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RYZE REPORT *The Operating Edge for Microsoft Partners*

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You Sell Services. You Listed Like a Software Company.

A services listing built on the software playbook fails on Microsoft's own rules. That playbook says publish, get found, collect leads, and let customers pay from Azure money already committed to Microsoft.

Choose to sell a professional service through Microsoft and it can only be bought through a private offer, a deal you send to one named customer. Microsoft's planning page is direct: "Today, transactable professional services listings are not visible on our storefronts and therefore won't generate customer leads." The choice can't be reversed once the offer is published. The listing-only version buyers can still find exists only for services on Microsoft's own software.

Microsoft's professional services FAQ adds two more breaks. Services purchases don't count toward a customer's Azure spending commitment, and they can't be sold through multiparty private offers. Meanwhile, firms with Solutions Partner designations or specializations can co-sell with Microsoft sellers without publishing a Marketplace consulting offer at all.



> ***"A services listing is not a storefront. It is the page you send."***
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> Rob Fegan

So a services listing is not a lead source. It is proof, read by the people you send it to: the buyer who asked for a proposal, the procurement team approving payment through Marketplace, and a Microsoft seller if you forward it. Each one is deciding whether you have done this exact work before, for a customer like theirs.

Partners running a system write the listing for those three readers and send it with every proposal. Partners who are not keep waiting on a storefront that, for transactable services, Microsoft says won't send anyone.

RYZER Tips

- **Treat a transactable services listing as a page you send with the proposal,** because Microsoft keeps it off the storefront and it will not produce leads by itself.
- **Write every services listing for the buyer, procurement team and Microsoft seller** who open it already knowing your name, and answer first whether you have done this exact work before.

What Opportunities Are Hiding in Your Data?

Let us help you uncover them.
Contact RYZE for a free Cloud Ascent and ASPX analysis to identify untapped opportunities in your customer base and where to focus next.

Contact us for your free analysis →

**Cloud Ascent in FY27:
Turn Microsoft Data Into Partner Opportunities**

Guest Presenter:
Katie Fullmer, Microsoft

WATCH

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.

"If transactable listings bring no leads, should we switch ours to listing-only?"
Not on the same offer: Microsoft says the choice can't be changed once the offer is published. Listing-only also exists only for services on Microsoft's own software, so it does not fit every offer. Decide which one each new offer needs, being found or being billed through Microsoft, before you publish it.

"Do we need a Marketplace listing to co-sell with Microsoft?"
Not as a services firm with designations. Microsoft's services co-sell page says firms with Solutions Partner designations, specializations or Azure Expert MSP status can co-sell without publishing a Marketplace consulting offer. Confirm your designations in Partner Center, then keep the listing for what it does well: proof you send, and a way to bill when a customer wants to pay through Marketplace.



Microsoft News & Events

Accelerating Partner Growth Through Microsoft Marketplace
Microsoft is expanding Marketplace investments and resources to help partners build, sell, and scale solutions faster.

Attain the Skills to Scale AI Innovation and Customer Impact
Microsoft's latest partner skilling update highlights learning opportunities across AI, Copilot, agents, data, and cloud modernization.

Partner Center Announcement - October
Review the latest Microsoft Partner Information

Microsoft Ignite 2026 November 17-20.
Microsoft's flagship event brings together partners and customers for the latest across AI, Copilot, cloud, security, data, and agentic business applications.

Patch Tuesday Preview

RYZE MEMBERS ONLY

Tuesday, November 3rd - 1PM EST

You Just Inherited the Microsoft Number

We'll take a practical look at your Microsoft engagement, including co-sell visibility, what your designations unlock, and funding or incentives you may already be eligible to claim.

RYZER Feedback

We want to hear from you!

This week's question: ***Which of your Marketplace listings has a buyer actually opened in the last six months?***

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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