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Azure Sales 101

Being Successful When Selling Azure

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Introduction

This guide provides an introduction to selling Azure to your clients, covering the essentials to help you pitch, position and close with confidence.

Why Add Azure to Your Service Offering?

- Grow Your Business: The Azure managed service market size was valued at approximately USD 4.54 billion in 2024 and is expected to reach 13.6 billion by 2033, growing at a compound annual growth rate (CAGR) of about 13.5% from 2025 to 2033.[1]

- Reduced Customer Churn: By providing high-value Azure services, MSPs can increase customer satisfaction and loyalty, thereby reducing churn rates.

- Advanced Modern Work SKU Consumption: Selling Azure enables MSPs to push for more advanced Modern Work SKUs, which can lead to higher revenue streams.

- Increased Managed Services: Integrating Azure into your offerings allows MSPs to add more managed services, thereby expanding their service portfolio and increasing their value proposition.

Top Tips for Selling Azure

Selling Azure can be a transformative approach for Managed Service Providers (MSPs) looking to diversify their offerings and grow their revenue. To maximize success, it is crucial to adopt strategies that emphasize the substantial value Azure brings to customers. Below are some top tips for starting to sell Azure, which will help you position its solutions effectively and build strong customer relationships.

1. Don't Lead with Azure

When starting their Azure journey, many Microsoft partners dive deep into the technical side. This can be a great way to help you learn the tools and services, but one common misstep is thinking that showcasing technical knowledge is how you prove value to customers.

Often, SMB customers can feel alienated when their technology provider floods them with technical information, and it can be difficult for them to determine the true value of the services.

Instead, it is the MSP's responsibility to understand the technical aspects of Azure and translate it into meaningful value-led solutions for their customers.

DO: Speak your customer's language. Understand the problems they are facing and position Azure as the tool that helps solve them.

For example:

Secure, remote file access for small businesses:
Enable your remote workforce to safely access company files without the risk of data being scattered across personal devices.

Behind the scenes, Azure Files powers this solution. It's a fully managed cloud file-sharing service with enterprise-grade performance, built-in encryption and seamless integration with your existing systems. Paired with Azure File Sync, it bridges on-prem and cloud storage giving customers a secure, scalable and cost-effective way to modernize file access without disrupting workflows.

> **DON'T:** Do not just resell the technology. Many partners make the mistake of simply scoping out the Azure project and passing along the resource costs with a margin tacked on. This leaves no room for differentiation — your customer can take that quote to another MSP and ask for a better deal. It creates a cost-plus mindset and drives a race to the bottom.

Instead, focus on solving a real problem for your customer and highlight the full value of that solution. When you lead with outcomes, not line items, it becomes much harder for another MSP to compete and price stops being the focus.

2. Build in Your Managed Service

MSPs thrive by leading with services, not just selling products. With over 100,000 MSPs offering nearly identical products, the real differentiator is how you deliver value. Your service model, including how you support, engage and solve for your clients, defines your edge. By building a unique, customer-focused managed services approach, you create long-term relationships rooted in trust and aligned to business outcomes. Once that relationship is established, the product becomes secondary. Compete on your value, not your SKU list.

3. Maximize Profit with Incentives

Maximize your Azure business with Microsoft incentives. The Microsoft AI Cloud Partner Program and Azure Solution Partner designations offer key benefits including marketing resources, co-selling opportunities and financial incentives.

- **Incentives:** Receive co-op and rebates on Azure Consumer Revenue and by adding new customers.

- **Benefits:** Save on internal licensing and unlock Azure credits and Microsoft licensing for internal use for your organization.

- **Referrals:** Acquire new business by creating a business profile in Partner Center to receive Microsoft leads specific to your market.

- **Marketing Resources:** Save on marketing resources by utilizing a wealth of materials through Partner Marketing Center and Demand Marketing Center.

To learn more about Solution Partner Designations, visit our Incentives and Rebates Playbook.

4. Specialize Your Offering

Getting started with Azure can feel overwhelming with thousands of services, endless possibilities. But here's the truth: you don't need to know or sell it all. Focus on one area that delivers value across your customer base and build your expertise there. Specialization is your edge.

Some great examples that Pax8 has seen become widely adopted across our partners and their customers are Azure Virtual Desktop (AVD), Backup, Data Modernization (AI Readiness).

Azure Virtual Desktop

- Scenario: With hybrid and remote work on the rise, many SMBs still rely on legacy Remote Desktop (RDS) or Virtual Desktop Instance (VDI) solutions that limit collaboration, scalability and security.

- Solution: Azure Virtual Desktop (AVD) can be implemented to provide centralized, secure access to applications and data. This approach reduces hardware costs and enhances security and scalability.

Backup and Disaster Recovery

- Scenario: SMBs need reliable backup solutions to safeguard their data, often in a different physical location from their business.

- Solution: Azure delivers robust backup and disaster recovery solution options that protect critical data and enable rapid recovery. With features like incremental backups, data encryption and geo-redundancy, businesses can ensure continuity and resilience with confidence.

Data Modernization

- Scenario: Many SMBs rely on legacy, cloud-connected data systems but struggle to fully leverage their data. As they look to adopt AI, modernizing their data estate becomes essential for future readiness and smarter decision-making.

- Solution: Azure's advanced modern data estate capabilities enable businesses to transform their operations through intelligent insights by migrating data to the cloud. This ensures secure, real-time access for remote teams and prepares data for use with advanced AI.

Need More Support from Pax8?

We've got you covered. Whether you're looking to deepen your Microsoft expertise or sharpen your sales strategy, Pax8 offers a range of resources to help you succeed:

1. Results Selling Framework: Learn how to lead value-driven conversations that resonate with your customers.

2. Azure 101: Build confidence in selling Azure with this comprehensive, self-paced training.

3. Connect with your Infrastructure Solutions Consultant (ISC): Get personalized guidance and support from your Pax8 ISC. Explore these tools and more to unlock your full sales potential with Microsoft and Pax8.

Your Microsoft Partner in the Cloud

Pax8 is your trusted Microsoft partner. Our Marketplace equips you with world-class expertise, 24/7 technical support and an arsenal of tools to defend, innovate and grow your business. It's not about checking a box but creating a better future. Ready to take your Microsoft business to the next level? The path starts here.

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