

RYZER Pulse

GTM Motion

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## The Three Motions Microsoft Actually Uses

From Microsoft's point of view, co-sell only answers one question: *How does this partner help me close priority business?* That shows up in three motions.

**1. Partner-Led.** You originate the deal and own the customer. Microsoft visibility is optional. This is the starting point for most SMB partners.

**2. Services-Led.** You support Microsoft workloads through assessments, implementation, or managed services. This works only when your offer aligns to Microsoft priorities and is backed by solution designations.

**3. IP-Led (Marketplace).** You bring differentiated IP published in Marketplace. Sellers can place, transact, and scale it. This is where Microsoft invests most heavily.

That's it.

Private deals, P2P, assessments, in-centives—those are mechanisms, not motions. They support one of these three. They don't replace them.

**Why This Matters.** Most partners don't stall because they chose the wrong path. They stall because they never chose a motion. They register deals without deciding how Microsoft should engage. They expect incentives without signaling eligibility. They want seller support without reducing seller friction.

*"If Microsoft can't place you, it can't prioritize you."*



Sandie Knight

**Microsoft doesn't reward activity. It rewards clarity.** When sellers know how to use you, co-sell works. When they don't, your deal disappears.

**The Real Fix.** Co-sell isn't a sales tactic. It's a go-to-market decision. If your GTM doesn't clearly map to **Partner-Led, Services-Led, or IP-Led**, Microsoft won't know how to place you. And when Microsoft can't place you, it can't prioritize you.



## RYZER Tips

- There are only three co-sell motions: **Partner-Led, Services-Led, and IP-Led**. Everything else is a supporting mechanism, not a strategy.
- **Co-sell breaks without motion clarity.** If Microsoft can't quickly see how you help close priority business, visibility stalls.
- **Visibility is intentional, not automatic.** Partner-Led preserves control. Services- and IP-Led earn visibility by reducing seller friction.
- **Microsoft rewards alignment, not activity.** Sellers engage partners they know exactly how to place in a deal.

### 💡 Ready to Act?

If your co-sell motion isn't clear inside your business, RYZE helps you define it, signal it, and operationalize it with Microsoft.

[Join RYZE Today!](#)

# 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.

**“How many co-sell motions does Microsoft actually run?”**

Three: Partner-Led, Services-Led, and IP-Led. Everything else supports one of these.

**“Why does co-sell feel inconsistent for so many partners?”**

Because deals get registered without choosing a motion. If Microsoft can't place you, engagement stalls.

**“Can a deal move between motions?”**

Yes. Many start Partner-Led, then shift to Services- or IP-Led once value is validated.

## GTM Motion

### One GTM Move to Make This Quarter

Before you register another deal. Before you chase seller attention. Answer one question: **Which co-sell motion are we built to win right now?** If that answer isn't immediately clear, co-sell will feel inconsistent — because Microsoft won't know how to place you. For most SMB partners, the starting point is **Partner-Led**.

You create demand. You own the customer relationship. You decide when Microsoft visibility accelerates the deal. Your one move:

**Make every signal you send to Microsoft reinforce a Partner-Led motion.** That means:

- Your core offers
- How deals are registered
- What your Partner Center activity communicates

When Microsoft can clearly see how you win, co-sell stops feeling random — and sellers pull you into deals. **Clarity turns co-sell from random to repeatable.**

# Microsoft News & Events

[January 2026 Partner Center Announcements](#)

[What's new for Microsoft partners: January 2026 edition](#)

[Partner Skilling Calendar - January 2026](#)

[Microsoft Partner Blog](#)

Partner Announcements & Incentives

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Marketplace Announcements and Forum

## Patch Tuesday Preview

**1/13 RYZE Members Only Call.** We will see you @ 1:00PM ET as we welcome:



**Monica French, Microsoft USA SMB Director**

Join us as we discuss how partners can successfully engage with the MS SMB team.

## RYZER Feedback

**We want to hear from you!**

**This week's question: Which GTM motion does your business actually operate in today—and is it intentional?**

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

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