

Selling Shopify Plus

A training guide for Shopify Plus Partners

shopifyplus

Introduction

First and foremost, we'd like to thank you for being a Shopify Plus Partner. Our team is delighted to be working with you. This presentation is a comprehensive guide outlining how to sell Shopify Plus to your clients – including a basic understanding of our platform and what's included at the Shopify Plus level, how to identify sales opportunities, and who you should contact at Shopify Plus should you have any questions.

The Future of commerce is now

We don't need to tell you that today's ecommerce industry is in a state of constant growth. For some perspective, take a look at some telling stats from Forrester that give a snapshot of the present and a projection of what's to come:

- The industry is projected reach \$480 billion by 2019 in the U.S. alone.
- In one survey, more than 75% of participants noted that they shopped online for products or services.
- Gen Y adults (ages 24-32) were the most likely to have shopped online, while Gen Xers (ages 33-46) spent the most.
- Data from more than 275,000 Shopify stores show that mobile now accounts for 50.3% of all ecommerce.

Commerce is prime for disruption

However, to say that commerce is growing barely scratches the surface. What's more important is how this growth manifests itself in the marketplace. The very core foundations of consumer habits and expectations are evolving in response to a new age of convenience, and the industry is shape-shifting to accommodate.

The world is more connected than ever, with any product or service we could wish for at our fingertips. Online shopping isn't just a way to treat ourselves, it's how we manage our busy schedules and stay on top of consumerism. The name of the game for today's merchant is ensuring that our customers have access to what they want, when they want it, and in a way that integrates smoothly into their digital lifestyles.

Ecommerce goes SaaS and moves to the cloud

- While 42% of U.S. companies license software that they maintain on their premises, this continues to change. Forrester predicts that as more companies “outsource the burden of support, scalability and upgrades to the vendor,” SaaS models in ecommerce will continue take a larger market share on the solutions side.
- SaaS, also known as “on-demand” software, accounted for 44% of ecommerce software spending in 2013, but Forrester predicts that will increase to more than 66% by 2019. “SaaS is eating traditional licensing’s lunch.”

The bottom line

As ecommerce grows, software-as-a-service (SaaS) platforms have evolved to meet the needs of large enterprise merchants.

Over the next decade, we’ll continue to see the consumer experience radically integrate across the physical and virtual environment. Successful brands will be responsive to the consumer’s immediate needs and will require pinpoint content delivery while relying on SaaS-based platforms for their software and infrastructure needs.

An industry of complex on-premise ecommerce platforms is being replaced by flexible, extensible, and infinitely-scalable cloud-based solutions. These new solutions require a fraction of the IT budget and resources than they did in the past, freeing up budgets for marketing, brand strategy, and creative (psst, that’s you).

Continuous innovation and optimization of the customer experience will no longer require abstract technical applications and enterprise architects. Traditional shops and systems will be replaced by 21st century thought leaders: digital agencies that push the envelope in retail strategy and ecommerce marketing.

Cue Shopify Plus.

Shopify Plus at a glance

The birth of Shopify Plus

At Shopify, we know that we can't holistically serve our clients' needs without asking tough questions: What do you wish your ecommerce platform could do? Where are we falling short? We interviewed our Shopify core customers to learn their daily pain points and victories, and learned that high-growth and enterprise companies were underserved. And so Shopify Plus was born.

Our customers had the technology, but they lacked the support. Businesses making millions of dollars each day simply don't have time to micro-manage their inventory and investigate shopping cart glitches. They need to focus on managing their brand, sustaining growth, and continuing to build their empire.

To fulfill these needs, we created support teams with Launch Managers and Merchant Success Managers who can help to support the day to day as well as help with strategic planning, leaving clients free to focus on what truly matters for their brands' long-term success.

That's the Shopify Plus difference.

Selling the broader Shopify value

"Whether we're doing 500 or 5,000 orders a day Shopify Plus automatically scales with us without us having to do anything extra."

