

# How to Make AWS Marketplace Count at Your Sales Kick-Off



## Why This Matters Now

Sales Kickoff sets your team's priorities for the year. What gets stage time gets attention, resources, and results.

Cloud marketplaces have reached an inflection point. Nearly one-third of B2B software revenue will flow through cloud marketplaces next year—up from one in five. For most ISVs, this is no longer experimental. It's a primary path to revenue.

Independent research reinforces why Marketplace deserves a central place at SKO. According to Forrester's most recent *Total Economic Impact* study of AWS Marketplace, compared to deals won through direct sales channels, Marketplace deals are **81% larger**, have a **27% higher win rate**, and move **40% faster through the sales cycle**.

For Marketplace to drive meaningful revenue this year, your sales team needs to understand it, believe in it, and know how to use it. That starts at SKO.

## Three Reasons Marketplace Belongs at SKO

1

It's becoming a primary revenue channel. Marketplace transactions are accelerating. Cloud-influenced pipeline is growing. Partners report software sales growth through AWS co-sell is twice that of non-participants. This isn't a side motion anymore—it's how an increasing number of deals get done.

2

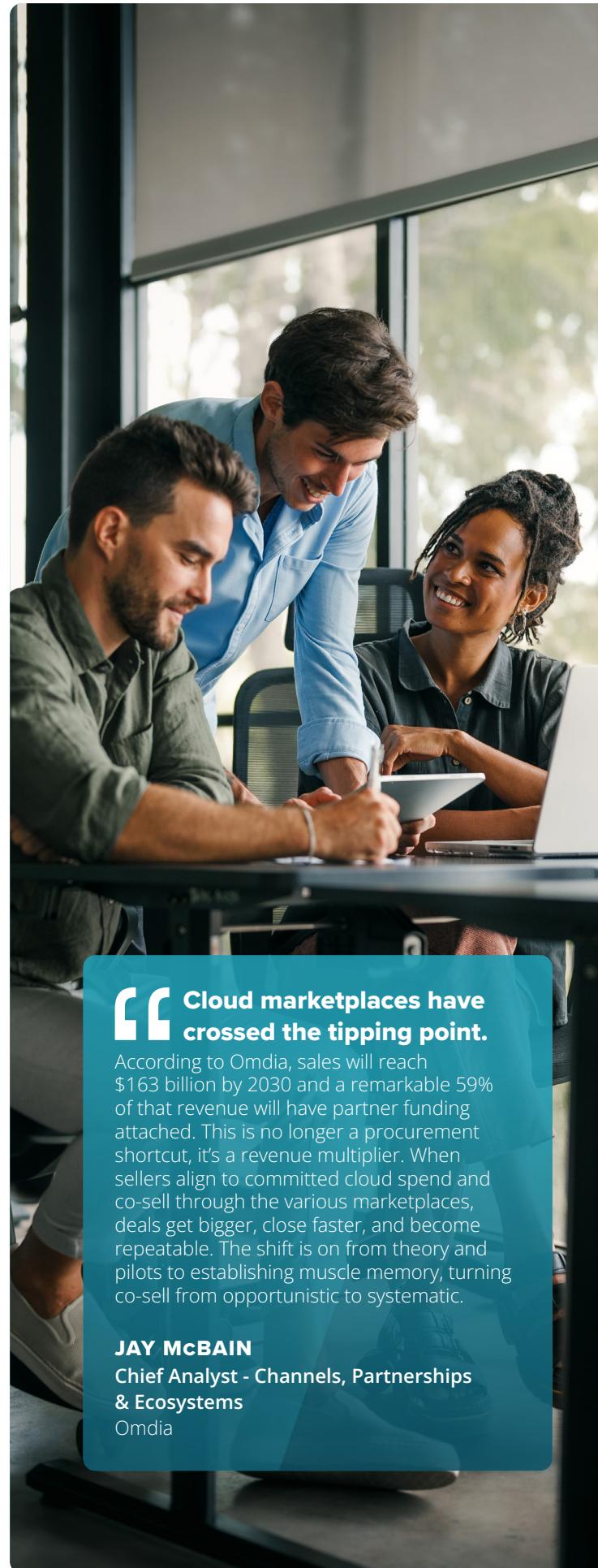
It makes sellers more effective. Marketplace matters to sellers because it removes friction from the sales process. Customers increasingly operate under committed cloud spend. When a deal aligns with that budget, procurement barriers are reduced and cloud sellers have a vested interest in helping close the opportunity.

Forrester's research shows that compared to direct sales motions, AWS Marketplace deals are **81% larger, 27% more likely to close**, and move **40% faster through the sales cycle**. These are not marginal gains. They directly impact quota attainment, forecasting confidence, and deal velocity.

Marketplace is not extra work. When executed correctly, it replaces slower procurement paths with a faster, more predictable way to win.

3

It unlocks repeatable co-sell at scale. ISVs are co-selling more, but cloud rep engagement remains inconsistent. Marketplace gives cloud sellers what they need: clear commercial alignment, committed spend drawdown, and trackable transactions. It turns co-sell from opportunistic to systematic—and 80% of partners now see AWS Marketplace as critical to their co-sell motion.



**Cloud marketplaces have crossed the tipping point.**

According to Omdia, sales will reach \$163 billion by 2030 and a remarkable 59% of that revenue will have partner funding attached. This is no longer a procurement shortcut, it's a revenue multiplier. When sellers align to committed cloud spend and co-sell through the various marketplaces, deals get bigger, close faster, and become repeatable. The shift is on from theory and pilots to establishing muscle memory, turning co-sell from opportunistic to systematic.

