OUTSELL PLAYBOOK

OUTSELL JOURNAL - DECISION WORKSHEET

AWS Partner Central: an evidence handoff from demand to co-sell

QUESTION

How should an AWS partner move a campaign response into co-sell without confusing engagement, readiness and opportunity quality?

GUIDE TAKEAWAY

Move evidence, not merely a lead. Demand Center can assemble and enrich signals, but the partner must define when a person becomes marketable, when an account becomes sales-ready and what makes an opportunity fit for co-sell.

START HERE

Define the partner motion and cohort.

YOUR SITUATION

Account or cohort

Decision to make

Starting state and exclusions

Evidence sources, dates, and limitations

Unknowns to validate

WORK THROUGH THE GUIDE

1. Define the partner motion and cohort

Evidence or input

Output or decision

Owner and review point

2. Validate consent, identity and marketing readiness

Evidence or input

Output or decision

Owner and review point

3. Require two-way CRM acceptance

Evidence or input

Output or decision

Owner and review point

4. Attach approved solution and listing proof

Evidence or input

Output or decision

Owner and review point

5. Submit only reproducible co-sell evidence

Evidence or input

Output or decision

Owner and review point

COMPARE THE OPTIONS

Campaign response

Useful when: A person completed a defined interaction

Limitation: Does not prove authority or intent

Suggested action: Preserve source, consent and context

Why this fits our situation

Evidence needed before acting

Marketing-ready record

Useful when: Identity, relevance and contact rules are met

Limitation: Propensity can be wrong

Suggested action: Route to a named nurture path

Why this fits our situation

Evidence needed before acting

Sales-ready handoff

Useful when: A stronger signal meets the agreed gate

Limitation: CRM status can hide weak evidence

Suggested action: Require accept, return or reject

Why this fits our situation

Evidence needed before acting

Co-sell opportunity

Useful when: Problem, roles, next step and partner contribution are documented

Limitation: A score is not customer confirmation

Suggested action: Submit an evidence pack and requested action

Why this fits our situation

Evidence needed before acting

COMMIT TO A BOUNDED NEXT STEP

Chosen action

Responsible owner

Required approval

Success measure and definition

Review date

Continue, revise, or stop criteria

Guide: https://outselll.com/blogs/aws-partner-demand-cosell-evidence-handoff/

Publisher and evidence policy: https://outselll.com/editorial-policy/