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# Bundles That Sell Themselves – Packaging Cloud Services for Maximum Impact



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Selling cloud services à la carte is like selling a car without wheels. It might look good on paper, but it doesn't get the customer where they need to go. In today's fast-paced digital landscape, customers aren't just buying products—they're buying outcomes. They want solutions that work together, deliver value, and reduce complexity.

That's why **bundling** is one of the most powerful strategies in modern cloud sales. It simplifies the buying process, increases deal size, improves customer retention, and makes renewals a no-brainer. In this blog, we'll explore how to build cloud bundles that practically sell themselves—and how Cloud in the Channel makes it easy.

## Why Bundling Works: The Psychology of Simplicity and Value

Bundling isn't just about convenience—it's about **perceived value**. When you package services together, you're not just selling features; you're selling a complete experience. Here's why it works:

**Simplifies decision-making:** Customers don't want to compare dozens of options. Bundles reduce cognitive load and make choices easier.

**Increases perceived value:** A bundle feels like more for less. Customers see the savings and appreciate the completeness.

**Reduces churn:** Bundled services are harder to replace piecemeal. Customers stay longer when they rely on integrated solutions.

**Encourages higher spend:** When customers see the value of the bundle, they're more likely to upgrade to higher tiers.

Think of bundling as a way to **guide the customer journey**—from interest to purchase to loyalty.

## The McDonald's Mentality: Don't Sell Fries, Sell Meals

Let's revisit one of our favourite analogies: **McDonald's doesn't ask if you want fries—they assume you want the meal.** The same logic applies to cloud services.

Don't ask your customer if they want backup, endpoint protection, or support. Assume they do—and build it into the bundle. This approach:

- Sets expectations for a complete solution
- Reduces objections and decision fatigue
- Positions you as a strategic partner, not just a vendor

Customers don't want to assemble their own IT stack. They want a trusted provider to deliver it ready to go.

## How to Build Bundles That Sell

Creating bundles that resonate with customers requires a mix of strategy, empathy, and product knowledge. Here's a step-by-step guide:

### 1. Start with the Core Offering

Begin with the essential service your customer needs. This could be:

- Microsoft 365 Business Premium
- Google Workspace
- A cloud backup or storage solution

This is your anchor—the service that gets the customer in the door.

### 2. Add Value-Add Services

Layer in services that enhance the core offering and solve adjacent problems:

- Endpoint protection (e.g., antivirus, EDR)
- Cloud backup and disaster recovery
- Multi-factor authentication (MFA)
- Security awareness training
- Helpdesk or onboarding support

These services increase the value of the bundle and address common pain points.

### 3. Create Tiered Bundles

Offer three levels: **Good, Better, Best.** This gives customers choice while guiding them toward higher-value options.

1. **Starter:** Core service + basic support
2. **Professional:** Core + security + backup
3. **Enterprise:** All-inclusive with onboarding, training, and premium support

Tiered pricing helps customers self-select based on needs and budget.

#### 4. Price for Value, Not Just Cost

Show the savings of buying the bundle versus individual services. Use clear comparisons and emphasise ROI. For example:

“Buy these services separately for £120/month—or get the full bundle for £89/month.”

Make the value **obvious and irresistible**.

### Example Bundles That Work

Here are two proven bundle configurations that drive results:

#### ◆ Modern Workplace Starter Pack

- Microsoft 365 Business Premium
- Endpoint protection
- Cloud backup
- 24/7 support

**Ideal for:** SMBs looking to modernise their IT stack with essential security and productivity tools.

#### ◆ Secure Collaboration Suite

- Google Workspace
- Multi-factor authentication (MFA)
- Data Loss Prevention (DLP)
- Security awareness training

**Ideal for:** Remote teams and distributed workforces that need secure, compliant collaboration.

### Tools to Make Bundling Easy

[Cloud in the Channel](#) provides everything you need to build, manage, and scale bundles:

- **Bundling tools:** Package services with drag-and-drop simplicity
- **Automated billing:** Recurring revenue made easy
- **Customer portals:** Let clients upgrade or modify bundles on their own
- **Usage tracking:** Spot upsell opportunities and optimise bundle performance

We take the complexity out of bundling so you can focus on selling.

### Real-World Example: The Bundle Win

A customer approaches you for Microsoft 365. Instead of selling it standalone, you offer:

- Microsoft 365



- Cloud backup
- Endpoint protection

You show the cost savings, highlight the added security, and explain the support benefits. The customer chooses the bundle. You increase deal size, reduce churn, and deliver more value.

This isn't just a sale—it's a relationship.

## The Future of Cloud Sales Is Bundled

As cloud services become more complex, customers will increasingly look for **outcome-based solutions**. Bundles deliver those outcomes—faster, easier, and with less risk.

They also position you as a **trusted advisor**, not just a transactional provider. You're not selling products—you're solving problems.

## Conclusion: Bundling Is a Strategy, Not a Tactic

Bundling cloud services isn't just a clever way to increase revenue—it's a strategic approach to customer success. By offering complete solutions, you turn every transaction into a relationship, and every relationship into long-term revenue.

Whether you're selling to SMBs, enterprises, or MSPs, bundling helps you stand out, deliver more value, and grow faster.

## Ready to build bundles that sell themselves? Start with Cloud in the Channel

Learn more about our Cloud Solutions on [cloudinthechannel.com](https://cloudinthechannel.com)

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