
Co-Sell with VDS — Submit a Partner Referral

Need support from a **Vendor Digital Sales (VDS)** seller on a customer opportunity? Submit a co-sell referral to Microsoft through Partner Center and tag it **#VDS** in the **Marketing ID** field so it routes to our team.

A co-sell opportunity lets you invite Microsoft to actively collaborate on a deal. As Microsoft's documentation notes, co-sell opportunities can also originate from a partner who needs more help from Microsoft sales to close a deal — that's exactly what this path is for.

How to submit your referral

1. **Sign in to Partner Center** and open the **Referrals** workspace.
2. Go to **Co-sell opportunities** and select **New deal** to launch the step-by-step deal creation wizard.
3. **Enter #VDS in the Marketing ID field.** This tag is what tells us you're requesting VDS seller support and is how our team identifies and routes your referral. Be sure to enter it exactly — **#VDS**.
4. Complete the required fields:
 - **Solution Area and Solution Play** (now mandatory). Azure IP co-sell now requires Solution Area and Solution Play to be specified for all new deals. These fields also align the right Microsoft team members to the opportunity depending on the help you need.
 - **Customer company and contact details** — make sure the customer email matches the customer domain. The Microsoft sales teams and Partner Center Operations teams are more likely to accept your request to co-sell when they see the customer email matches the customer domain.
 - **Type of help needed** — select what you need from Microsoft so we connect you with the right VDS seller.
5. Confirm you have **customer consent** to share the opportunity, then select **Create deal**.

Once submitted, Microsoft reviews and responds to your co-sell request — the sender receives the outcome **within 14 days**.

Resources for partners

- **Manage co-sell opportunities** (Partner Center / Microsoft Learn) — full guide to creating and managing co-sell deals: <https://learn.microsoft.com/en-us/partner-center/referrals/manage-co-sell-opportunities>
- **Referrals user guide** (Partner Center / Microsoft Learn) — how to navigate the Referrals workspace and the new deal creation experience: <https://learn.microsoft.com/en-us/partner-center/referrals/referrals-user-guide>
- **Register your deals** (Partner Center / Microsoft Learn) — deal registration eligibility and steps once you've won: <https://learn.microsoft.com/en-us/partner-center/referrals/register-deals>

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- **Partner Center Referrals workspace** — sign in and submit: <https://partner.microsoft.com>