



COPILOT AI: MARKET OPPORTUNITY ANALYSIS AND SALES STRATEGIES FOR CHANNEL PARTNERS

ChannelPartners.net



Join the Partner Community

An online space for channel teams to meet and collaborate.

- Social networking.
- Collaboration workspaces.
- Meetup webinars.



Join Community

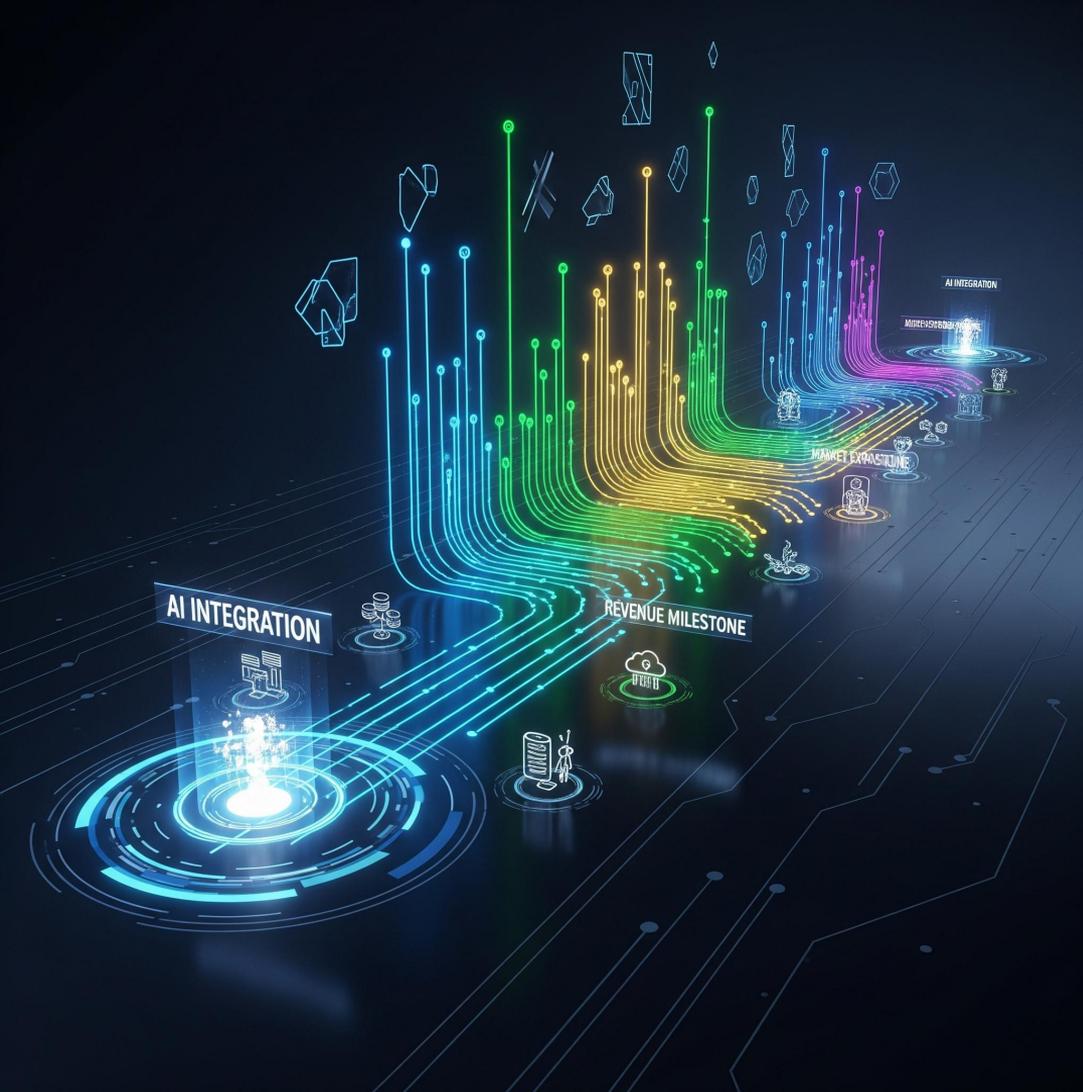
Upload your slides
to the Xchange

Join Solution Groups

The community is organized into sub-communities for different solutions, such as 'Microsoft Cloud' and 'Digital Workplace'.