- David Heath, Co-founder of Bombas

The Shopify Plus team is dedicated to streamlining the experience with a robust and easy-to-use platform that keeps them on the forefront of an ever-changing industry. Below is a set of core features that clients can expect from Shopify Plus:

Apps and partner ecosystem – A massive ecosystem of apps, technology providers and agencies reduce the need for integration and customization. They can leverage all of the Enterprise capabilities of Plus with the consumability of Shopify.

Unrestricted design – Shopify is completely agnostic to presentation and front-end technology. No complex page development is required. Design resources are all that is needed to maintain presentation. Robust APIs, web hooks and private apps allow clients to develop using any front-end technology.

Channels and mobile – Channel APIs let developers leverage integrated selling channels such as Facebook, Pinterest, Twitter or Houzz, along with other social platforms and marketplaces. Shopify's mobile SDK streamlines the 100% native mobile app development process as well.

Commerce anywhere – Shopify's Buy Button SDK can turn any content site into an ecommerce storefront. Inject Buy Buttons into any environment a merchant's consumers interact with, allowing retailers to interact with their customers on any site or application, regardless of how it's developed. Shopify's standardized APIs and SDKs ensure that Commerce capabilities and logic are accessible using any underlying technology.

Scalability and reliability – Shopify Plus provides 99.97% server uptime, up to 10,000 orders per minute per store, 7,000+ cores, and a fully-integrated Fastly CDN. \$1 billion sold by Shopify Merchants during Black Friday and Cyber Monday Weekend in 2017, with no outages. If it were a single merchant, the platform would be the 4th largest online retailer in North America, coming just after Walmart during Black Friday and Cyber Monday.

Rapid deployment – Shopify Plus requires no installation or deployment. It's 100% cloud-based with standardized APIs. Implementation times of a Shopify Plus storefront are typically 2 to 3 months. Pre-existing connectors via the Shopify app store reduce the custom development and integration requirements for many popular ERP, CMS and other business systems.

Enterprise-focused Feature Set

For high-volume merchants, streamlining, customization, and functionality integration aren't just helpful, they're mandatory for smooth operations on a day-to-day basis. Take a look at our set of features developed just for our enterprise clients:

Cart scripting – Shopify Plus clients can deploy complex promotion rules with inclusion and exclusion logic via Shopify Scripts. Developers can host Ruby code directly on our servers. Promotions logic can be applied straight to the line items in a cart, e.g. tiered pricing or BOGO.

High-performing and Plus-dedicated APIs – Shopify Plus clients are given up to 5x greater throughput of APIs, with access to exclusive APIs such as Multipass/SSO and Giftcard API.

Checkout customization – Checkout on your client's own domain or subdomain. Retailers can better brand the checkout experience via Liquid templating and customize the data and views within the checkout process.

Internationalization – Each Plus account comes with nine additional expansion stores to allow for selling in additional regions. Higher API throughput allows retailers to sync inventory and product data across all of your international sites.

Avalara Tax integration – An automated "one-and-done" option for nexus and liability in all 50 U.S. states. Real-time tax calculation for all 14,000+ jurisdictions. Avalara states "guaranteed protection against audit, obsolete data, and outdated tax laws."

Enterprise roadmap – Shopify Plus is continually rolling out new capabilities and features focused on streamlining the management and deployment of enterprise commerce.

Merchant success and Shopify Plus support

This is where Shopify Plus outperforms the traditional ecommerce platform. Our expert team of Launch Managers, Merchant Success Managers, and dedicated support members ensure that the client's transition to Shopify Plus is smooth, fast,

and painless. Even after the transition, these contacts remain an integral part of the client's long-term growth.

- **Launch managers** are there to support launch needs and serve as a technical point of contact for migration and development coordination.
- **Merchant success managers** are Shopify Plus experts who help to navigate the wealth of resources at a client's disposal. From billing to development, themes to channels, they are there every step of the way.
- **24/7 priority support** offers a direct line to priority support day or night to support resources with expertise on the Shopify Plus platform.

