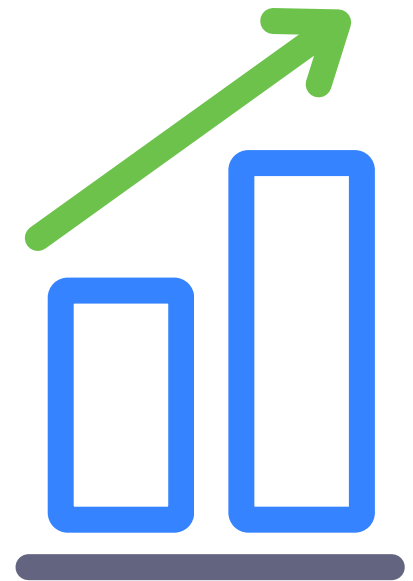


Generate High-Converting Cloud Referral Pipeline

How to leverage your cloud provider to
grow hyper-efficient referral pipeline



A Marketplace for Sellers Before Buyers

Creating a marketplace listing is an important step in building a complete cloud sales program, but you should go into the market with an understanding of how it works and the right expectations. There are tens of thousands of marketplace listings. Adding one more listing for your offering is unlikely to create a flood of new, inbound demand for your offering on its own.

Traditional marketplaces are built around buyers- they're a forum for product discovery and purchasing decisions. There's a growing buyer presence on the cloud marketplace, but it wasn't built out of a need for a new way to discover products.

It was built because we needed faster, recurring and complex, ways to exchange software. It's a marketplace built for sellers.



The disruptive power of cloud marketplaces isn't the novel ways to attract new buyers, **it's the frictionless ability to transact.**

The most powerful way to leverage the cloud marketplace is by **co-selling** with your cloud provider.

But you need buy-in and attention from your cloud partner's sales team.

24%

Higher Close Rate

40%

Faster Deal Close

80%

Larger Deal Size

\$45B

Expected cloud marketplace transactions by 2025²

Sources

¹Chris Grusz, AWS - [Cloud Marketplaces transform how business software is bought and sold](#)

Co-Sell Automation Increases Cloud Pipeline

Your cloud provider wins when you win. Powerful incentives for salesperson, buyer, and partner make cloud marketplace transactions a win / win proposition. The hard part is getting the attention of the cloud sales team.

Cloud sales programs typically start by creating a marketplace listing, which opens additional avenues to close business but doesn't typically generate significant incremental deal volume. Adding a co-selling motion lets you share opportunities bidirectionally with your cloud provider- but enabling your field team, constantly identifying referral opportunities in flight, manually syncing records between systems, and piecemeal enabling your cloud partner's field team is a steep uphill climb.

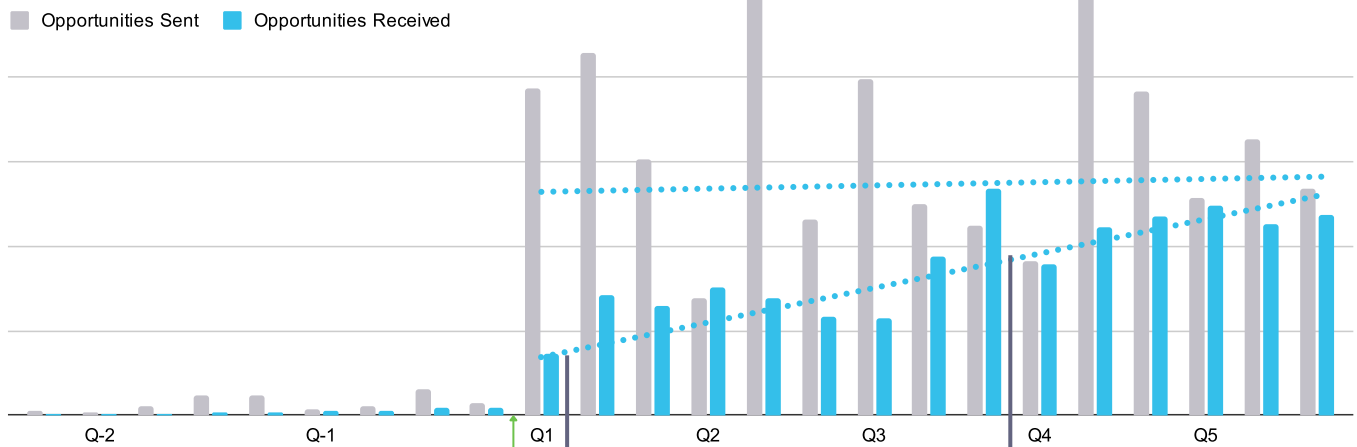
Co-sell Automation is a powerful way to build program momentum, drive field adoption, and quickly scale a successful cloud sales program.



Co-sell Automation allows you to codify the business logic of your partnership and selectively refer and sync the right opportunities to your cloud provider at the right time, all the time.

Outbound vs Inbound Cloud Referrals

Anonymized WorkSpan customer data (results may vary.)



1. Co-sell Automation deployed

Codifying your co-sell strategy as business logic immediately enhances the consistency and volume of qualified opportunities shared with your cloud provider.

2. Inbound Referral pick-up

Shortly after co-sell automation is deployed, the inbound opportunity referral volume has eclipsed the lifetime total number of marketplace referrals.

3. Inbound Referral Ratio

Over each subsequent month, the number of inbound referrals steadily climbs towards the number of referrals sent to the cloud provider.

Getting attention and buy-in from your cloud provider's sales team can rapidly scale your reach in the market. The best way to get the attention of the cloud sales team is to **put referrals on the table**.

Complete Cloud Sales

When you design your cloud partnership to take advantage of integrated marketplace listing and private offer management and co-sell automation, growing referral pipeline is just one of the benefits of a **Complete Cloud Sales** program.

Here are three more **Cloud Sales Ready Primers** to guide you and your organization down the path to cloud sales readiness.



[Unlock deals with pre-committed cloud spend](#) ↗



[Plan your partnership with your cloud provider](#) ↗



[Plug your cloud partnership into your Revenue Plan](#) ↗

When you're ready, WorkSpan can help you create a scalable, co-sell automation strategy to bolster referral pipeline. That's the power of Complete Cloud Sales.



WorkSpan
HyperScaler Edition

Complete cloud sales.

CLOUD SALES READY 