

Co-Sell Dynamics 365 with



EMPELLOR CRM

New Microsoft Revenue Without Building a CRM Practice

Most MSPs already own the Microsoft relationship. You manage Microsoft 365, support the environment, and help customers modernize their business.

But many of those same customers are still running sales, marketing, customer service, quoting, and account management through disconnected tools, spreadsheets, or CRM systems that do not drive revenue.

That is the opportunity.

Empellor CRM helps MSPs bring Dynamics 365 Customer Engagement to their customers without building a Dynamics practice, hiring CRM consultants, or carrying the delivery risk.

You bring the relationship. We do the heavy lifting.

Together, we open the door to new Microsoft revenue.

The Opportunity

90%

M365 Customers
Without CRM

Most Microsoft 365 customers have not yet adopted Dynamics 365 as their revenue platform.

10x

Follow-On Revenue
Multiplier

Dynamics 365 can lead to broader opportunities across Copilot, Power Platform, Security, Azure, Modern Work, data, and managed services.

**\$1
Million**

Estimated Revenue
Growth

For MSPs with the right customer base, CRM can become a meaningful new revenue stream through referrals, expansion, and downstream services.

10%

Revenue Share on
Dynamics 365
Services

Qualified MSP referrals are eligible for 10% revenue share on Dynamics 365 services delivered by Empellor CRM.

The Customer Problem

Your customers may not call it a CRM problem. They say things like:

“Our forecasts are not accurate”

“Our sales team does not use the system.”

“Leads are falling through the cracks.”

“Our quoting process is too manual.”

“Our customer data is scattered everywhere.”

“We bought CRM, but it never worked.”

These are revenue problems, and Dynamics 365 is often the missing layer in the Microsoft stack.

How the Co-Sell Play Works

1. Identify the Right Customers

We help you spot CRM opportunities inside your Microsoft 365 customer base.

3. Bring in Empellor CRM

When the customer is ready, we join the conversation as your Dynamics 365 expert.

5. You Expand the Account

Your MSP stays close to the customer and gains new opportunities around Microsoft services, support, security, automation, and data.

2. Start the Conversation

We provide messaging, campaigns, and book-backed content from *CRM Shouldn't Suck* to help generate interest.

4. We Deliver the Solution

Empellor CRM handles strategy, design, implementation, adoption, and optimization.

What Empellor CRM Provides

- CRM opportunity support
- Co-sell messaging and campaigns
- Dynamics 365 Sales implementation
- Customer Insights and Power Platform alignment
- Copilot readiness conversations
- CRM rescue and optimization services
- Executive discovery and sales support
- Ongoing CRM advisory support

What Your MSP Provides

- Trusted customer relationships
- Microsoft account knowledge
- Customer introductions
- Business and technology context
- Ongoing account ownership

Why This Matters

Dynamics 365 helps your customers move from scattered customer data to a connected revenue platform.

For your MSP, it creates a new way to grow Microsoft revenue, strengthen customer relationships, and uncover follow-on opportunities across the Microsoft ecosystem.

Ready to Start?

Let's identify the Dynamics 365 opportunities already sitting inside your Microsoft customer base.

Schedule a co-sell conversation with

