Selling with Microsoft, not just alongside it.

Co-sell status looks simple on paper and rarely works in practice. We help partners build the parts Microsoft's own sellers actually respond to — not just the Partner Center paperwork.

WHAT GOOD LOOKS LIKE

Six things that separate real co-sell from a listing.

01
Aligned to Microsoft's GTM
Your pitch maps to Microsoft's current solution plays and campaign priorities — the reason a seller has to bring you into a deal.

02
Deal sharing, done properly
Referrals flow both ways through Partner Center's co-sell workflow, logged and tracked so credit and attribution land where they should.

03
IP co-sell ready status
The designations and validated solutions that unlock Microsoft seller referrals and co-sell incentives in the first place.

04
Real seller relationships
Account executives and specialists who know your name before the deal — not a partner discovered cold in a referral queue.

05
A transactable Marketplace offer
A live listing in Microsoft's Commercial Marketplace — Marketplace-first co-sell is now the default path for deals.

06
Consumption attributed
Azure usage correctly tagged to your partner ID, so it counts toward the co-sell and incentive standing it should.

THE QUIET FAILURE

Get even a couple of these wrong and referrals dry up quietly — no warning, just a Partner Center dashboard that stops filling up.

Turn co-sell status into real pipeline.

WHAT WE DO

01 **Align**
Map your solutions to Microsoft's current go-to-market plays and campaign priorities.

02 **Get ready**
Close the gaps to IP co-sell ready status and get your first Marketplace offer live.

03 **Connect**
Build genuine relationships with the Microsoft sellers who actually influence your deals.

04 **Track**
Keep deal sharing and consumption attribution clean, so credit lands where it should.

HOW WE WORK

Three ways to engage.

START HERE
Co-Selling Health Check
An independent read on your current co-sell readiness, Partner Center hygiene, and Microsoft GTM alignment.

ONGOING
Ongoing Co-Sell Advisory
Monthly support building and maintaining the Microsoft seller relationships and deal pipeline that actually drive referrals.

AS NEEDED
Co-Sell Readiness Sprint
A focused engagement to reach IP co-sell ready status and get your first Marketplace offer live.

IS THIS YOU?

- Not getting the Microsoft referrals you expected?
- Listed in Partner Center but rarely brought into a deal?
- No live, transactable Marketplace offer yet?
- Microsoft's sellers don't know your name?

Advice from someone who's done it — Tim Hannibal helped grow a small business into the UK's most accredited pureplay Microsoft Solutions Partner.

Not getting the Microsoft referrals you expected?

Get in touch for a straight read on your co-sell readiness.

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