

## HOW TO RUN AN AWS CO-SELL MOTION — IN PLAIN ENGLISH

# Co-sell doesn't run on how much AWS likes you. It runs on *two numbers the AWS field gets paid on.*

Most co-sell stalls for one reason: closing your deal doesn't move anything the AWS seller is measured on, so the field stays polite and passive. Warmth doesn't fix that — wiring does. When your deal moves both numbers below, you stop asking AWS for a favor and start helping them hit their quota with budget your customer already committed. That's when the field shows up.

## THE TWO NUMBERS THAT MAKE THE AWS FIELD SHOW UP

## NUMBER 1 — THE SELLER'S INCENTIVE

## Closing your deal retires the AWS rep's quota.

AWS field sellers carry a quota tied to **cloud consumption growth**. A deal sold as an **AWS Marketplace Private Offer** grows consumption — and under the SaaS Co-Sell Benefit, the AWS seller gets **quota credit** for helping close it. Now their number and yours point the same way.

## NUMBER 2 — THE BUYER'S BUDGET

## Your deal drains spend the customer already committed to AWS.

Enterprises pre-commit huge sums to AWS (an **EDP** — a multi-year spend commitment). A Marketplace Private Offer **counts against that commitment**, so your software is paid for with money the customer already owes AWS — not new budget. This is what makes procurement say yes.

**The uncomfortable truth:** *a warm relationship on a deal that moves neither number produces nothing. A cold relationship on a deal that retires quota and drains commitment still closes. If your co-sell is stalling, the fix is structural, not social — wire the two numbers, and the field engages.*

## THE MACHINERY, TRANSLATED

**ACE**

"APN Customer Engagements"

AWS's shared deal tracker. You log a deal here to tell AWS "I'm working this customer — come help." It's the front door to co-sell. Register real opportunities (a scheduled customer meeting), not raw leads — an empty pipeline system is an invisible partner.

**ISV Accelerate**

the co-sell program

The program that turns AWS sellers into your allies — it's what makes them *comped* to sell your product. Getting in requires a **Foundational Technical Review** (earns "Validated" status). Skip the plumbing and you're locked out of the motion you're trying to run.

**Private Offer**

the deal vehicle

A custom, negotiated contract sold through AWS Marketplace (vs. the public click-to-buy price). It's *how* enterprise co-sell deals transact — and the single action that triggers **both** numbers: the rep's quota credit and the customer's committed-spend drawdown.

**SaaS Co-Sell Benefit**

the incentive engine

The rule that gives the AWS account manager **quota retirement** when they co-sell your product on a Marketplace Private Offer. Since 2025 it's open to all ISV Accelerate partners. This is the lever behind Number 1.

**EDP**

"Enterprise Discount Program"

The customer's multi-year, pre-committed AWS spend. When a buyer has commitment sitting unused, your Private Offer becomes the way they spend it — the difference between "no budget this quarter" and "we can close this on existing commitment."

# The co-sell lifecycle — six moves your team runs on every deal



The deal only "counts" for AWS — and retires their quota — once BOTH sides mark it Launched.

- 1 Qualify before you share**  
 Don't register raw leads. Wait until a deal is real — a scheduled customer meeting, a named opportunity. **Quality over volume:** a flood of thin deals burns your credibility with AWS and buries your team in rep emails.
- 2 Register it in ACE — with detail**  
 Log the opportunity at "Qualified" stage. **The more context you give — customer problem, AWS services involved, deal size — the more likely AWS engages.** Thin submissions get ignored; rich ones get a rep assigned.
- 3 Engage the AWS team fast**  
 Within days you'll get the AWS account manager's contact. **Reach out immediately** with who the buyer is, the deal context, and one specific ask (an intro, an exec meeting, technical validation). Open a Slack channel and keep them looped in.
- 4 Co-sell — make both numbers move**  
 Frame the deal in **AWS consumption** (Number 1 — what the rep is measured on) and confirm the customer has **committed spend to draw against** (Number 2 — what makes procurement say yes). Structure it as a Private Offer so both fire at once.
- 5 Close on the Marketplace paper**  
 Transact as a Private Offer through AWS Marketplace. Buyers procuring this way spend more on third-party software and **close markedly faster** — legal terms are pre-negotiated and the purchase rides an existing AWS billing relationship instead of fresh vendor onboarding.
- 6 Mark it Launched — both sides**  
 The deal only counts once **you and AWS both flag it "Launched"** in ACE. Miss this and the rep gets no quota credit and it doesn't build your standing. In 2026, launched ACE activity is also required to **renew AWS Specializations** — passive partnership is over.

## THE MONEY AWS WILL PUT BEHIND IT

<p><b>MDF</b>  <b>Marketing funds</b>                  Cash or AWS credits to offset campaigns and demand-gen that build joint pipeline. Requested through the AWS funding portal; tied to co-sell engagement.</p>	<p><b>MPOPP</b>  <b>Buyer credits</b>                  AWS promotional credits offered to <i>your customer</i> as an incentive to purchase — sweetens a Private Offer, next-day funding after the offer is accepted.</p>	<p><b>CHEAPER RAILS</b>  <b>Low transaction fees</b>                  Marketplace fees run ~1.5–3% on software private offers (lowest on large deals) and just <b>0.5% on professional services</b> as of June 2026 — vs. 15–25% legacy channel margin.</p>
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| <p><b>DO</b></p> <ul style="list-style-type: none"> <li>✓ Trace one recent co-sell deal end to end — did it move <i>both</i> numbers? If not, that's your first fix</li> <li>✓ Appoint one owner of the AWS relationship — a single co-sell point of contact</li> <li>✓ Ask early whether the customer has unused committed AWS spend</li> <li>✓ Always mark deals Launched so the rep gets their credit</li> </ul> | <p><b>DON'T</b></p> <ul style="list-style-type: none"> <li>✗ Mistake a comp problem for a relationship problem — no QBR fixes a comp gap</li> <li>✗ Bulk-dump leads into ACE — it floods your team and annoys AWS</li> <li>✗ Register a deal, then go silent — AWS engagement decays fast</li> <li>✗ Expect help before you're in ISV Accelerate — a listing alone earns nothing</li> </ul> |
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**For SIs & Distributors — a Teaser**  
**Channel partners get a seat at this table too.** An AWS **CPPO** (Channel Partner Private Offer) lets a reseller create the offer on the ISV's behalf, add margin, and close the deal — on a transaction that *also* retires the AWS rep's quota and drains the customer's commitment. That's three parties' numbers moving at once. (*Ask us for the channel-specific cut of this playbook.*)

Pull your last closed co-sell deal and answer two questions: did it retire an AWS rep's quota, and did it draw down the customer's committed spend? **If you can't answer yes to both, that gap — not the relationship — is why the next one will stall.**

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