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Omdia

# The 5-Part Framework: Your Cloud GTM Playbook for SKO

Make Marketplace real, credible, and actionable for your sales team with these five elements.

## 1 LEAD WITH A WINNING DEAL STORY

Find your best Marketplace deal and put the rep who closed it on stage.

### What to highlight:

- ▶ Why they chose Marketplace
- ▶ How committed spend or co-sell accelerated the deal
- ▶ What friction disappeared (budget, procurement, approval delays)
- ▶ How cloud sellers helped
- ▶ The quantifiable impact: faster close, larger deal size, or both
- ▶ What they'd do again

### WHY IT WORKS

Real stories from peers beat slides. One strong example makes the entire motion feel accessible and repeatable.

## 2 BRING A CLOUD PARTNER OR TACKLE TO THE STAGE

A joint moment with AWS validates your strategy and energizes your team. Your Tackle account team and executive sponsors can also help share the strategic value of Cloud GTM and get your sales org excited about what's to come.

### What your cloud speaker should cover:

- ▶ Why your solution matters to their sales teams
- ▶ How cloud sellers support your deals—and the results they're seeing (e.g., 51% higher revenue growth, 65% higher close rates)
- ▶ That customers must draw down committed spend—and your listing helps
- ▶ Where your solution fits their GTM priorities (industry, workload, consumption)

### CAN'T GET LIVE ATTENDANCE?

A short pre-recorded video works just as well.

## 3 SET CLEAR CLOUD GTM METRICS

Give your team transparency on what success looks like and how you'll measure it.

### Track these metrics:

#### Seller participation

- ▶ Reps who've closed at least one Marketplace deal
- ▶ Reps actively engaged in co-sell

#### Deal activity

- ▶ Frequency of Marketplace transactions
- ▶ Volume of co-sell registered opportunities

#### Revenue impact

- ▶ Marketplace-influenced pipeline and ARR
- ▶ Cloud-influenced ARR by provider
- ▶ Deal cycle time compared to non-Marketplace deals
  - » Benchmark: Marketplace deals can move **up to 40% faster**
- ▶ Average deal size comparison
  - » Benchmark: Forrester reports Marketplace deals are **81% larger** than direct sales

### WHY THIS MATTERS

Teams perform when they know what winning looks like. Set your baseline at SKO, report quarterly, and celebrate progress. Remember: partners report 41% faster growth through AWS Marketplace than overall software business.

## 4 PUT SOMEONE COMPELLING ON STAGE WITH NUMBERS

The most memorable SKO moments come from people who lived the results.

### Strong storytellers include:

- ▶ A top-performing rep
- ▶ A customer who bought through Marketplace
- ▶ A cloud partner who co-sold the deal
- ▶ A channel partner involved in fulfillment

### Their story should answer:

- ▶ What problem were we solving?
- ▶ Why was Marketplace the best path forward?
- ▶ How did cloud partners contribute?
- ▶ What was the impact on speed, budget, or deal size?
- ▶ What should every rep do differently starting now?

### PRO TIP

Quantify the results. Did the deal close 20% faster? Was it 50% larger? Did procurement time drop from weeks to days? Numbers make the story stick.

## 5 GIVE REPS A CLEAR ACTION PLAN THEY CAN USE DAY ONE

Close your SKO session with simple, immediately actionable steps.

### How to spot a Marketplace-ready opportunity:

- ▶ High or Medium Tackle Prospect score
- ▶ Customer has cloud commit or consumption targets
- ▶ Procurement or budget obstacles exist
- ▶ Budget freeze or approval delays
- ▶ Multi-cloud buying preference

### How to engage cloud partners:

- ▶ Who to contact internally
- ▶ How to initiate co-sell with AWS through Tackle
- ▶ When to loop in cloud sellers

### How Tackle supports the process:

- ▶ Surface buyer and account signals
- ▶ Show commit information
- ▶ Track co-sell eligibility
- ▶ Automate private offers and reduce admin work

## REINFORCE THE SELLER BENEFIT WITH DATA

According to Forrester, AWS Marketplace deals are **81% larger, 27% more likely to close**, and move **40% faster** than direct sales. Marketplace is a measurable advantage for sellers who know how to use it.

## The Challenge You Must Address

Here's the uncomfortable truth: 40% of partners know the product but struggle to convey the joint value proposition. Even among teams with well-defined GTM strategies, 18% admit partners have little or no understanding of their joint value.

**Your SKO session solves this.** Use these five elements to give your team clarity on why Marketplace matters, how it works, and what success looks like. Make the joint value proposition concrete, not conceptual.

## Bottom Line

Cloud marketplaces aren't coming—they're here. Your buyers are already looking for this path. Your cloud partners want to help you close. The data proves the impact: 51% higher revenue growth, 65% higher close rates, deals that close 20% faster and are 54% larger.\*

Your sellers just need to know how it works and why it matters to them.

SKO is where that clarity happens. Use this framework to make your Cloud GTM story concrete, credible, and immediately actionable.

\* Source: The power of partnerships: unlocking the AWS co-sell opportunity – A Canalys Report Oct 24

## NEED HELP?

Tackle and Purechannels can support with:

- ▶ Customer story development
- ▶ Ready-to-use slides and talking tracks
- ▶ Co-sell and Marketplace playbooks
- ▶ MDF campaigns and cloud alignment strategies



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