

You invested in Microsoft. The deals never showed up.

Most partners do everything Microsoft asks, and the channel still does not produce. Here is why, and what actually fixes it.

THE PROBLEM

Most partners register for co-sell, publish a Marketplace listing, and show up to the partner calls. The deals still never arrive. The problem is rarely the product. It is a handful of specific conditions, missing or mismanaged, that determine whether a Microsoft seller ever brings you into a deal.

THE INSIGHT

Six dimensions decide whether Microsoft sells with you.

- 01 Marketplace Transactability
- 02 Co-Sell Eligibility & Status
- 03 Microsoft Field Traction
- 04 Enablement & Sales Readiness
- 05 Program & Incentive Capture
- 06 Measurement & Attribution

One of them is almost always the binding constraint. Fix that one first and the rest of the motion starts to move.

WHAT IMS DOES

The senior alliance leader you need, without the full-time hire.

IMS is a fractional Microsoft alliance and go-to-market practice: a Microsoft-native operator embedded with your team. IMS is not a consultant who reviews the plan and leaves. It designs the co-sell motion, engages the field, builds the assets, and manages the relationship, the same function a VP of Alliances would own, at a fraction of the cost and overhead.

Already have an alliance leader?

IMS adds capacity, not another opinion: the co-sell assets, field enablement, and program execution your stretched team does not have time to build.

HOW ENGAGEMENT WORKS

STEP 1

Start with the free Co-Sell Readiness Index. Ten minutes, no sales call required.

STEP 2

A 30-minute readout that names your binding constraint.

STEP 3

A scoped sprint or fractional retainer against a defined deliverables list.

Runs the readout

→

Owns the plan

→

Drives execution

CREDIBILITY

- Helped launch one of the fastest-growing products in Microsoft history.
- Built a top-five solution in the Azure Marketplace.
- 30+ years of leadership across enterprise IT, ISVs, and cloud partnerships.

WITHOUT IMS / WITH IMS

✗ Co-sell status, no idea why it is not working.

✓ **A named constraint, and a plan to fix it.**

✗ A slide deck nobody opens again.

✓ **A scoped deliverables list, tracked weekly.**



Free IMS Co-Sell
Readiness Index
Assessment

Measure your co-sell readiness.

Ten minutes. You will see exactly what is blocking the deals.

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[Schedule a conversation](#) →



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