

AWS Private Offers: How to Close Enterprise Deals Faster

Your product is listed on AWS Marketplace. A serious enterprise prospect wants to buy — but they want a custom price, a three-year term, and a payment schedule their finance team can live with. The public listing can't do any of that. This is exactly the moment a Private Offer solves. It's the mechanism that turns AWS Marketplace from a catalog into a real enterprise sales channel — and used well, it can compress a six-month procurement cycle into a few weeks. This guide explains what Private Offers are, how to structure them, and how to use them to move deals.

2–4 wks

typical time to close a
Private Offer vs. months of
traditional procurement

80%+

of large AWS Marketplace
deals transact through
Private Offers, not public
pricing

5 yrs

maximum contract duration
you can structure into a
single Private Offer

What a Private Offer Actually Is

A Private Offer is a custom, non-public purchase agreement you create for one specific buyer through the AWS Marketplace Management Portal. Instead of the buyer purchasing at your listed public price, you generate a tailored offer — your price, your terms, your payment schedule — and send it to that buyer's AWS account. They review it, accept it in their own AWS console, and the transaction settles through AWS Marketplace.

Think of it as the enterprise version of your Marketplace listing. Your public listing is the shelf price anyone can see. A Private Offer is the negotiated contract you'd normally paper through a traditional order form and MSA — except it flows through AWS billing infrastructure the buyer already trusts and has already set up.

That last point is the whole game. The buyer isn't onboarding a new vendor from scratch. They're not routing your paperwork through a fresh legal and procurement review. They're accepting an offer inside a platform their company has already vetted, contracted with, and budgeted for. You're borrowing AWS's established relationship to skip most of the friction that slows enterprise deals down.

Why Private Offers Close Deals Faster

Enterprise software procurement is slow for structural reasons: vendor security reviews, legal negotiation on the MSA, budget approval, and a purchasing process that often requires multiple sign-offs. Private Offers don't eliminate every step, but they remove or shorten the biggest ones.

1. The vendor relationship already exists — with AWS

Your buyer already has a contractual and billing relationship with AWS. Transacting through a Private Offer means the purchase rides on that existing relationship instead of requiring a brand-new vendor to be added to the buyer's approved list. For companies where "getting on the approved vendor list" alone takes weeks, this is enormous.

2. It draws down committed AWS spend

Many large companies sign an Enterprise Discount Program (EDP) or Private Pricing Agreement with AWS — a commitment to spend a certain amount over a period in exchange for discounts. Purchases made through AWS Marketplace, including Private Offers, typically count toward that committed spend. So when your buyer purchases your software through a Private Offer, they're not just buying a tool — they're helping their own team hit an AWS commitment they've already made. That reframes the entire budget conversation in your favor.

Key insight: A buyer with unspent AWS commitment before their EDP renewal has a strong internal incentive to route purchases through Marketplace. If your deal helps them "use it or lose it," you've turned a cost into a budget solution. Ask your champion whether their company has an EDP — the answer often changes how fast the deal moves.

3. Payment terms bend to the buyer's finance team

Private Offers let you set flexible payment schedules — annual installments, quarterly payments, or a single upfront payment across a multi-year term. Enterprise finance teams care deeply about how and when they're invoiced. Being able to match their preferred cadence removes a common late-stage objection.

4. One consolidated invoice

The buyer pays for your software on their existing AWS bill. No new PO, no new payment setup, no new vendor in their accounts-payable system. For a procurement team, "it's on the AWS invoice you already pay" is a much easier yes than "here's a new vendor to onboard."

The Anatomy of a Private Offer

When you build a Private Offer in the Marketplace Management Portal, you control several levers. Understanding each one helps you structure offers that close.

LEVER	WHAT YOU CONTROL	WHY IT MATTERS
Price	Custom pricing, including volume or negotiated discounts off your public price	Lets you honor what your sales team negotiated without exposing it publicly
Duration	Contract length from 1 month up to 5 years (including flexible / custom end dates)	Multi-year terms lock in revenue and often earn the buyer a better rate
Payment schedule	Upfront, annual, quarterly, or custom installment dates and amounts	Matches the buyer's budgeting cycle and removes finance objections

LEVER	WHAT YOU CONTROL	WHY IT MATTERS
Entitlements	The specific units, seats, tiers, or usage the buyer is purchasing	Defines exactly what the buyer gets, avoiding scope confusion
End User License Agreement	AWS standard contract (SCMP) or your own custom EULA	Custom EULA support means you keep your negotiated legal terms
Expiration date	When the offer itself expires if not accepted	Creates healthy urgency and keeps deals from drifting indefinitely

Watch out: A Private Offer is extended to a specific buyer's AWS account ID. If you send it to the wrong account — or the buyer plans to purchase from a different AWS account than the one you targeted — they won't be able to accept it. Always confirm the exact AWS account ID that will make the purchase before you create the offer. This is one of the most common last-minute stumbles.

How to Create and Send a Private Offer

The mechanics are straightforward once your product is listed. Here's the flow at a practical level.

Step 1: Get the buyer's AWS account ID

Ask your champion for the 12-digit AWS account ID that will be used to make the purchase. In larger organizations, the account that pays may differ from the one your technical champion uses day to day — confirm you have the billing account, not just any account.

