



# Azure Sales 101

Being Successful When Selling Azure

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# Introduction

This guide provides an introduction to selling Azure to your customers, 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.<sup>1</sup>
- **Reduce Customer Churn:** By providing high-value Azure services, MSPs can increase customer satisfaction and loyalty, thereby reducing churn rates.
- **Drive Advanced Modern Work SKU Consumption:** Selling Azure enables MSPs to promote more advanced Microsoft 365 and Modern Work SKUs. This can lead to increased revenue and deeper customer engagement.
- **Expand Managed Services:** Integrating Azure into your portfolio allows you to offer a broader range of managed services. This enhances your value proposition and supports business growth.

# Top Tips for Selling Azure

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Selling Azure can be a powerful way for Managed Service Providers (MSPs) to diversify their service offerings and grow revenue. To succeed, it is important to focus on the value Azure brings to customers. The following tips will help you position Azure effectively and build strong, lasting 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.

Small and medium-sized business (SMB) customers may feel overwhelmed when presented with too much technical detail. This can make it difficult for them to understand the actual benefits of the solution.

Instead, it is the MSP's role to understand Azure's technical capabilities and translate them into clear, value-based outcomes for the customer.

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

For example:

**1. 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, this solution is powered by Azure Files. It is a fully managed cloud-based file sharing service that offers enterprise-grade performance, built-in encryption and seamless integration with existing systems. When paired with Azure File Sync, it connects on-premises and cloud storage. This provides customers with a secure, scalable, and cost-effective way to modernize file access without disrupting their workflows.

**DON'T:** Avoid simply reselling the technology. Many partners make the mistake of scoping the Azure project and passing along the resource costs with a markup. This approach offers no differentiation. Customers can easily take that quote to another MSP and ask for a better price. It creates a cost-plus mindset and leads to price-based competition.

Instead, focus on solving a real business problem for your customer. Emphasize the full value of the solution. When you lead with outcomes instead of line items, it becomes much harder for another MSP to compete—and price becomes less of a factor.

## 2. Build in Your Managed Service

MSPs succeed by leading with services, not just selling products. With over 100,000 MSPs offering similar solutions, your real differentiator is how you deliver value. Your service model—how you support, engage with, and solve problems for your customers—is what sets you apart. By developing a unique, customer-focused managed services approach, you build long-term relationships based on trust and aligned to business outcomes. Once that relationship is established, the product becomes secondary. Compete on the value you deliver, not on 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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