Plus technology partners

We've got connections. And we'll use them to develop exclusive benefits that our clients won't have access to with any other platform, including:

Shopify Plus-exclusive pricing and discounts – Dozens of app developers and technology providers provide pricing or discounts that are exclusive to Shopify Plus.

Shopify Plus dedicated partnerships & capabilities – New and existing app and technology providers are developing capabilities or features only available to Shopify Plus clients.

Identifying opportunities

The key benefit for Shopify Plus customers and the partners like you who sell it, is that the platform shifts retailers' ecommerce spend away from integration and unnecessary infrastructure costs. This way, they can focus more on partner services, such as user experience (UX), design, marketing, conversion optimization, and SEO.

Opportunities will play out differently with each individual retailer. As you get to know your own clients, you'll be able to better identify some key considerations which will help in determining how to approach and cater to them as Shopify Plus merchants

- **Opportunity type** - There are three main opportunity types – existing Shopify clients, legacy or custom platform users (Magento, Salesforce Commerce Cloud, Oracle, etc.), and established brands looking for speed.
- **Online revenue or potential for future growth** - Clients that have lofty growth expectations or larger online revenue will typically have a proportionally large budget for design and integration.
- **Marketing needs or brand affinity** - Marketing needs will vary widely by industry and internal competency. Clients that are brand-conscious or targeting a luxury/niche market will typically have a larger budget for design and marketing.
- **Complexity of requirements & integration** - Integrations to customized or in-house enterprise resource planning (ERP) solutions and other back-office systems can increase complexity, cost, and timeline for a given implementation.

Top 3 prospect opportunity types

The types of prospects and sales opportunities you encounter will directly dictate how the selling process unfolds. For example, organizations migrating from an enterprise platform will have very different expectations for technology – and subsequent spend – than those who are coming from a SaaS solution or those who are already on Shopify.

We've dissected Shopify Plus prospects into three main categories:

- **Existing Shopify client** - Already on a lower-tier Shopify plan.
- **Enterprise or custom platform user** - Currently on an Enterprise or custom ecommerce platform.
- **Established brand looking for speed** - Isn't interested in a complete re-platform, but is looking for speed and convenience to execute a specific project or campaign with a set timeline.

Existing Shopify clients

These clients are already on a lower-tier Shopify plan.

Additional characteristics:

- High growth trajectory or \$500k+ in revenue.
- High-touch account management needs.
- Requires/wants a Plus-specific feature.

Key features that differentiate Shopify Plus from other Shopify plans:

- Enterprise-Focused Feature Set
- Merchant Success & Plus Support
- Plus Technology Partners

Legacy or custom platform users

These clients are on an existing Enterprise or custom ecommerce platform.

Additional characteristics:

- Internal resources may be too focused on development/infrastructure and not the core business. Often invest unnecessary time and energy into hosting, managed services, application management, security patching, and upgrades. On-premise servers often crash on high-volume days because infrastructure was unprepared to scale to peak capacity.
- Retailers that leverage an enterprise or on-premise solution typically expect to spend 5% to 7% of gross merchandise volume (GMV) on technology each year.

Key features that differentiate Shopify Plus from other ecommerce platforms:

- Scalability & Reliability
- Speed and Simplification
- Infrastructure Advantage
- Cost savings compared to hosting any on-premise solution

- Apps & Partner Ecosystem
- Unrestricted Design
- Channels & Mobile
- Merchant Success & Plus Support

Established brands looking for speed

These clients are not necessarily looking for a re-platform but have a specific campaign, project, or flash sale that is time-bound.

Additional characteristics:

- Well known retail or consumer packaged goods (CPG) brand with a sizable marketing budget.
- Cannot accommodate timelines using existing technology.
- Potential interest in social selling and buy buttons as well as seamless same day delivery options via UBERRush & Postmates.
- Needs fast turnaround time to get website stood up and ready to launch.

