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RYZE REPORT *The Operating Edge for Microsoft Partners*



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The Seller Liked You. Now Give Them a Customer.

You had a good meeting with a Microsoft seller. They were friendly, asked sharp questions and said they would keep you in mind. Then nothing.

More meetings will not fix it. By the end of the first one, the seller knew who you were. What they did not have was a customer to act on.

When a services partner asks Microsoft's sellers to join a deal, the request names the partner's role, then the customer's goal, the product area and the Microsoft priority it fits, "to help us direct the opportunity to the appropriate seller." The customer's need decides which seller gets the deal. Sellers then judge the partner from its published business profile, Microsoft says.

From what we see, a seller works the same way. Their number is made of particular customers and those customers' needs, and their hours go where one of them has a reason to move this quarter.

A meeting about your firm gives them none of that. They leave with a capable partner, a good impression and no customer, need or reason to act. They like you and have nowhere to put you.

> ***"Goodwill goes nowhere until a customer is attached to it."***
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> Sandie Knight

Partners running a system walk in with one of the seller's customers, a need that customer has and a reason it matters now. Partners who are not bring a capabilities overview and wait for a call that never comes.

Before you book the next seller meeting, name the customer it is about. If you cannot, the meeting is not ready.



RYZER Tips

- **Walk into every Microsoft seller meeting with a customer and a need attached,** because Microsoft routes the deal by the customer, not by the partner.
- **Treat a seller's silence after a good meeting** as a missing customer, not a missing relationship.

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 →

Join us for a Recap of Microsoft Ignite

RYZE Briefing
Microsoft Ignite 2026: What Partners Need to Know

Thursday, 12/3 @ 2pm ET

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.

"Our Cloud Ascent report doesn't show the customer I want to bring. Now what?"
Cloud Ascent, Microsoft's monthly list of your customers most likely to buy, only covers small and mid-size accounts that buy under your own Partner Center ID, so enterprise customers and customers billed through another partner won't appear. If you can't download it at all, ask whoever administers Partner Center for your company to give you the report viewer role. Then pick the customer from whichever list you can see, Cloud Ascent or your ASPX opportunities.

"Can I talk about a client with a Microsoft seller without asking them first?"
Ask first. Tell the client what you plan to share and why it helps them, and get their yes before you name them to anyone at Microsoft. If the work becomes a Microsoft-funded engagement, the claim process requires the customer's consent anyway, so asking now saves a step later.



Microsoft News & Events

From Copilot Adoption to Agent-Powered Growth
Microsoft shares how partners can turn Copilot adoption into repeatable AI services, agent opportunities, and ongoing customer growth.

Make Each Microsoft 365 Business Premium Opportunity a Security Conversation
Microsoft highlights how partners can turn Business Premium security conversations into expanded customer and managed services opportunities.

From AI Adoption to Recurring Revenue: The SMB Partner Opportunity at Microsoft Ignite 2026
Microsoft highlights how SMB partners can turn AI adoption into repeatable services, managed offerings, and recurring revenue.

Drive Agentic AI Conversations in SMB with Copilot Cowork & Copilot Studio
November 2-December 9. Microsoft's 26-city partner event series focuses on driving SMB AI opportunities with Copilot Cowork and Copilot Studio.

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: ***In your last meeting with a Microsoft seller, which of the seller's customers did you name?***

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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