

RYZER Pulse

GTM Motion

Microsoft Announcements

Patch Tuesday

RYZER Feedback

Microsoft Sent You the List. Nobody Ran It.

A partner is handed a list of their own customers, ranked by what each one is ready to buy and why. It refreshes every month. Most of those lists get opened once and never turned into a single scheduled call.

That is not a targeting problem. Targeting is the part Microsoft already did.

As an example, Copilot in 30 shows how far this now goes. Microsoft shipped a 25-user, 30-day Copilot Business trial for customers under 300 employees, and shipped alongside it the targeting guidance, the email campaigns, the setup guides, and a success planner.

Every one of those is an input. None of them is a play with an owner and a date on it.

Two gates decide whether the list ever reaches the person who needs it. It shows only customers held through CSP or a claimed engagement, and only once that customer's own tenant passes a license threshold. Then it needs a Partner Center reporting role, which the person carrying the Microsoft number often does not have.

Past those gates, the work is smaller than it looks. The recommendations repeat: move this tenant up a tier, attach security, start Copilot, expand what is already there. Four or five patterns, not four hundred customers.

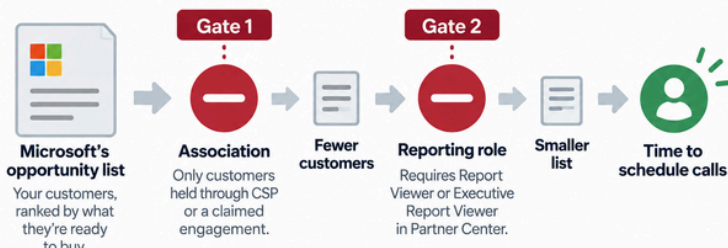
"Microsoft already did the targeting. The part nobody shipped is the play."



Rob Fegan

Firms running this as a system keep one written play per pattern, assign an owner, and work the list on the day it refreshes. The list stops being research and becomes a week of scheduled calls.

Microsoft Sent You the List. Nobody Ran It.



RYZER Tips

- **A monthly list of ready customers** produces nothing until each recommendation type has a written play, a named owner, and a date.
- **The reporting role gate** means the person carrying your Microsoft number is often the one person who cannot open the list.

8-Week RYZE OS Accelerator

💡 A monthly list of customers ready to buy produces no pipeline while it sits unrouted and unowned. The RYZE OS Accelerator installs the plays, owners, and cadence that turn it into scheduled work: eight weeks from October 6, capped at twelve firms.
ryze-partners.com/accelerator

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.

"Why don't I see any data on the dashboard?"

That is usually association or role, not an empty opportunity. Data appears only for customers you hold through CSP or a claimed engagement, only above 25 Microsoft 365 licenses on an SMB tenant and 150 on an enterprise one, and only to someone holding Report Viewer or Executive Report Viewer. Check the role first, because it is the one you can fix this afternoon.

"What if we do not have the people to run a separate play for every recommendation?"

You do not need one for every recommendation, because they collapse into four or five repeating patterns across your whole book. Write the play for the pattern that covers the most customers and leave the rest unwritten this month. The list refreshes monthly, not daily, so one owner working one pattern is a real operating change.

TO DO THIS WEEK

Three simple moves to turn Microsoft's list into scheduled calls.

- 

1 Check the reporting role

In Partner Center, confirm whoever owns your Microsoft number has Report Viewer or Executive Report Viewer. Assign it today if they don't.
- 

2 Download and sort the list

Get this month's growth opportunities file and sort it by recommendation type. You'll see how few distinct patterns you're actually working.
- 

3 Write one play and set a date

Create the play for your largest pattern, name who owns it, and put the next refresh date on that person's calendar.

Resource Spotlight

Sign up: AI @ Work CSP Insider Newsletter

10/13: Navigate the Next Wave of Copilot Innovation, Usage-Based Billing, and Profitable Growth (online)

11/17-20: Microsoft Ignite Registration

September 2026: Partner Center Announcements

Microsoft Partner Blog

Americas Partner Blog

Multi-Country Partner News & Resources

Microsoft Events Portal

Microsoft Learn

Partner News | Microsoft Community Hub

Microsoft Marketplace Community

Patch Tuesday Preview

RYZE MEMBER'S ONLY

Tuesday, September 22nd - 1PM EST

BUILDING AN FY27 CO-SELL ALIGNED MOTION

Learn how to build a co-sell motion aligned to how Microsoft operates in FY27.



RYZER Feedback

We want to hear from you!

This week's question: *Who in your firm can name, without opening anything, which recommendation Microsoft is currently making on your ten largest customers?*

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

 Follow us on LinkedIn

Not a current subscriber? [Subscribe here](#)

Missed an issue? [Access Archive Library](#)