Marketplace Quick Win Checklist

Welcome to your Marketplace Quick Win Checklist, designed to help channel partner leaders drive revenue faster on cloud marketplaces.

HyperscalerGTM
UNIFIED PARTNER-TO-MARKETPLACE

How to get the most out of this checklist:

1 **Start at the top:** Review the "Starting Point" to identify common blockers in your marketplace deals.

2 **Work through the Quick Wins:** Follow each actionable step, using HyperscalerGTM to centralize data, track incentives, and automate workflows.

3 **Leverage the summary:** Keep the one-page fast-path checklist handy for team alignment or quick reference.

4 **Engage your team:** Assign owners, confirm responsibilities, and make each step repeatable to capture revenue predictably.

5 **Iterate and improve:** Use the measurement section to track KPIs, identify bottlenecks, and refine your marketplace motion over time.

> **Tip**
>
> **Check off each step as you complete it to maintain momentum and ensure no opportunity is missed.**

Powered by HyperscalerGTM from Impartner:

Centralize incentives, automate workflows, and turn cloud marketplace opportunities into predictable revenue.

The Starting Point: Where Most Teams Stall

- ☐ Common blockers to marketplace success:
- ☐ Limited visibility into incentive eligibility across cloud marketplaces like Microsoft Azure, AWS, and GCP
- ☐ Manual back-and-forth with marketplaces, slowing approvals
- ☐ Unclear roles and responsibilities in deal handoffs
- ☐ Missed co-sell opportunities due to delayed communication
- ☐ Inconsistent data entry across CRM and marketplace platforms

> **Tip** **Identify the top three blockers in your organization before moving to action.**

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Quick Win #1: Clarify the marketplace path

Focus on mapping your route to revenue:

- [ ] Map the three most common deal routes (direct, co-sell, reseller)
- [ ] Identify the owner for each step: sales, partner, cloud rep
- [ ] Align required CRM fields with marketplace data points
- [ ] Define what "deal ready" looks like for each route
- [ ] Highlight fast-track opportunities for high-value accounts
- [ ] Document exceptions or special approvals to avoid delays

Quick Win #2: Turn incentives into action

Maximize revenue with clear, actionable incentives:

- [ ] List top incentives for cloud marketplaces like Microsoft Azure, AWS, and Google Cloud (MACC, CPPO, ACE)
- [ ] Provide a simple table of eligibility triggers and timelines
- [ ] Include a one-page eligibility checklist for quick reference
- [ ] Highlight combined incentives (co-sell + marketplace + internal)
- [ ] Train sellers on how incentives impact deal value

Quick Win #3: Activate co-sell early

Engage cloud reps strategically to accelerate deals:

- [ ] Identify co-sell ready opportunities during the qualification stage
- [ ] Send concise deal descriptions and required documentation to reps
- [ ] Define data sharing only for relevant fields, avoiding overload
- [ ] Use repeatable templates for co-sell requests
- [ ] Track response times and iterate for faster

Take notes:

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Quick Win #4: Automate the repeatable steps

Reduce manual work and increase accuracy:

- ☐ Surface incentives directly in partner workflows within your PRM
- ☐ Push deals automatically into marketplace processes
- ☐ Remove duplicate data entry across systems
- ☐ Give sellers a consistent, predictable flow for every deal
- ☐ Monitor pipeline health with automated dashboards

Quick Win #5: Measure and improve

Revenue isn't just activity, it's results:

- ☐ Track incentive usage, co-sell participation, and deal velocity
- ☐ Share weekly or monthly dashboards with stakeholders
- ☐ Identify slow points and refine workflow for the next cycle
- ☐ Use PRM analytics to inform strategy and recognize top performers
- ☐ Set clear KPIs for your marketplace motion (e.g.,% deals with incentives applied, co-sell wins)

Your fast path to a marketplace win

A consolidated checklist for quick reference, **top steps:**

- ☐ Identify blockers
- ☐ Map marketplace paths
- ☐ Assign ownership
- ☐ Align CRM fields
- ☐ List incentives
- ☐ Create eligibility checklist
- ☐ Identify co-sell ready deals
- ☐ Send deals with templates
- ☐ Automate workflows
- ☐ Track KPIs

Take notes:

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Stakeholder responsibilities:

☑ **Partner account managers:** Deal ownership, co-sell alignment

☑ **Channel leaders:** Incentive strategy, approvals

☑ **VP of alliances:** Executive oversight, partner enablement

☑ **PRM admins:** Automation, data integrity

5-minute team alignment plan:

☑ Quick round of blockers and priorities

☑ Assign owners for high-value deals

☑ Confirm automation rules in PRM

☑ Review incentive checklist

☑ Agree on KPIs for the week

Take your marketplace revenue to the next level with HyperscalerGTM

HyperscalerGTM helps your team:

☑ Track incentives across Microsoft Azure, AWS, and Google Cloud in one place

☑ Automate deal handoffs and co-sell workflows

☑ Surface high-value opportunities faster

☑ Measure success with actionable dashboards

Next step:

See HyperscalerGTM in action and discover how your team can capture more revenue on cloud marketplaces.

Book a demo today

About Impartner

Impartner is the global leader in partner automation, powering millions of partners across 80+ countries. With HyperscalerGTM, Impartner delivers the only unified partner-to-marketplace automation platform, purpose-built to help ISVs and enterprises accelerate revenue in the hyperscaler economy.

See how HyperscalerGTM can help you scale transactions, capture incentives, and turn your partner ecosystem into a revenue engine.

Request a Demo

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