

## Microsoft 365 Copilot: Your One-Page Checklist for MSPs

Fantastic news! Microsoft 365 Copilot is now available for purchase by SMBs, presenting all of MSPs with a wonderful opportunity to engage with a wider market by utilising AI in their daily use of M365 apps. If you're uncertain about where to begin, fear not – we're here to guide you!

Here are our top 5 recommendations for MSPs as they shape their M365 Copilot Go-to-Market strategy:



**Understand the Product and Its Use Cases:** It's crucial to grasp the specifics, not just the high-level concept. How will it support users in specific apps? [Sign up as an Infinigate Cloud Partner](#) to get full access to our Get Ready for Copilot webinar series.



**Feel Comfortable Discussing Its Benefits with Different Business Units:** A Marketing team will use M365 Copilot differently than a Finance or Sales team. Understanding these differences will make it easier to discuss with, and sell to, customers. Remember, there's no minimum limit, so even if a customer wants M365 Copilot for just their Marketing team, that's possible.



**Embrace the Challenges:** Particularly when it comes to data. Many customers won't be ready for M365 Copilot now because their data will need a cleanup to ensure everyone (and their Copilots) can access the data they need to and are locked out of files they don't need to access. A data review is a fantastic [professional services](#) opportunity for MSPs to take to their customers before installing M365 Copilot on their tenant.



**Training, Training, Training!** This is a brand-new technology, and while ChatGPT is a known quantity, M365 Copilot and its strengths aren't quite as well-known. This applies to both your team that will be selling it and customers who will be using it. Everyone needs to be trained up on this new tech. We offer Microsoft-certified courses and SMB Copilot workshops through [EDGE](#).



**Get the Message Out There:** Once you're comfortable with what M365 Copilot is and how people will be using it, and once you're comfortable having the data conversation, you're ready to sell and take this to market. We have materials in GROW that you can use, but also consider how you want to get the message out there. You might want to do a webinar, host an event you invite customers to, or keep conversations on a 1:1 basis so you can nail it on a personal level. Infinigate Cloud is here to help you formulate your go-to-market strategy. For instance, you might want us to help you run a webinar to your customers, or you might prefer us to jump on 1:1 calls with your customers to discuss the M365 Copilot opportunity. [Contact us today.](#)

In summary, you need to thoroughly understand the product and how different teams in a business can use it. You then need to understand the risks this might open up in a customer's tenant and how to mitigate them. At that point, you're ready to go!

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