



# Unlock Profits with Microsoft Co-sell Made Simple



## Maximize

Be the Titan Among Partners

Why just be a partner when you can have more? Stand head and shoulders above 400,000 Microsoft partners. Carve's service offerings allow you to be more than just Top Tier; be the best of the best.



## Elevate

Amplify Your Brand Equity Within Microsoft

In the Microsoft ecosystem, your brand's reputation is your most valuable asset. Utilize Carve's established Microsoft relationships to elevate your brand's standing and outpace competitors.



## Accelerate

Fast-Track Your Co-Sell Impact

Carve's expertise allows you to intensify engagement with Microsoft. The result? Elevated access, shortened sales cycles, and a higher win rate, positioning you as a go-to partner.

## The Carve Advantage

At Carve Partners, we're your Co-Sell Sherpa, steering you through Microsoft's intricate but rewarding landscape. We specialize in one thing: making you more money through smart partnerships with Microsoft.

We've spent nearly 10 years figuring out the ins and outs of Microsoft's world, so you don't have to. We'll make your brand shine, ramp up your sales, and get Microsoft investing more in you. We simplify the messy bits of co-selling and cut down the time you spend managing your Microsoft relationship.

Long story short, **we help you turn your partnership with Microsoft into a money-making machine.**

## Expect Excellence with Carve

When you work with Carve, you get access to our team of specialists that are plugged into the Microsoft Co-sell program at many different levels.



Your support team includes:

Co-Sell Specialist  
(main point of contact)

Behind the Scenes Data + CRM Specialist

Dedicated Customer Success Manager

Reporting, Training, & Tools Specialists

# Zero to Top Tier

A complete guide to achieving Top Tier status

## The Path To Top Tier

Consider us **your Cosell Sherpa**, guiding you along the path to top-tier partner status. Already a top-tier partner? Great! Our methods have empowered dozens of partners just like you to unlock the full potential of Cosell.

	Carve Workshops	Main Offer Prep	Main Offers
Enroll in MCPP	✓		
Publish solution	✓		
Get Transactable	✓		
Achieve Co-sell eligible	✓	✓	
Become Top Tier	✓	✓	
Maximize Top Tier			✓

## What to do at the 'summit' aka TOP TIER!

Leverage the **POWER** of the Microsoft Sales Team

Take advantage of committed budget (MACC) to **SELL YOUR SOLUTION**

**GET AHEAD** of the industry to accelerate your marketplace adoption

**UNBLOCK COSELL** with PRACR when selling your SaaS solutions



## Our Workshop Menu

### Foundation Setting Curriculum:

- Co-sell Foundations & Requirements
- How to Enroll in MCPP
- How to Publish your Solution & get Co-sell Ready
- How to Get Transactable

### Workshops to Assist you in the Final Climb:

- Top Tier Strategy Planning Session
- How to Manage Pipeline in Partner Center
- How to Effectively Engage Microsoft Sellers

## How it Works



**Length:** Workshops are designed to range from 45-90 minutes, based on need. You'll get access to an alias where you can ask questions up to 30-days post workshop.



**Format:** Our workshops are delivered as a 1:1 working session, set at your defined pace. Your Carve co-sell Sherpa guides you through the steps in real time.



**Quantity:** Buy the whole package or bundle your favorites.

Ready to build your brand with Microsoft? Let's talk.

[value@CarvePartners.com](mailto:value@CarvePartners.com) | [Carve on LinkedIn](#)



**Money Back Guarantee!**  
If you're not satisfied in 30 days

# Co-sell Foundations & Requirements

## FOUNDATION SETTING WORKSHOP

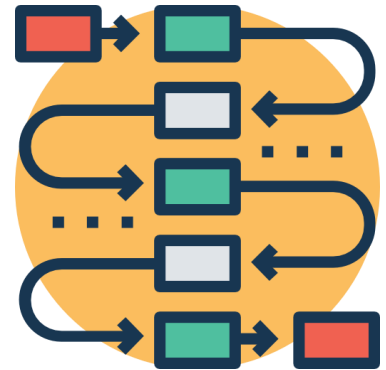
Typical workshop session: 90 min

### Overview

Co-sell Foundations is your gateway to success within the dynamic world of co-selling and the Microsoft ecosystem. During this session, we will equip you with essential knowledge, providing both information and an opportunity for interactive engagement to ensure that you grasp the co-sell landscape comprehensively.

### Prerequisites

- ☐ Interest in developing a robust Microsoft co-sell partnership.
- ☐ Prepare to engage, as our experts will delve into your solution and objectives.



## What You Can Expect



### Content –

We will cover the fundamental aspects of co-selling, including insights into the IP Co-sell benefit, a dive into the Commercial Marketplace, principles followed by top-selling companies, and an interactive Q&A designed to help you maximize your understanding.