Attend / Schedule Webinars

Members can post their upcoming webinar events to each group, and other members can RSVP to attend.



Agenda and Overview

- The Copilot Opportunity: Roadmap to Revenue
- Guiding your customers through AI adoption and expansion
- Strategic roadmap for success across four key phases
- Unlocking high-value managed services and retention

The AI Revolution is Here

625%

Growth in AI Resellers

Partners are rapidly pivoting to offer AI solutions.

40%

Revenue Boost

Potential revenue increase for partners offering AI services.

10k+

SMBs Adopting

Rapid adoption rate in the Small to Medium Business sector.

What is Microsoft 365 Copilot?



The Apps

Integrated directly into Word, Excel, PowerPoint, Outlook, and Teams for seamless workflow.



The Graph

Orchestrates your data—emails, files, meetings, and chats—to provide relevant context.



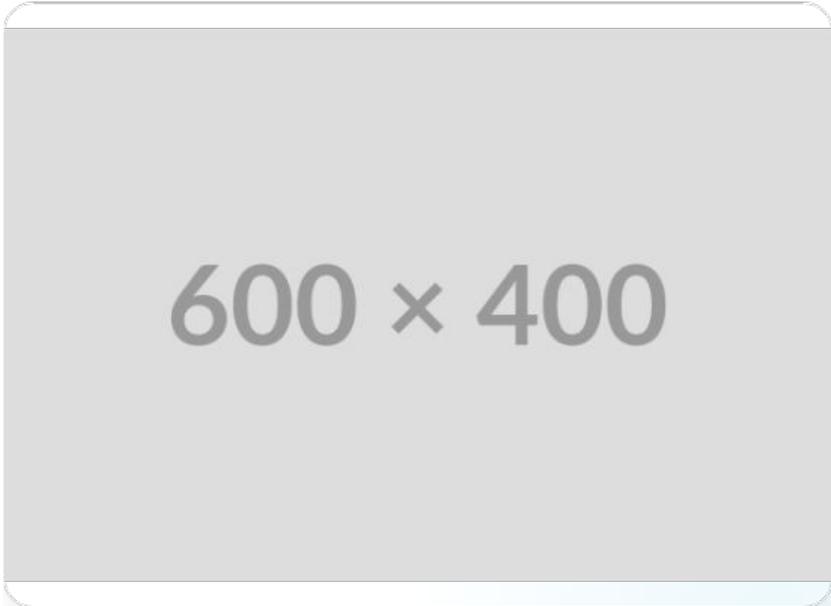
The LLM

Powered by advanced Large Language Models to understand, summarize, and create content.

Value Proposition for Customers

Why Your Customers Need It

- **Boost Productivity:** Automate mundane tasks like email triage and meeting notes.
- **Unlock Creativity:** Generate first drafts in Word or presentations in PowerPoint instantly.
- **Upskill Workforce:** Helps employees learn new skills and find information faster using natural language.
- **Enterprise Security:** Built on Microsoft's comprehensive approach to security, compliance, and privacy.



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Identifying the Right Prospects

Segment	Target Profile	Key Pain Points	Sales Approach
Enterprise	300+ seats, E3/E5 Base	Data governance, security, adoption at scale	Consultative, pilot programs, security-first
SMB	10-300 seats, Business Premium	Resource constraints, need for immediate ROI	Demo-led, "Business in a Box", efficiency focus
Frontline	Mobile workforce, F1/F3	Disconnect from HQ, manual processes	Mobile-first demos, operational efficiency

Your Role as a Strategic Partner

The Transactional Agent

Focuses on license availability and basic support. While necessary, this role offers lower margins and higher competition. The goal is volume and efficient provisioning.

The Strategic Advisor (Target)

Offers "AI Officer as a Service." You guide the customer through readiness, adoption, and change management. This path unlocks high-margin managed services and deepens retention.

Sales Development Lifecycle

Phase 1

Educate & Inspire

Webinars & "Art of Possible"



Phase 2

Target & Prospect

Propensity Data & Whitespace



Phase 3

Validate

Technical Readiness & Pilots



Phase 4

Adopt & Expand

User Enablement & Growth



Phase 1: Educate & Inspire

"The Art of the Possible"

Customers are curious but cautious. Your first step is to demystify AI.

