

# Pitching Shopify to Clients

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A sales resource for Shopify Partners

# Introduction

Welcome to the Shopify Partner Program and congratulations on starting your journey to become a Shopify Expert.

We're always looking for ways to help our partners become more knowledgeable on ecommerce and Shopify, while also helping you build truly successful businesses in the process. And we've created this document for that very purpose.

This document is a comprehensive guide outlining how to position and pitch Shopify to your clients — including a basic understanding of our platform. Feel free to use any of the content provided in this document to enhance your sales collateral, including:

- Capabilities decks
- Quotes, proposals, and RFP/RFI responses
- Service agreements, statements of work, and contracts
- General client communication
- Your website

We hope this resource helps you develop a joint value proposition with Shopify, that strengthens your pitching and sales process for ecommerce projects.

The Shopify Partners Team

# Why hosted ecommerce?

Choosing an ecommerce platform for an online business is one of the toughest decisions an entrepreneur needs to make. If this choice is made hastily, without the right information, they risk investing time and money into a platform that does not meet their needs. The sunk costs associated with choosing the wrong ecommerce platform can significantly impact the success and longevity of their business.

That's where you, the Shopify Partner, comes in.

Prospective ecommerce clients will often seek out your advice as to how they should approach their online business. Before you can confidently suggest Shopify as their go-to solution, you'll often have to navigate the needs of these merchants in order to recommend the type of ecommerce platform that's most suitable for them.

In today's market, there are two main types of platforms for ecommerce business owners:

- Fully-hosted ecommerce platforms
- Open source ecommerce platforms

As a Shopify Partner, you'll not only need to be able to educate prospective clients on the benefits of Shopify, but you'll also need to ensure they understand the added value that comes with working with a fully-hosted solution.

Luckily, we've helped curate some of those benefits that you can share with clients.

## The benefits of hosted ecommerce

To help guide your conversations with clients, we've organized the key benefits of hosted ecommerce platforms around three distinct stages every new online business owner experiences. Feel free to leverage these points in your pitches or conversations with clients.

### 1. Easier to build with

From deciding what hosting service to use, to importing products from existing storefronts, starting an online store comes with many challenges that many entrepreneurs aren't expecting. Luckily, hosted ecommerce platforms offer a turnkey solution that removes many of these early stage barriers.

By going with a hosted ecommerce platform your clients will have:

- **The opportunity to start selling quicker.** Hosted platforms offer a simplified store setup process and easy day-to-day management, through robust content management systems (CMS) that are uncommon when compared to their open-source counterparts.
- **An all-in-one commerce solution.** Merchants receive native hosting, shopping cart functionality, and sales channel integrations with no additional fees or integrations. This can save significant time and financial investment that would otherwise exist with open source platforms.

## 2. Ready for optimization

Store optimization is not only part of the launch phase, but is also an ongoing requirement for many online business owners. Hosted ecommerce platforms offer several advantages for optimization compared to open-source options, including these key benefits:

- **Easy access to extensions.** Easily build the store of your dreams with the functionality you need, through robust third-party apps and integrations.
- **An ever-evolving product.** Hosted platforms, like Shopify, host hundreds of thousands of stores, so they regularly are pushing new improvements to ensure all sites are built with industry-leading best practices.

## 3. Simplified store maintenance

Hosted platforms simplify store maintenance, so that entrepreneurs can focus on what really matters — running and growing their online businesses.

In general, most hosted ecommerce platforms offer merchants:

- **An army behind your business.** Going hosted means you get access to 24/7 technical support and ongoing platform maintenance to reduce downtime, and keep your business running smoothly.
- **Industry-leading security.** Hosted platforms look after SSL certification, security patches, and more, to ensure you can rest easy knowing your business and customers are secure.

Educating your prospective clients on the benefits of a hosted ecommerce platforms is one of the first steps in your sales communication process.

# Selling the Shopify platform

Once you've educated your prospective clients on the value of working with hosted ecommerce platforms, it's time to pitch them on the benefits they'll receive by working with Shopify.

Many merchants are looking for very specific functionality in their ecommerce platform, and communicating that functionality through feature descriptions can be quite effective in building initial interest in the platform you're pitching. But it's when you [reinforce product functionality with "bottom line" benefits](#), as well as the potential impact the product can have on their business, that the value of hiring your firm becomes much more obvious to your client.