### Resources –

- You'll receive
- ✓ Path to Top Tier checklist with key milestones
  - ✓ Resources to level up your co-sell knowledge
  - ✓ Post-workshop summary
  - ✓ Access to an alias to get your questions answered up to 30 days post-workshop



### Outcome –

Our objective is to establish a strong foundation in co-selling with Microsoft, setting the stage for more in-depth workshops to come. By the end of this session, your questions will be addressed, and you'll leave with a solid understanding of key milestones. *Typically, there is no post-session work required.*



Unlocks your understanding of the Microsoft Partnering opportunity.

# How to Enroll in MCPP

## FOUNDATION SETTING WORKSHOP

Typical workshop session: 45 min

### Overview

This is the first step to officially becoming a Microsoft Partner! By creating a Partner Center account and enrolling in the Microsoft Cloud Partner Program (MCPP), you will receive a Partner ID. Partner Center serves as your key co-selling tool, and we are here to ensure that all the necessary pieces are in place.



### Prerequisites

- ☐ Participant needs the authority to sign legal agreements on behalf of your company.

## What You Can Expect



### Content –

We walk you through the fundamentals of Partner Center and MCPP, providing a hands-on experience for account creation and initial user setup. We cover user management, Partner Center navigation, and the enrollment process for Commercial Marketplace to set you up for the next workshop.



### Resources –

You'll receive

- ✓ Partner Center onboarding checklist for success
- ✓ User setup guide
- ✓ Common scenario guides
- ✓ Post-workshop summary
- ✓ Access to an alias to get your questions answered up to 30 days post-workshop



### Outcome –

Our objective is for you to emerge from this workshop as a Microsoft Partner, equipped with a Partner ID. We empower you with the knowledge and skills needed to efficiently navigate Partner Center. You'll need to take additional steps to verify your account. *1hr of post-session work on average with 3-5 days to verify the account.*



Unlocks your access to tools for managing your Microsoft partnership.

# How to Publish Your Solution & Get Co-sell Ready

## FOUNDATION SETTING WORKSHOP

Typical workshop session: 60 min

### Overview

Getting a solution published and co-sell ready is one of the first big milestones for co-selling with Microsoft. We make sure that you not only understand the tactical steps for creating a listing in the Marketplace, but also that you understand how to think about your strategic Marketplace presence. By getting your solution co-sell ready, we help you accomplish one of the three requirements needed to become Azure IP Co-sell Eligible.



### Prerequisites

- ☐ Partner Center account.
- ☐ Participant needs the authority sign legal agreements on your company's behalf to enroll in Commercial Marketplace.

## What You Can Expect



### Content –

We cover the entire spectrum of Commercial Marketplace enrollment, the key components of an offer, and the step-by-step publishing process. We provide hands-on guidance, walking you through the creation of a draft offer in real-time. Lastly, we guide you through the process to get co-sell ready.



### Resources –

- You'll receive
- ✓ Comprehensive solution publishing flowchart
  - ✓ Ready-to-use co-sell BOM templates
  - ✓ Post-workshop summary
  - ✓ Access to an alias to get your questions answered up to 30 days post-workshop



### Outcome –

Our objective is for you to leave this workshop having created a draft offer that you can further develop and bring to the publishing stage. Be prepared for some homework as you build out your offer listing and your co-sell collateral. *6 hours of post-session work on average across 4-6 days.*



Unlocks the ability for customers and sellers to discover your solution.



# How to Become Transactable

## FOUNDATION SETTING WORKSHOP

Typical workshop session: 45 min

### Overview

Solutions that are transactable in the Marketplace can tap into the Commercial Marketplace Azure IP Co-sell benefits. If this step sounds daunting, you're not alone. We're here to help you wrap your head around the steps you need to take to become transactable. Companies often leave this workshop feeling empowered with the clarity they gain. This is the final step before you're ready for the "Final Climb!"



### Prerequisites

- ❑ Eligible offer type platformed in Azure: Azure Application, Azure Container, Azure VM, SaaS, D365 apps on Dataverse and Power Apps, and Power BI Visual.

## What You Can Expect



### Content –

We guide you through the setup of tax and payout profiles, show you where to configure transactability settings within your solution posting, and cover the Reference Architecture Diagram requirement for applicable offer types. Additionally, we cover technical resources available for configuring transactability.



### Resources –

You'll receive

- ✓ Transactability requirement guide for your solution type
- ✓ Self-serve technical resources
- ✓ Reference architecture diagram guide
- ✓ Post-workshop summary
- ✓ Access to an alias to get your questions answered up to 30 days post-workshop



### Outcome –

Our objective is for you to leave with a clear understanding of transactable listing requirements and a tailored roadmap of next steps based on your solution type. You will be set up for success to take on the "Final Climb." *Post-session work can range from hours to months depending on your solution architecture.*



Unlocks your ability to embark on the "Final Climb."

