

# Selling Through Cloud Marketplaces

Best Practices for Growing Channel Sales by Co-Selling with the Hyperscalers



# Selling Through Cloud Marketplaces - Best Practices

In today's rapidly evolving digital landscape, businesses are increasingly turning to cloud solutions to drive growth, streamline operations, and meet the demands of a dynamic global market.

For channel partners—whether you're a reseller, distributor, or managed service provider—this shift presents an unprecedented opportunity to expand your reach, enhance your offerings, and unlock new revenue streams.

At the heart of this transformation lie Cloud Marketplaces, such as those operated by industry giants like AWS and Microsoft Azure. These platforms have emerged as powerful ecosystems where partners can showcase their solutions, connect with customers, and simplify the complexities of cloud sales.

For channel partners—resellers, system integrators, and managed service providers—this shift represents not just a technological evolution but a profound market opportunity.

## A New Paradigm, A New Opportunity

Cloud marketplaces are more than digital storefronts; they are strategic hubs that streamline purchasing, integrate with enterprise workflows, and offer unprecedented flexibility for businesses seeking to harness the power of the Cloud. By enabling seamless access to a vast array of software, services, and solutions, these platforms have democratized technology adoption, allowing organizations of all sizes to innovate at scale.

For channel partners, this presents a new paradigm: a chance to move beyond traditional reselling and embrace value-driven roles as trusted advisors, solution architects, and service orchestrators.

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Selling through Cloud Marketplaces is more than just a trend—it's a strategic evolution in how businesses buy and sell technology. These platforms offer a curated, trusted environment where customers can discover, procure, and deploy solutions with ease, all while leveraging the scale and credibility of providers like AWS and Azure.

For channel partners, this means access to a vast, pre-engaged customer base, streamlined transaction processes, and the ability to align your offerings with the cloud-first strategies of modern enterprises.

## Best Practices and Guided Support

This book is designed to be your comprehensive guide to mastering the art and science of selling through Cloud Marketplaces. Whether you're new to these platforms or looking to optimize an existing strategy, we'll walk you through the essentials: from understanding the unique value proposition of marketplaces, to navigating onboarding and listing processes, to driving sales and building long-term customer relationships.

Drawing on real-world insights, best practices, and actionable strategies, this book will equip you with the tools you need to thrive in this fast-growing channel.

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The opportunity is clear—Cloud Marketplaces are reshaping the future of technology sales. As a channel partner, your ability to adapt and capitalize on this shift will define your success in the years ahead. Let's embark on this journey together, exploring how you can leverage these platforms to grow your business, deliver value to your customers, and position yourself as a leader in the cloud economy.