

RYZER Pulse

GTM Motion

Microsoft Announcements

Patch Tuesday

RYZER Feedback

You Don't Have a Co-Selling System. You Have an Employee.

In most partner firms, co-selling with Microsoft lives in one person's head. That person knows which sellers cover which accounts, which offer to lead with in a first conversation, what gets claimed and when. None of it is written down. It has never needed to be, because the person who knows has always been in the room.

That is not a system. That is a dependency.

The failure shows up on a normal week. A Microsoft seller emails asking whether the firm fits an account they are working. The one person who could answer is on a customer site until Thursday. By Thursday the seller has asked someone else. Nobody did anything wrong. The firm simply had no way to answer without a specific human being available.

Firms that co-sell on a rhythm have written the thing down, and they have written it twice, because two different audiences need it. The team running the work needs a short internal version: what to sell, to whom, what it earns, and the handful of moves that make it work. A Microsoft seller needs a different document entirely, one page in your brand that says who you are, which accounts you fit, and how to attach you. That is the one that gets forwarded when you are not in the room.

The split matters more than the length. An internal document

a seller cannot read produces no field visibility. A seller-facing document your own delivery team has never seen produces promises nobody executes.

Once both exist, co-selling stops depending on one person's memory and availability. The seller's question gets answered the same day, by whoever is at a desk, with the same answer every time. That is the difference between a firm Microsoft has met and a firm Microsoft can plan with.

"If only one person can answer the seller, you do not have a system. You have a scheduling risk."



Sandie Knight

TWO DOCUMENTS. ONE LEAVES THE BUILDING.

INTERNAL TEAM GUIDE For Your Team	SELLER-FACING PAGE For Microsoft Sellers
Which offers to lead with	Who we are
Which accounts fit	Which accounts we fit
Claims & incentives	Why Microsoft should attach us
Process & next steps	How to engage us



ONLY THE SELLER-FACING PAGE
GETS FORWARDED.

RYZER Tips

- **A co-selling operation** only one person can run stops the week that person is busy.
- **Your team's version and the Microsoft seller's version** are different documents, and writing one does not produce the other.
- **The seller-facing page** is the one that travels, because it gets forwarded to people you will never meet.

Book a FREE RYZE Strategy Session



Thirty minutes, and you leave knowing which parts of your co-selling exist only in someone's head.

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 already have a capabilities deck and a one pager. Isn't that the same thing?"

Probably not. A capabilities document describes what you can do, while a seller-facing page names which accounts you fit and what the seller does next. Rewrite yours to end on the attach step and it becomes usable in the field.

"Our co-selling changes every quarter as Microsoft changes. Doesn't writing it down just create something stale?"

The offer and the accounts move slower than the programs do, and those are what the seller page carries. Keep program specifics in the internal version where your team already updates them, and the field page holds for a year..

WHAT TO DO THIS WEEK

Three moves to build a co-selling system that anyone on your team can run.

01



TEST: FIND THE GAP.

Ask someone on your team, without warning, which Microsoft accounts your offer fits and what a seller should do next.

Treat the gap between their answer and yours as the document you are missing.

02



WRITE: CREATE THE PAGE.

Write the one-page seller version this week: who you are, the accounts you fit, how to attach you, in your brand and under your logo.

03



VERIFY: GET SELLER FEEDBACK.

Send that page to one Microsoft seller you already know and ask what they would still have to explain before forwarding it.



THE GOAL:

When the page exists, anyone can answer.
Same answer. Every time.

[From AI curiosity to Copilot adoption in 30 Days](#)

[MCAPS Start for Partners: Turn FY27 benefits updates into customer value](#)

[Microsoft Security Partner Community on LinkedIn](#)

[Selling Copilot Cowork: From Productivity to Business Impact - Aug 12](#)

[Microsoft Ignite Registration - Nov 17-20](#)

[August Partner Center Announcements](#)

[Microsoft Partner Blog](#)

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Patch Tuesday Preview

[Tuesday, August 11- 1PM EST](#)

FY27 MCAPS DEBRIEF



We'll break down the biggest announcements from MCAPS Start, what actually changed, and what Microsoft partners should do now.

RYZER Feedback

We want to hear from you!

This week's question: *If a Microsoft seller emailed your firm today about an account fit, how many people could answer without forwarding it to you?*

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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