

# Quick Guide: How to Engage with AWS PDMs

## 1. Do Your Homework First

- Understand your **Partner Tier, Competencies, Validations, and current ACE pipeline** status.
- Know your **value prop in the AWS ecosystem** — how do you make AWS look good to their customers?

✅ Pro Tip: Come to the table with your messaging dialed in. A 2-minute elevator pitch and a 1-pager can go a long way.

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## 2. Show Business Alignment

- Share your **goals that align with AWS priorities**, such as:
  - Marketplace growth
  - Co-sell revenue acceleration
  - Industry-specific plays (e.g., healthcare, software, fintech)
  - Adoption of AWS-native services

✅ Pro Tip: Frame your plan around how you'll help AWS **win deals, grow revenue, and reduce friction** for their sellers.

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## 3. Make it Easy to Work with You

- Offer a **simple co-sell motion**: 2-3 use cases, sample customer profile, and AWS services you map to.
- Share **ready-to-go sales collateral** for internal AWS use.
- Have a clear **point of contact** for co-selling, marketing, and technical validation.

✅ Pro Tip: Build a “PDM enablement kit” (slide deck + 1-pager + list of wins + Marketplace links).

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## 4. Keep a Healthy Rhythm

- **Set regular check-ins** (monthly or bi-monthly) with clear agendas and follow-ups.
- Track progress in ACE and share **deal updates or wins** — even small ones!
- Ask for **feedback** and adjust your GTM based on what's working in the field.

✓ Pro Tip: Recap every meeting with action items for both sides. Make it easy for them to advocate for you.

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## 5. Help Them Win Internally

- Nominate deals for **MAP funding**, **POC credits**, or **Marketplace incentives**.
- Offer to co-sponsor events, provide **joint case studies**, or speak at AWS-led webinars.
- Give them **metrics** that show traction: pipeline influence, win rates, AWS consumption, etc.

✓ Pro Tip: Make your PDM look like a hero inside AWS — when you win, they win.

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## 6. Use ACE & Marketplace to Your Advantage

- Register all co-sell opportunities in **ACE** (even early stage).
- Leverage **Private Offers**, **CPPO**, and Marketplace storefronts for frictionless procurement.

✓ Pro Tip: Show how you're **accelerating deal cycles via Marketplace**. That's a major KPI for AWS PDMs.

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## 7. Stay Visible, Stay Valuable

- Engage on **AWS Slack channels**, join **AWS partner events**, and comment/tag them on **LinkedIn** when relevant.
- Share **new service launches**, **customer wins**, and **upcoming campaigns**.
- Ask to be introduced to AWS field sellers, BD reps, or specialists in your region or vertical.

✓ Pro Tip: Don't just engage when you need something — bring value consistently.

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## TL;DR: Your AWS PDM Wants to Know...

Question	Your Job
What's your GTM focus?	Be clear & aligned with AWS priorities
How will you help AWS win?	Show co-sell value and customer traction

**Question**

Are you easy to work with?

Are you creating revenue?

**Your Job**

Package your offerings & build trust

Track wins and grow Marketplace use