

Microsoft Is Already Closing the Year. Many Partners Are Still Warming Up.

Most Microsoft partners don't realize it yet, but they're already behind. Not because they're underperforming. Not because they lack relationships or effort. They're behind because they're selling on the wrong clock.

Microsoft doesn't run on a January–December calendar. Its fiscal year runs July 1 to June 30, which means H2 isn't midyear. It's the closing stretch.

Six months isn't runway. It's pressure.

This is when budgets tighten, scorecards matter more, and sellers shift from exploration to execution. Experimentation drops. Ideas that aren't already aligned face friction. Offers that aren't clear get deprioritized. Only what helps close or accelerate survives.

Every summer, partners assume they still have time.

On Microsoft's clock, that's risky.

By H2, sellers aren't evaluating possibilities. They're running motions they already trust. That's why partners who wait until fall often feel momentum never materializes. Nothing went wrong. The window moved.

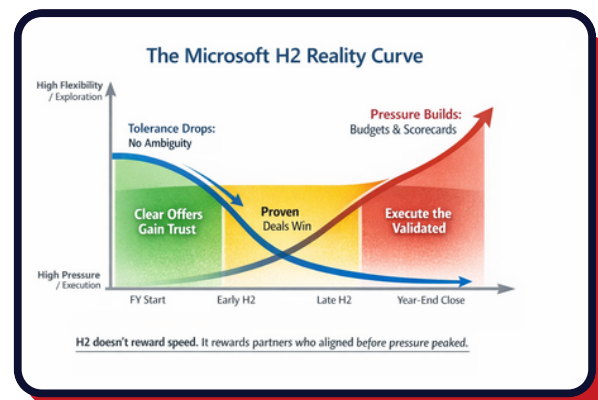
As pressure rises, sellers default to what's proven, familiar, and easy to place in a deal. They don't have time to decode vague positioning or onboard new partners. It's not personal. It's pressure.

Urgency doesn't create alignment this late. It reveals whether alignment happened early enough. And in Microsoft's second half, clarity now matters far more than urgency later.

💡 Ready to Act?

Clarity beats urgency. RYZE helps you build it early.

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"H2 doesn't change the rules. It reveals who understood them early enough."



Sandie Knight

RYZER Tips

- **H2 rewards readiness, not motion.** Sellers execute, not explore. If your offer isn't clear and placeable, effort won't save it.
- **Urgency exposes misalignment.** Working harder in H2 doesn't create momentum. It reveals whether alignment happened early.
- **Pressure reduces relationship leverage.** Sellers default to what's proven and easy to deploy. Anything that needs explanation adds friction.
- **Visibility is earned before H2.** If sellers don't already know where your offer fits, H2 is too late to educate.
- **Clarity beats customization.** Cleanly mapped offers move faster than bespoke solutions that require interpretation.
- **H2 doesn't change the rules.** It shows who understood them in time.

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.

“Why does H2 feel harder even when we’re doing more?”

Because Microsoft is no longer exploring. By H2, sellers are closing. Only clear, proven motions survive.

“Why do relationships carry less weight now?”

Under pressure, clarity beats familiarity. Sellers don’t have time to educate or decode vague offers.

“Why doesn’t urgency help late in the year?”

Urgency doesn’t create alignment. It exposes whether alignment existed early enough.

“What does H2 actually reveal?”

Which partners reduce friction when time matters most – and which ones don’t.

Patch Tuesday Preview

1/6 RYZE Members Only Call

See you on **January 6th @ 1:00PM ET** as we welcome **Dennis Guzy, Microsoft - Senior Director of Security Sales SME&C**, as we discuss GTM strategies with the Microsoft Security team.

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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:

Are you truly ready for Microsoft’s H2, or still preparing for it?

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.

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Enjoying the RYZE Report?

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