Step 2: Agree on commercial terms first

Nail down price, term length, quantity, and payment schedule with the buyer before you build the offer. The Private Offer is where you formalize a deal you've

already verbally agreed — not where you start negotiating. Sending an offer before terms are settled invites back-and-forth revisions.

Step 3: Build the offer in the Marketplace Management Portal

In the seller portal, create a new Private Offer for your product, enter the buyer's account ID, and configure price, duration, payment schedule, entitlements, and the EULA. If you're using a custom contract, upload it here. Set an offer expiration date that creates reasonable urgency without pressuring the buyer.

Step 4: Send and notify your champion

Once published, the offer becomes available in the buyer's AWS console. AWS does not always send a prominent notification, so tell your champion directly that the offer is live and walk them through where to find and accept it: *AWS Console → AWS Marketplace → Manage subscriptions / Private offers*.

Step 5: Buyer accepts, deal closes

The buyer reviews and accepts the offer in their console. Acceptance is the legal close — the contract is now active, billing begins per your schedule, and the purchase appears on their AWS invoice. You'll see the subscription confirmed in your seller portal.

Private Offers and Channel Partners: The CPPO

If your enterprise buyer prefers to purchase through a reseller or systems integrator rather than directly from you, AWS supports that too, through a **Channel Partner Private Offer (CPPO)**. You extend an offer to an authorized channel partner, who in turn extends their own offer to the end customer.

This matters more than founders often expect. Many large enterprises have preferred resellers they're contractually required or strongly incentivized to buy through. Without CPPO support, you'd lose those deals or force the buyer into an awkward purchasing path. With it, you meet the buyer where their procurement process already lives — while still transacting through Marketplace and preserving the co-sell benefits.

Tip: If a prospect says "we buy everything through [reseller]," don't treat it as a roadblock. Ask whether that reseller is an AWS Marketplace channel partner. If so, a CPPO lets the deal proceed on the buyer's terms without you giving up the AWS Marketplace advantages.

Common Mistakes to Avoid

Mistake 1: Treating the Private Offer as the negotiation

The offer should reflect an agreement you've already reached. Founders who start building offers mid-negotiation end up issuing three or four revised versions, which looks disorganized to the buyer and slows the close. Settle terms in conversation; use the offer to formalize.

Mistake 2: Setting no expiration — or an aggressive one

An offer with no expiration date drifts and can sit unactioned for months. An expiration that's too tight reads as pressure and can annoy a buyer navigating internal approvals. Set a window that reflects the buyer's realistic timeline — often 15 to 30 days — and confirm it with your champion.

Mistake 3: Forgetting the public listing still matters

Your public list price anchors every Private Offer negotiation. If your public price is unrealistically high or low, it distorts the discount conversation. Keep your public listing credible, because buyers and AWS reps both see it.

Mistake 4: Not looping in AWS

If an AWS account team is involved with your buyer, tell them a Private Offer is in motion. A supportive AWS rep can nudge the buyer's procurement team, confirm the

deal counts toward committed spend, and add credibility. Private Offers and co-sell reinforce each other — running them in isolation leaves value on the table.

Important: A Private Offer's pricing and terms are visible to the specific buyer you send it to, and heavily discounted offers can set expectations for renewals. Structure multi-year terms and renewal pricing intentionally up front — it's far easier to protect your economics in the initial offer than to raise prices at renewal after a buyer has anchored on a steep first-year discount.

When to Reach for a Private Offer

Not every deal needs one. Use this quick test. A Private Offer is the right tool when any of these are true:

- The buyer wants a price different from your public listing (a negotiated discount, volume pricing, or a custom bundle)
- The deal is multi-year or needs a custom term length
- The buyer's finance team needs a specific payment schedule
- You need your own EULA or negotiated legal terms rather than AWS's standard contract
- The buyer wants to purchase through a reseller (use a CPPO)
- The buyer has committed AWS spend they want the purchase to count against

For small, self-serve purchases at your listed price, the public subscription is simpler and faster. But the moment a deal takes on any enterprise characteristic — negotiation, term, procurement, legal — the Private Offer is how you close it inside AWS Marketplace instead of falling back to a slower off-platform contract.

Key Takeaways

- A Private Offer is a custom, non-public agreement — your price, term, payment schedule, and legal terms — sent to one buyer's AWS account and

accepted inside their console.

- It closes enterprise deals faster because it rides on the buyer's existing AWS relationship, draws down committed AWS spend, flexes to their finance team's payment cadence, and lands on an invoice they already pay.
- You control price, duration (up to 5 years), payment schedule, entitlements, EULA, and offer expiration — settle these in conversation first, then use the offer to formalize the agreement.
- Channel Partner Private Offers (CPPOs) let buyers purchase through their preferred reseller while keeping the AWS Marketplace advantages intact.
- Private Offers work best alongside co-sell: confirm the buyer's AWS account ID, set a realistic expiration, keep your public price credible, and loop in the AWS account team to accelerate the close.

Ready to explore AWS Marketplace as a revenue channel?

Straightline helps early-stage SaaS companies get listed, manage their co-sell pipeline, and build a cloud GTM strategy that moves deals — including structuring Private Offers that close enterprise deals faster.

Get started at usestraightline.com.