



THE CRANCER GROUP
MANAGING THE MICROSOFT PARTNER OF TOMORROW

The Ultimate 5-Step Guide to Unlocking Microsoft Incentives in 2025

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Navigating Microsoft's Partner ecosystem can be overwhelming. With constant changes, new requirements, and evolving opportunities, it's easy to feel lost. But here's the good news: with the right strategy, you can unlock substantial rewards, incentives, and growth opportunities for your business.

This guide walks you through the 5 key steps you need to take to maximize your success and make 2025 your most profitable year yet as a Microsoft Partner.

Step 1: Understand Microsoft Incentives and Rewards

Microsoft offers a wide range of incentives designed to reward Partners for driving success in key areas, such as co-sell activities, solution building, and customer acquisitions.

Key incentives to focus on in 2025 include:

- **Performance-based Incentives:** Rewards tied to sales performance or customer milestones.
- **Specialization MDFs:** Achieving these certifications increases your credibility and aligns you with Microsoft's strategic priorities, opening the door to funding opportunities for customer engagements.
- **Funding for Customer Engagements:** Programs like ECIF (Enterprise Channel Incentive Funds) help support activities that drive deal acceleration and customer acquisition.

Pro Tip: Stay updated on Microsoft's latest incentive changes—what worked last year might not apply today.

Step 2: Earn Specializations

Earning specializations is one of the most impactful ways to boost your credibility, gain Microsoft support, and unlock higher-tier incentives.

What are specializations?

Specializations showcase your deep technical expertise in Microsoft solution areas. For example, you could earn a specialization in Modern Work, AI & Machine Learning, or Infrastructure Migration.

Why they matter:

- They make you stand out to customers and Microsoft sellers.
- Many incentives are only available to Partners with these certifications.

Need help achieving specializations? We can guide you through every step, from preparation to certification.

Step 3: Build Marketplace Offers that Convert

A strong presence on the Microsoft Commercial Marketplace is a critical part of your Partner strategy. A marketplace offer allows you to:

- Showcase your solution to thousands of potential buyers.
- Make it easy for Microsoft sellers to co-sell with you.

Tips for creating a high-converting offer:

- **Align with Microsoft Priorities:** Build solutions that solve Microsoft's key sales plays.
- **Showcase Value:** Clearly communicate ROI and customer benefits in your listing.
- **Leverage Microsoft Partner Benefits:** Utilize resources provided to you in Partner Center to optimize your Marketplace presence.

Need help creating an offer? Our team specializes in creating high-converting offers.

Step 4: Leverage Co-Sell Opportunities

Co-selling is the process of collaborating with Microsoft sellers to win deals together. It's a critical pathway for Partners who want to expand their reach and close more deals.

Why co-sell matters:

- Co-sell-ready solutions get promoted by Microsoft sellers.
- It boosts visibility and increases your chances of closing enterprise-level deals.
- You gain access to joint marketing opportunities and lead-sharing.

How to get co-sell ready:

- Ensure your solutions are listed in the Microsoft Marketplace.
- Build strong relationships with Microsoft sellers.
- Align your goals with Microsoft's sales priorities.

Need a co-sell strategy? Our experts specialize in making Partners co-sell ready.

Step 5: Track and Optimize Your Progress

Once you've implemented your roadmap, it's crucial to monitor your progress and adjust based on results. Microsoft's tools like Partner Center provide critical data to help you track performance and identify improvement areas.

What to measure:

- Incentive earnings and YOY growth.
- Lead volume and deal closures from co-sell opportunities.
- Progress of attaining specializations and listing marketplace offers.

Optimization Tips:

- Regularly revisit your goals and align them with Microsoft's evolving ecosystem.
- Focus on areas where you see the highest return on investment.
- Leverage The Crancer Group's insights to stay ahead of the curve.

Don't Navigate Microsoft Alone

The Microsoft ecosystem is full of opportunities—but only if you have the right roadmap. By focusing on incentives, specializations, co-sell strategies, and data-driven optimizations, you can unlock your full potential as a Microsoft Partner in 2025.

Want a personalized roadmap?

Schedule a consultation at no cost and let us help you achieve your goals.

Our CEO spent over five years at Microsoft, giving us unique insight into what sellers are looking for. We've helped Partners unlock millions in incentives, drive co-sell engagements, and grow their businesses through proven strategies.

Don't leave success to chance—let's work together to simplify your path to growth.