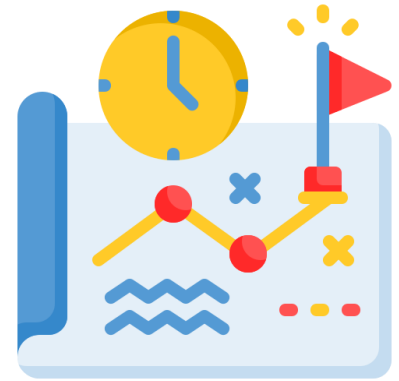
# Top Tier Strategy Planning Session

## "FINAL CLIMB" WORKSHOP

Typical workshop session: 90 min

### Overview

If you've successfully navigated the foundational stages, then you're poised for the "Final Climb." This last leg of the journey can be the most challenging as it's based on performance; our role is to help you strategize your path to continued ascent towards Top Tier. Together, we'll develop a customized plan tailored to your current position, teaching you how to effectively navigate the intricacies of 'speaking Microsoft' and learn which levers to pull for accelerated results.



### Prerequisites

- ☐ Have a published, transactable solution.
- ☐ Commitment to reaching Top Tier status.

## What You Can Expect



### Content –

We delve deep into the requirements for IP Co-sell Eligibility and Top Tier status, equipping you with tools to create battle cards for impactful conversations that drive performance. We analyze current performance to craft a strategic roadmap complete with specific targets.



### Resources –

You'll receive

- ✓ Personalized roadmap to Top Tier based on your goals
- ✓ Ready-to-use Battlecard template
- ✓ Post-workshop summary
- ✓ Access to an alias to get your questions answered up to 30 days post-workshop



### Outcome –

Our objective is to provide a clear, actionable strategy. Based on what we learn, we may recommend further "Final Climb" workshops or introduce you to a streamlined version of our managed service offer, available only to Partners at this advanced stage.



Unlocks speed to achieve Top Tier.

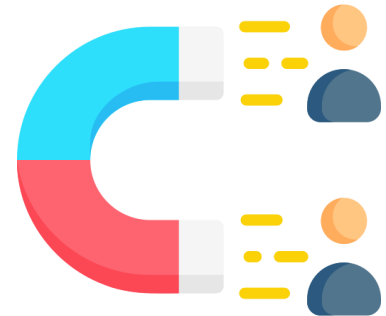
# How to Manage Pipeline in Partner Center

## "FINAL CLIMB" WORKSHOP

Typical workshop session: 45 min

### Overview

Referrals are the lifeblood of your connection with Microsoft sellers. Sharing your pipeline effectively is not only about representing your impact accurately but also about mastering the art of grabbing a seller's attention when it matters most. This workshop has the option to also cover the Deal Registration process, applicable specifically to Partners who will be eligible for PRACR at Top Tier.



### Prerequisites

- ☐ Foundation Setting steps are complete.
- ☐ Existing pipeline in your CRM.
- ☐ Point of contact responsible for your referral management.

## What You Can Expect



### Content –

We begin by familiarizing you with the Referrals workspace UI. We guide you through the process of adding a new referral, exploring the different methods and best practices for sharing with Microsoft. We cover how to manage existing pipeline and hygiene best practices. If applicable, we cover the deal registration process.



### Resources –

You'll receive

- ✓ Guidelines to qualify your existing pipeline
- ✓ Best practices for creating your governance strategy
- ✓ Post-workshop summary
- ✓ Access to an alias to get your questions answered up to 30 days post-workshop



### Outcome –

Our objective is for you to leave this workshop having added your first referral into Partner Center. You will be equipped with a well-defined action plan for referral sharing and a governance strategy for ongoing pipeline management. *2-5 hours of post-session work is typical.*



Unlocks your ability to connect with Microsoft sellers & show impact.



# How to Effectively Engage Microsoft Sellers

## "FINAL CLIMB" WORKSHOP

Typical workshop session: 60 min

### Overview

Speaking the Microsoft language is a critical asset, enabling you to establish credibility with sellers and ultimately convert that influence into tangible results (*i.e., increased sales*). This workshop will guide you through essential aspects of seller interactions, covering best practices associated with each piece of building and nurturing the seller relationship. This is where everything you have built up to so far comes into practice.



### Prerequisites

- ☐ Foundation Setting steps completed.
- ☐ Target account list and active & won deals.

## What You Can Expect



### Content –

We start with an overview of the seller engagement process and the fundamental principles for building effective seller relationships. We cover how to create a compelling value proposition designed to resonate with sellers, referral sharing CTAs, essential seller materials, and components of an effective pipeline meeting.



### Resources –

You'll receive

- ✓ Solution pitch template
- ✓ Win wire template
- ✓ Handshake email templates
- ✓ Post-workshop summary
- ✓ Access to an alias to get your questions answered up to 30 days post-workshop



### Outcome –

Our objective is for you to walk away with templates for building out your materials, an action plan around how you will identify the right pipeline to share, and guidance around how/when to engage sellers at different stages. *Expect about a week of follow-up work to build materials.*



Unlocks your ability to build your Microsoft brand effectively.