

Selling Shopify Plus through the Partner Program

Want to better understand how you can partner with the many teams inside Shopify? We've got you covered. **Follow these six steps and start closing more Shopify Plus deals.**

Pre-contract

1

Submit your lead

Access your Partner Dashboard to get started.

2

Our team reviews your lead

The Shopify Sales Concierge team will review your submission, vet your lead, and double check that we have all the information needed to move to the next step.

3

Co-sell with your dedicated sales team

After qualifying the lead, you'll both be connected with the right sales team based on the deal type and where the merchant is located.

- The Upgrade Sales team supports existing Shopify merchants throughout the process of upgrading to Shopify Plus
- The New Business Sales team helps new merchants navigate the transition to Shopify Plus from their current platform

4

Collaborate with Shopify on technical scoping

If needed, the Shopify Solutions Engineering team will partner with you to help with the technical scoping process.

Post-contract

5

Build and launch on Shopify Plus

If your merchant is new to Shopify, Shopify Launch Consultants will work with you to support the migration and launch process.

6

Get long-term support

The Shopify Merchant Success team provides continued support to merchants as they build on the platform.

As a partner, you can continue to leverage Partner Support for any support needs.

Your dedicated support system for selling Shopify Plus

The Shopify Partner Program offers 24/7 support at every step. After you submit a lead, the teams at Shopify will work with you to close the deal and ensure the best experience for your merchants.

Lead Vetting

Shopify Sales Concierge Team

- ✓ Qualify merchants to make sure Shopify Plus is a good fit
- ✓ Help merchants identify and understand the high-level value proposition of Shopify Plus
- ✓ Connect merchants and partners with the right sales team for an evaluation of Shopify Plus
- ✗ Don't provide technical or operational support
- ✗ Don't support merchant or partner sales

Sales Concierge Checklist

- ☐ What's the merchant's annual online and offline revenue?
- ☐ What is the merchant's timeline? Is the merchant ready to speak with sales?
- ☐ Where is the merchant's headquarters located?
- ☐ What is the merchant's budget?

Sales teams

Whether your lead is new to Shopify or upgrading from their current plan, the Shopify Sales teams are ready to support your deal type.

Shopify New Business Sales Team	Shopify Upgrade Sales Team
DO	
<ul style="list-style-type: none"> ✓ Offer a deep dive into the Shopify Plus value proposition relative to the merchant's current platform ✓ Ensure a smooth transition to Shopify Plus by facilitating the right technical conversations, commercial discussions, and contracting ✓ Provide consistent communication with merchants and partners to support migration launch (working backward from desired "Go Live" date) ✓ Assess and identify migration needs and process ✓ Provide a custom demo of key Shopify Plus tools and functionality (focused on adding value for the merchant) ✓ Collaborate with Solutions Engineers when further technical scoping is needed to ensure Plus is the right fit long-term 	<ul style="list-style-type: none"> ✓ Offer a deep dive into the Shopify Plus value proposition for merchants that are ready to grow their business on Shopify ✓ Help merchants understand their growth potential when upgrading to Shopify Plus ✓ Provide a direct point of contact for the partner and merchant to answer product fit or commercial questions during the sales process ✓ Share processes and realistic timelines for the upgrade process ✓ Provide a custom demo of key Shopify Plus tools and functionality (focused on adding value for the merchant) ✓ Collaborate with Solutions Engineers when further technical scoping is needed to ensure Plus is the right fit long-term
DON'T	
<ul style="list-style-type: none"> ✗ Grant Sandbox access ✗ Answer Partner Program support questions ✗ Validate technical solutions without the support of a solutions engineer ✗ Demo products before a discovery phase been kicked off ✗ Approce new payment store providers (PSPs) or apps 	<ul style="list-style-type: none"> ✗ Provide partner or merchant support (demos, training, and more) after upgrade

Upgrade Sales Team Evaluation

- ☐ What tools have they leveraged on their current Shopify plan?
- ☐ What incremental business performance could they unlock by upgrading to Shopify Plus?
- ☐ What are the merchant's opportunities for growth?
- ☐ What are the merchant's current commercial and technical pain points?
- ☐ What are their automation and optimization needs?

New Business Sales Team Evaluation

- ☐ What are the merchant's current commercial and technical pain points?
- ☐ What are the merchant's opportunities for growth?
- ☐ What are their automation and optimization needs?
- ☐ What commercial and technical migration assessments need to be completed?

Technical Scoping

Shopify Solutions Engineering Team

- ✓ Collaborate with the sales team on specific opportunities that require technical scoping
- ✓ Ensure Shopify Plus is the right product fit for the merchant's short and long-term needs
- ✓ Serve as advisors on the technical product capabilities and functionality of Shopify Plus
- ✓ Run deep-dive demos for specific, relevant areas of the product
- ✓ Assess and advise on apps, custom solutions, high-level designs, or integrations that can accelerate merchant growth and support technical needs
- ✓ Consult and advise on overall Tech Stack requirements
- ✗ Don't build themes, stores, or products
- ✗ Don't create solution or scoping documents at the code level

Launch support (post-contract)

Shopify Launch Consultants (new business only)

- ✓ Support new Shopify Plus merchants and platform migrations during the post-sale phase
- ✓ Help merchants launch faster by translating business solutions into technical solutions
- ✓ Advise on data migration, integrations (including which app or API to use for what), and complex front end development requirements
- ✓ Helps find technical workarounds if traditional recommendations don't work for the merchant
- ✗ Don't implement technical solutions
- ✗ Don't review code
- ✗ Don't troubleshoot technical issues (this should go to support)
- ✗ Don't train or onboard to the platform
- ✗ Don't support general partner enablement

Long-term servicing (post-contract)

Shopify's Merchant Success Team

- ✓ Once onboarded to the Shopify Plus platform, merchants are enrolled into the 'Merchant Success Program'
- ✓ Serve as internal Shopify advocates for merchants to ensure they continue to grow on the platform
- ✓ Help define a clear roadmap for merchant's business goals and support them in achieving them through Shopify products
- ✓ Connect merchants with the proper support, solutions resources, and additional partners (if needed)
- ✓ Provide UX audits (by request only)
- ✓ Provide strategic data through benchmarking tools and reporting
- ✓ Serve as the main point of contact for any additional Shopify products that the merchant is interested in or could add value (Shopify Payments, POS, Capital, and more)
- ✓ Primary contact for contract-related queries
- ✓ Identify areas of opportunity within the Shopify Plus feature set to support business goals and merchant growth
- ✗ Don't provide technical support
- ✗ Don't build scopes of work for projects
- ✗ Don't run or advise on digital marketing campaigns
- ✗ Don't provide additional training on the Shopify Plus platform

Ready to refer a merchant to Shopify Plus?

Hop over to your [Partner Dashboard](#) to get started.