



# How to sell Azure to decision makers who don't care

Here are the frameworks you need

# What's the problem?

You've had at least one Azure conversation that went nowhere. The client smiles, nods politely... and then says, "We'll stick with what we've got."

But it's not because they don't need Azure. They likely do. It's that the way we talk about it doesn't always match what they care about.

**This guide is here to help you sell the value of Azure to clients who don't speak your language — and often don't realise what they're missing.**

## Identify your client type

A strong Azure pitch isn't about showing everything it can do. It's about showing exactly what matters to the person in front of you.

**The person you're speaking to will likely fall into one of two categories:**

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## 1. Technical Decision Makers

These are the people responsible for keeping systems running day to day — often IT heads, operational managers, or the go-to person for tech issues in the business. Their concerns are practical: what works, what breaks, how quickly it can be fixed, and whether new tools will complicate what's already in place.



**They're not looking for a lecture on Azure architecture. They're busy, tech-aware, and under pressure to keep things running. What they really want to know is: Will this make my job easier — or just add more problems to solve?**

## 2. Business Decision Makers

This group includes your CEOs, CFOs, and business owners — people who focus on the bigger picture. They're not interested in the mechanics of Azure; they want to understand the business case behind it.



**What matters to them is how it helps manage risk, control costs, support growth, and keep the business moving forward without disruption. The question they're trying to answer is simple: How does this make the business perform better?**



## Path A:

# For Technical Decision Makers

These are the people who'll actually have to manage Azure once it's in place. If it feels risky, complex, or like extra work — they'll push back.

To win them over, your message needs to focus on ease, compatibility, and clarity.



Use this  
framework:

Feature → Translate → Benefit

## How the framework works:

This framework helps you explain technical features without overwhelming someone who's just trying to get through their day.

- **Feature:** Start by naming the Azure feature — clearly and simply. No jargon.
- **Translate:** Break it down. Say what that feature actually does in practice, in plain terms.
- **Benefit:** Finish by tying it to something they care about: fewer issues, less stress, or smoother performance.

This lets them quickly picture how Azure  
would work in their world — and more  
importantly, why it would help.

## Example 1:

### Cost Efficiency

#### Feature

"Azure has built-in auto-scaling for virtual machines and apps."

#### Translate

"It adjusts resources automatically based on how busy things are."

#### Benefit

"So you're not overpaying when things are quiet — and your systems won't lag when demand spikes."

## Example 2:

### Integration with existing tools

#### Feature

"Azure integrates natively with Microsoft 365, Teams, and SharePoint."

#### Translate

"Your existing workflows stay intact — you just get more control and visibility in the backend."

#### Benefit

"It's a smoother upgrade, not a total reset. Less disruption for staff, and fewer helpdesk tickets for you."

## Example 3:

### Business Continuity

#### Feature

"Azure Site Recovery replicates workloads to a secondary location automatically."

#### Translate

"If something breaks, systems can switch over without manual intervention."

#### Benefit

"You get built-in disaster recovery — no extra tools, no extra steps."



## Path B:

# For Business Decision Makers

Executives don't care about virtual machine specs or disaster recovery policies. They care about the business outcomes Azure delivers — and the risks it protects against.

To land your message, you need to lead with business pain, show the clear gain, and then back it up with a quick proof point.



Use this  
framework:

Pain → Gain → Proof

## How the framework works:

This framework makes Azure relevant to business goals — not just tech infrastructure.

- **Pain:** Start by naming a real-world business problem they already feel.
- **Gain:** Show how Azure removes or reduces that pain — ideally with a measurable benefit.
- **Proof:** Anchor your claim with a short, believable example. Something similar to their business, with a real result.

This keeps the conversation focused on what they care about — performance, predictability, and protection — not platform details.

## Example 1:

### Unpredictable IT Spend

#### Pain

"You're dealing with unpredictable IT costs every month."

#### Gain

"Azure offers fixed monthly pricing options, so your costs are easier to forecast."

#### Proof

"A mid-sized retailer we helped dropped their monthly spend by 25% — and hasn't had a single surprise bill since."

## Example 2:

### Downtime Risk

#### Pain

"You rely on systems being up — but downtime is still a monthly issue."

#### Gain

"Azure has 99.99% uptime SLAs and automated backups that reduce downtime to near-zero."

#### Proof

"A logistics firm we helped was losing hours to server failures. After migrating key workloads to Azure, they've had just one minute of downtime in 6 months."

## Example 3:

### Scalability without Capital Expenditure

#### Pain

"You're growing — but new infrastructure costs are holding you back."

#### Gain

"With Azure, you can scale infrastructure instantly without new hardware or maintenance costs."

#### Proof

"An accounting firm doubled its client base in under a year. With Azure Virtual Desktop, they scaled operations without adding a single physical server."





# Conclusion

The best Azure pitch doesn't try to prove how smart you are. It proves how useful Azure is — in the specific context your client cares about.

Technical decision makers want smoother systems and fewer headaches. Business decision makers want predictable costs and resilience. Both need to hear Azure's value — but in different languages.

**When you match your message to their mindset, Azure becomes an easy sell — even to your most reluctant client.**





