

For partners who ask you how co-sell works. Here's what to send.

IMS is an independent fractional Microsoft alliance and go-to-market practice. It works with partners that don't have a dedicated PDM, and with companies just joining the partner program.

WHO TO SEND

- ✓ **Co-Sell Ready, still no deals.** Offer live, no pipeline.
- ✓ **Working toward IP Co-Sell Eligible.** Short of \$100K: Azure Consumed Revenue (ACR) over a trailing 12 months, or cumulative Marketplace Billed Sales (MBS) on an offer.
- ✓ **New to the program.** Enrolling in Frontier Accelerate for Marketplace, or publishing a first transactable offer.
- ✓ **Referrals arrive, no one is ready.** No owner for the 14-day window to accept, the seller conversation or the private offer.

WHAT HAPPENS

- 1 The partner takes the free IMS Co-Sell Readiness Index (CRI), about ten minutes.
- 2 A 30-minute readout on the binding constraint.
- 3 Optional paid help, between IMS and the partner.

Take the CRI

intelligentmodernsolutions.com/cri

Watch the 60-second overview

intelligentmodernsolutions.com/watch

Everything for Microsoft teams

intelligentmodernsolutions.com/for-microsoft

Four program checks that matter.

1

A transactable Marketplace offer

Buyable through Microsoft Marketplace, private offers ready.

2

A first Marketplace transaction

Deals billed through Marketplace, counting toward Marketplace Billed Sales (MBS).

3

Co-Sell Ready, then IP Co-Sell Eligible

Visible to Microsoft sellers; IP Co-Sell Eligible is the higher bar.

4

A planned Frontier Accelerate move

Enrolled or ready to transition, with the \$0 first-anniversary checkout on the calendar.

Your relationship stays yours.

The partner can share their result with you. IMS doesn't contact you about a partner unless the partner asks us to. If a partner has a dedicated PDM, we work through that PDM.

No referral fees or incentives.

IMS doesn't pay or offer anything of value to Microsoft employees for introductions. You never need to tell us who you send.

Not the right fit:

partners who need implementation or technical delivery, or whose own alliance team already has co-sell producing deals.

COPY AND PASTE TO A PARTNER

"Hi [Name], you asked how to get co-sell working. One outside resource is the free IMS Co-Sell Readiness Index (CRI). It takes about ten minutes and shows which of six areas is holding you back: intelligentmodernsolutions.com/cri. IMS is an independent firm, not a Microsoft program, and this isn't a Microsoft recommendation."