Key features that differentiate Shopify Plus from other ecommerce platforms:

- Enterprise-Focused Feature Set that is proven to accommodate flash sales.
- Rapid Deployment
- Unrestricted Design
- RESTful APIs
- Scalability & Reliability
- Channels & Mobile
- Merchant Success & Plus Support

Launching with Shopify Plus

Shopify Plus has a Launch Management team to provide advice, resources, best practices, and reassurance throughout the entire process. Here's what clients can generally expect once they sign on:

Getting started

- A kick-off call and weekly recurring call schedule to determine launch requirements and potential roadblocks, set a launch date, and make team introductions.
- The client's design and development team will be connected with the client's Launch Manager, or the client will be introduced to a Shopify Plus Partner for all design and development needs.
- Design, development, and custom SSL installation begin.

Migration (if needed) and site build

- Shopify may connect the merchant with a 3rd party migration service or partner and advise on SEO best practices. Migration times vary depending on the client's services, platform, and/or volume of data.
- Site build includes taxonomy, collections, navigation, theme selection, and the completion of the launch checklist as provided by the Shopify Plus Partner's SOW.

Training/testing and launch

- The client will train with his or her Launch Manager while Shopify processes test transactions and tests data transfer.
- The launch includes URL redirects setup, domain setting configuration, custom SSL installation, and removal of storefront password.

Bridging period

- The client's Launch Manager will remain the point of contact for a week after launch, after which time the client's Merchant Success Manager will take over.

Ongoing merchant success

Once onboarding is complete, the Shopify Plus platform really begins to shine. Customers have access to 24/7 support – no answering machines or suspenseful nights spent waiting for a call back. Each customer has a dedicated Merchant Success Manager (MSM) throughout his or her entire relationship with Shopify Plus.

What does this mean?

- MSMs are Shopify experts who know the client's website – and their brand – delivering advice and action plans that marry the brand perfectly with the platform.
- When clients have a question, concern, or opportunity, they have a single point of contact instead of being juggled by the customer service department. Their MSM knows their goals and expectations without the need for a back story every time they call.

- A client's triumphs are an MSM's triumphs. They live up to their name, and take personal pride in seeing their customers performing at their best.

How many other ecommerce platforms can guarantee that?

Next steps

We're here to provide sales support on your Shopify Plus opportunities. Shopify Plus can provide access to a Sales Rep or Solutions Engineer.

Sales Reps are available to provide dedicated sales support on your strategic opportunities. They will assist with differentiation, messaging, and contractual details as needed. Solutions Engineers are here to support you with discovery, requirements analysis, architectural overviews, and demonstrations.

Once a lead has been identified, please email the details to partnerleads@shopify.com. Use the example email's format below, and be sure to include all fields listed. If you are a Shopify Plus Partner and need contract support or a Solutions Engineer on an existing opportunity, please reach out to Partner Support with any questions. Lead information will automatically be added to our sales database with the partner's attribution.

Include the following fields in your email:

- Partner Name (Your Company)
- Client's Full Name
- Client's Business Email
- Client's Company Name
- Client's Company Website URL
- Client's Phone Number
- Comments/Notes

Example email:

Hi Plus Team!

Our sales team and I have been chatting with Ivana Nüplatform. She is very interested in hearing more about Shopify Plus, and her information is as follows.

Partner Name: Digital World

Full Name: Ivana Nüplatform

Business Email: ivana@ivanascompany.com

Company Name: Ivana's Company

Company Website URL: www.ivanascompany.com

Phone Number: 555-666-7777

Comments/Notes: Can you please reach out to Ivana as soon as possible? She would like to get started right away and has questions about how Plus can integrate with her ERP system Microsoft Dynamics.

There you have it – what you need to get started selling Shopify Plus to your clients. From personalized 24/7 support to a specialized feature set focused on enterprise needs, Shopify Plus takes care of the nitty-gritty so online retailers can focus on flourishing in today's competitive market.