy Session](#)

RYZER Pulse

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 have a Contact Me listing but our deals still close through Microsoft. Doesn't that prove the listing type doesn't matter?”

It means you're closing despite the listing, not because of it. Those sellers already knew you. The real question: how many evaluated your listing first and moved on? Contact Me doesn't block every deal, but it removes you from the ones that start in Marketplace.

“Our offer isn't easily productized. How do we get to transactable?”

Start with a fixed-scope service packaged as a subscription SKU. Defined outcome, defined price. It doesn't need to cover everything, just give sellers something they can point to and close without friction. Start narrow. Expand later.

“Is Microsoft actually checking if partners are transactable before bringing them into deals?”

Not directly. But incentives favor Marketplace transactions, so transactable partners get pulled in more often. Over time, non-transactable partners become harder to justify. The check isn't formal, it's economic.

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What To Do This Week

-  **Check Your Listing**
Is it transactable? Subscription or usage-based through Get It Now?
-  **Trace the Transaction Path**
Find where the process breaks or hits a dead end.
-  **Plan Your Roadmap**
Discuss a timeline for going transactable.

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Patch Tuesday Preview

RYZE MEMBERS ONLY

Tuesday, April 7th - 1PM EST

- **DEBRIEF:** Quick debrief on last week's session with Justin Sheedy from Microsoft Elevate
- **MAIN TOPIC:** Knowing Exactly Who to Engage at Microsoft (And Who Not To)

RYZER Feedback

We want to hear from you!

This week's question: *If a Microsoft seller pulled up your Marketplace listing right now, what would it tell them about your ability to close?*

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

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