



The Operating Edge for Microsoft Partners

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Microsoft Announcements

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RYZER Feedback

Microsoft Built FY26 Incentives Around Briefings. Partners Who Aren't Running Them Are Missing the Attribution Event.

Microsoft's FY26 commercial motion puts Immersion Briefings at the front of the AI sales cycle – and partners who aren't running them are missing the attribution event that determines co-sell visibility with field sellers.

Immersion Briefings are 90-minute facilitated sessions designed for executive buyers. They are not product demos. They do not show features. They put a customer inside a Copilot-enabled workflow and produce a decision – not a follow-up meeting. Microsoft has built incentive compensation and co-sell credit around this format in FY26 because it moves customers from AI curiosity to AI commitment faster than any other entry point.

For partners, the operational implication is direct: this is where Microsoft sellers now measure whether a partner is in the deal or watching from the outside. Partners who run Briefings generate CPOR-attributable engagement, qualify for incentive compensation, and create the co-sell activity log that Microsoft field teams use to identify which partners to pull into downstream opportunities. Partners who don't run them are invisible to that filter.

What running this correctly looks like in practice:

"Registration is not the last step. It's the step that makes everything before it count."



Rob Fegan

Briefings replace the introductory slide deck. The first customer meeting is a facilitated Copilot experience, not a capabilities overview. Facilitators are trained on Microsoft's Copilot Live kit – the goal is guided discovery, not product narration. Customer selection is done before the meeting using Cloud Ascent data to identify accounts with measurable AI readiness. Every session moves directly into a defined next step: Envisioning, PoC, or a Copilot + Power Accelerate engagement. Every engagement is registered in the Microsoft Commerce Incentives portal before the session closes.

That last step is the one most partners skip. Registration is not administrative housekeeping. It is how your activity becomes visible inside Microsoft. Unregistered Briefings generate no co-sell credit, no incentive revenue, and no signal to the field. They are invisible.

Partners running Briefings as their default first-meeting motion will show up in Microsoft seller data as active, attribution-generating partners. Partners who treat it as one option among many will not. That gap is where pipeline diverges.



RYZER Tips

- **Partners who register Briefings** in Microsoft Commerce Incentives generate CPOR attribution – the signal Microsoft field teams use to identify which partners to pull into deals.
- **Cloud Ascent** surfaces AI readiness scores by account – targeting without it means running Briefings at accounts that aren't ready to move.
- **Unregistered Briefings** generate no co-sell credit, no incentive revenue, and no field visibility.
- **A registered Briefing** that converts to an Envisioning or PoC creates a second attribution event – compounding co-sell activity a single meeting cannot.

Most partners running customer Briefings aren't getting co-sell credit for them — because the registration step isn't in their motion. In a 30-minute RYZE strategy session, we'll identify exactly where your current first-meeting motion is leaking Microsoft pipeline and what it takes to close that gap.

[Book a FREE RYZE Strategy Session](#)

WEBINAR: Co-Selling with Confidence April 24th @ 11AM EST

REGISTER

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 run customer workshops regularly. Does that count as an Immersion Briefing for Microsoft attribution purposes?”

Not unless the session is registered in Microsoft Commerce Incentives and meets Microsoft's Briefing format criteria. Unregistered workshops generate no CPOR attribution and no incentive credit. Confirm your format against Microsoft's Copilot Live kit standards and register every qualifying session going forward.

“We don't have anyone certified on the Copilot Live kit. Can we still run Briefings?”

You can run customer sessions, but eligibility for Briefing attribution depends on Microsoft's current certification requirements. Check the Microsoft Commerce Incentives portal before assuming any session qualifies. Certification resolves the constraint quickly once someone completes it.

“We're an SMB-focused partner. Are Immersion Briefings relevant to our motion or is this an enterprise play?”

The format applies across segments. What matters is whether your customers are executive-level buyers with an AI adoption decision in front of them. If your motion is primarily transactional or renewal-driven, the format is less relevant to your immediate pipeline.

GTM Motion

WHAT TO DO THIS WEEK

- AUDIT THE ENTRY POINT**
Compare your first meeting to Microsoft's Immersion Briefing. If it doesn't qualify, retool before your next new-account meeting.
- LOCK THE FACILITATOR**
Certify at least one facilitator using Copilot Live before your next new-account meeting is scheduled.
- RUN THE PROCESS — EXACTLY**
Follow Microsoft's Briefing process as designed. Credit flows from process compliance, not the meeting.

IF THE PROCESS BREAKS, THE CREDIT DISAPPEARS

Microsoft News & Events

[NEW! Partner Upsell and Proposal Planning Tool \(PUPP\)](#)

[Microsoft Build 2026: June 2-3 In-person/On-line Session Catalog is LIVE](#)

[Microsoft Marketplace Partner Office Hours - 4/15](#)

[April Partner Center Announcements](#)

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Patch Tuesday Preview

RYZE MEMBERS ONLY

[Tuesday, April 14th - 1PM EST](#)



**Why Microsoft Sellers Ignore Most Partners
(And How to Stop Being One of Them)**

RYZER Feedback

We want to hear from you!

This week's question: How many Briefings has your team run in the last 90 days — and how many of them are registered in Microsoft Commerce Incentives?

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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