Host broad-audience webinars and workshops demonstrating real-world use cases. Address the "fear of AI" head-on by focusing on Copilot as an *assistant*, not a replacement.

Goal: Generate interest and identify "hand raisers" for deeper conversations

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Phase 2: Data-Driven Targeting



Propensity Models

Use "Copilot Opportunities" data to identify customers with high usage of Teams and SharePoint.



Whitespace Analysis

Target existing Microsoft 365 E3/E5 and Business Premium customers who are "license ready."



Key Personas

Focus on C-Suite for budget, but also Functional Leads (Sales, HR, Marketing) for use cases.

Phase 3: Technical Readiness

Data Governance First

Copilot respects permissions. If a user can access a sensitive file today, Copilot can summarize it tomorrow. You must sell a "Data Security Assessment" before deployment to prevent oversharing.

The Pilot Program

Don't deploy to everyone at once. Start with a "Copilot Success Kit" for a small group of champions (10-50 users). Define clear KPIs for success to justify the wider rollout.

Monetizing the Journey

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Advisory & Assessment

Readiness checks, security audits,
and business case development.

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Deployment & Config

Tenant configuration, semantic
indexing, and license assignment.

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Change Management

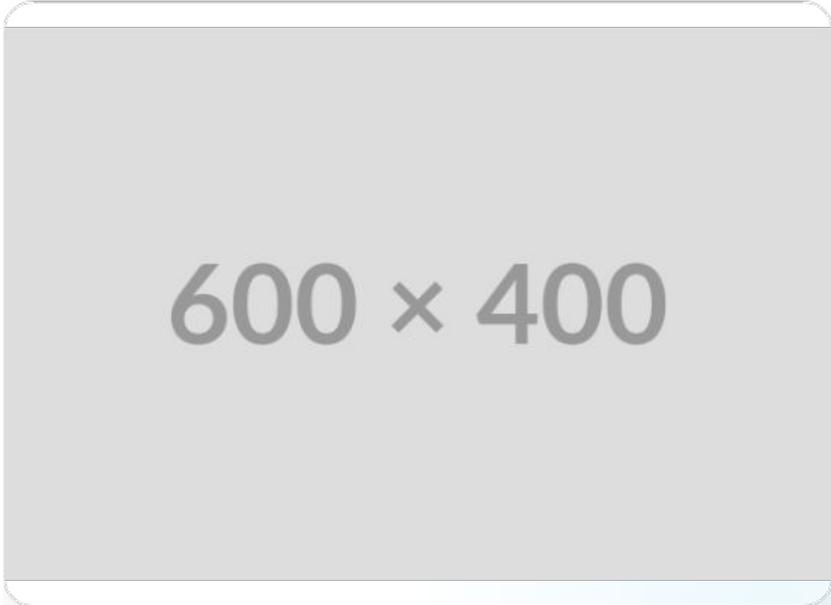
User training, prompt engineering
workshops, and adoption tracking.

Phase 4: Adopt & Expand

Ensuring Long-Term Value

The sale doesn't end at licensing. To ensure renewal, partners must drive adoption.

- **Champions Network:** Build internal communities to share wins.
- **Prompt Libraries:** Create department-specific prompt guides.
- **QBRs:** Quarterly Business Reviews to show ROI and expansion opportunities.



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Immediate Next Steps

 **Audit Your Customer Base: Identify E3/E5 customers ready for upgrade.**

 **Build a Security Offer: Create a fixed-price "AI Readiness Assessment."**

 **Train Your Team: Ensure your sales team uses Copilot daily to sell it authentically.**

 **Launch a Campaign: Start a "Copilot for Productivity" webinar series next month.**



PARTICIPATE

Join the Team

CPN Members can [join this Accelerator](#) and participate in one or more business development activity streams:



Update this presentation

Partners can add their partner program slides to be part of this deck.



Contribute e-Learning Resources

Enable partners to better sell your solutions through insightful sales training materials.



Content Marketing Campaigns

Contribute resources to the demand generation campaign, including expert blogs, webinars and other engagement methods.