## Why Shopify?

Shopify is dedicated to streamlining the ecommerce experience for both merchants and their customers, by offering a robust and easy-to-use platform that is constantly evolving to stay at the forefront of an ever-changing industry.

Below is a set of key benefits and core features that your clients can expect from Shopify.

### A home for your client's brand

Shopify is completely agnostic to design and front end technology. With [full storefront customization](#), [no product limits](#), [powerful analytics](#), and much more — Shopify isn't just a house for your client's business and brand, but can be designed into a permanent home.

### Store management made easy

Our hassle-free, merchant-focused ecommerce management system means you can smoothly handoff your work to clients — with minimal training and support debt. Your clients can amplify their business success with access to our award-winning [24/7 support network](#), [in-depth documentation](#), [online forums](#), and educational content from our [Ecommerce University](#).

### Sell anywhere their customers are

Shopify offers more sales channels, payment gateways, and integration products than any other ecommerce provider, offering your clients a unified platform to sell anywhere their customers are now — or will be in the future. From Amazon and Pinterest, to Messenger and Shopify POS, [you can check out all Shopify's sales channels on the Shopify App Store](#).

### Rest easy knowing your business is safe

Shopify incorporates industry-leading security features into every product, like 256-bit SSL certificates, Level-1 PCI compliance, and 99.9% uptime with 24/7 monitoring — allowing your clients to breathe easy knowing their business, and customers, are always protected.

### Enhanced customization with Shopify Apps

Shopify proudly boasts more than 1,500 apps that allow merchants to build their businesses the way they want them to perform. These added benefits from apps include:

- Additional functionality to your storefront, like [product reviews](#), [pop-ups](#), [chat functionality](#), and more.
- Extend the power of Shopify's admin, like [enhanced reporting](#), [shipping options](#), [inventory management](#), and more.
- Integrate with the most popular third-party business software, like MailChimp, Quickbooks, Xero, and more.

These are just a handful of the technical and business features that make Shopify the perfect solution for any client's needs. You can review [a full list of Shopify's online store features](#), as well as our [pricing structures](#), on our website.

## Ready to use content

While we've already shared a high-level review of Shopify's core features and benefits, we also wanted to provide shortened versions of this content that you can use directly in your sales collateral.

Feel free to use this precomposed description when responding to RFPs, or as you create your proposals, quotes, or general communications with prospects.

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## Why Shopify?

### The ecommerce platform made for you

Shopify is the world's leading multi-channel commerce platform, powering more than 400,000 businesses who have collectively sold more than \$34 billion worth of products online or in-person.

- **A home for your business** - Fully customizable website, online store, and blog.
- **Limitless potential** - Unlimited bandwidth, product inventory, and customer data.
- **Sell anywhere your customers are** - Multiple sales channels like Amazon, Facebook, Pinterest, and more.
- **Store management made easy** - 24/7 award-winning customer support .
- **Rest easy knowing your business is safe** - Industry leading security and reliability with 256-bit SSL certificates, Level-1 PCI compliance, and 99.9% uptime.

# Additional resources for client education

We've curated some of our favorite articles, ebooks, and videos about optimizing your sales process. Take a read or share with your team and clients to find new ways to empower the growth of your freelance or agency business.

## Resources for finding potential ecommerce clients

- [The Ultimate Guide to Finding Web Design Clients](#)
- [The Benefits of Adding a Shopify Landing Page to Your Portfolio Site](#)
- [7 Content Ideas That Will Drive Revenue for Your Agency](#)

## Resources to share with your prospective clients

- [Best Ecommerce Platforms and Shopping Cart Software Comparison Chart \(March 2017\)](#) via Ecommerce-Platforms.com
- [E-Commerce Online Store Builders Comparison Chart for 2017](#) via Website Builder Expert
- [Shopify vs. WooCommerce](#) via Website Tool Tester
- [Shopify vs. BigCartel](#) via Merchant Maverick
- [Shopify Plus vs. BigCommerce Enterprise](#) via Merchant Maverick
- [Shopify merchant success stories](#) — A curation of case studies of successful merchants on Shopify