

Stop Chasing the Quarterback

Every partner wants a meeting with the Microsoft Account Executive (AE). But in FY26, that's not where the real opportunity lives. The people driving co-sell wins now are specialists — the ones inside customer conversations, hearing the pain points, and looking for partners who can help right now.

When a customer says, “We’re lost in AI,” “Our licenses are a mess,” or “Security keeps me up at night,” it’s not the AE taking notes. It’s the AI Workforce Specialist, Cloud Security Architect, or Copilot Strategy Lead.

These roles own customer motions tied directly to Microsoft’s FY26 goals — and they have the power to pull partners in fast when you solve a live problem.

Partners who align with these specialists aren’t waiting months for a call. They’re getting invited to the table because their offers make the specialist’s job easier.

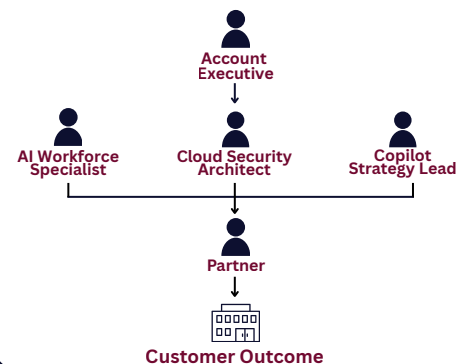
“The people closest to the problem are closest to the power.”
- Sandie Knight, RYZE Partners

💡 Ready to Act?

Join RYZE to access the Partner Operating System — so you know exactly who to talk to, what to say, and how to get pulled into deals.

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Microsoft Field Flow: From AE to Customer Impact



RYZER Tips

This Week’s Power Plays

- **Stop chasing titles** — start chasing alignment.
- **Specialists control the motion**; AEs follow the momentum.
- **This week**, search LinkedIn for “specialist” titles and message one with a short customer story tied to their motion.
- Once you see **how fast** the right contact moves deals, you’ll never waste another month waiting on the wrong one.

👉 Learn how to identify and connect with Microsoft specialists in our FY26 Field Guide.

RYZER Pulse

The heartbeat of the partner community. Each week we share real stories and signals from Microsoft partners – gathered through Patch Tuesday calls, field conversations, and direct feedback. Unfiltered insights to help you spot patterns, avoid pitfalls, and stay ahead.

“Do AEs still matter?”

Yes—but they’re not your entry point. Specialists start the motion; AEs amplify it once value is proven.

“How can I find the right specialists?”

Use LinkedIn filters for titles like “AI Specialist,” “Copilot Lead,” or “Cloud Security Architect.” Then personalize your outreach around their customer motion.

“What’s the fastest way to align my offer?”

Tie one solution to one measurable customer outcome that maps to a Microsoft FY26 priority—AI adoption, cloud modernization, or security resilience.

Patch Tuesday Preview

RYZE Members: Don’t forget to join us this Tuesday, 11/4 at 1pm ET for our **Members Only** Community call.

How to Run Microsoft Immersion Briefings that Build Pipeline.

If you could turn a single 90-minute customer session into new pipeline and Microsoft funding, would you?

This week’s focus breaks down how top partners are using Immersion Briefings to spark demand, open doors with sellers, and get paid for doing it. You’ll learn how to move from “demo days” to a repeatable, funded growth motion that makes Microsoft notice you.

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Program Deadlines & Requirements: MFA for Partner Center, Sales Compliance, Extended Service Terms for CSP Subscriptions, Windows 365 Promotion, PC Blog Series: October 2025 Edition, MAICPP Updates, New Partner of Record (POR) Readiness, and more.

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November 18th - 21st

(Online & In-person): San Francisco, CA

RYZER Feedback

We want to hear from you!

Each week, we’ll share one question to spark conversation and gather insights from partners in the field. Your feedback helps us understand what matters most to you and shapes the resources we build at RYZE.

This week’s question:

Which Microsoft specialist role has been the hardest for you to connect with—and what’s getting in your way?

How to reply: Simply hit “Reply” to this email or email ryzeup@ryze-partners.com and share your thoughts. We’ll feature a few partner perspectives in an upcoming issue of the RYZE Report.

Enjoying the RYZE Report?

If you know a colleague or partner who would benefit from these insights, forward this newsletter their way!

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