



How to pitch Shopify to your clients

A sales resource for Shopify Partners



Welcome to the Shopify Partner Program and congratulations on starting your journey toward helping Shopify merchants all over the world.

You play a crucial role in introducing new merchants to Shopify, and providing solutions that help them start, sell, market, and manage their businesses. Whether you're an established agency or just starting out, Shopify gives you the tools and resources you need to scale successfully.

This document is a comprehensive guide outlining how to position and pitch Shopify to your clients, including a basic understanding of our platform. You can use any of the content 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**
- **Your social media channels**

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

Thanks for being part of the community,
The Shopify Partners Team

Why hosted ecommerce?

Choosing an ecommerce platform can be a difficult decision for brands to make. Without the right information, brands risk investing their time and money into a platform that doesn't 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 ask you how they should approach their online business. Before you can confidently suggest Shopify, you need to understand the needs of their brand so you can recommend the type of ecommerce platform that's most suitable for them.

There are three main types of ecommerce platforms:

1

**Fully-hosted
ecommerce
platforms (SaaS)**

2

**Open source
ecommerce
platforms**

3

**Headless
commerce**

Educating your prospective clients on the benefits of a hosted ecommerce platform should be one of the first steps in your sales process. As a Shopify Partner, you need to be able to educate prospective clients on the benefits of Shopify, while also ensuring they understand the added value that comes with a fully-hosted solution.

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.



Quick set up

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

Hosted ecommerce platforms give your clients:

- **The ability to start selling quicker:** Hosted platforms offer a simplified store setup process and easy day-to-day management through robust content management systems (CMS), unlike most open-source platforms
- **An all-in-one commerce solution:** On Shopify and other hosted ecommerce platforms, merchants get native hosting, shopping cart functionality, and sales channel integrations with no additional fees or integrations. This saves valuable time and financial investment.



Easy customization

Store customization is an important part of the launch phase, and can be ongoing for many brands. Hosted ecommerce platforms offer several advantages for customization compared to open-source platform, including:

- **Easy access to extensions:** Build the store of your clients' dreams—with all the functionality they need—through robust third-party apps and integrations.
- **Industry-leading platform capabilities:** Hosted platforms, including Shopify, host millions of stores, so they regularly release platform improvements to ensure all their merchants' sites are built with industry-leading best practices.



Simplified store maintenance

Hosted platforms simplify store maintenance, so entrepreneurs can focus on growing their brand. In general, most hosted ecommerce platforms offer:

- **World-class support:** Your clients can get access to 24/7 technical support and ongoing platform maintenance to reduce downtime and keep their business running smoothly.
- **Industry-leading security:** Hosted platforms look after SSL certification, security patches, and more to ensure your clients can rest easy knowing their business and customers are secure.



Why Shopify?

After you've educated your prospective clients on the value of working with hosted ecommerce platforms, it's time to pitch them on Shopify. Shopify is dedicated to streamlining the ecommerce experience for merchants and their customers by offering one platform with all the ecommerce and point of sale features your clients need to start, run, and grow their businesses.

Many brands look for specific functionality in their ecommerce platform. By [reinforcing product functionality](#) and explaining the impact it can have on their business, you can demonstrate the value of hiring your firm and using Shopify.

To help you with these conversations, we've compiled a list of Shopify's key product functionalities. We also recommend reviewing the full list of [Shopify's online store features](#) and our [pricing structures](#) to help with your sales pitch.

Limitless customization

Shopify is completely flexible, from design to front end technology. With [full storefront customization](#), [no product limits](#), and [powerful analytics](#), your clients can customize Shopify to fit their needs without worrying about outgrowing it.

Easy store management

Our hassle-free ecommerce management system means you can hand off your work to clients smoothly—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 support documentation](#), [online forums](#), and [educational content](#).

Reach customers across channels and geographies

Shopify offers more sales channels, payment gateways, and integration products than any other ecommerce platforms, enabling your clients to sell everywhere their customers are. From Amazon and TikTok to Facebook Messenger and Shopify POS, you can check out all Shopify's sales channels on the [Shopify App Store](#).

Enterprise-level security and platform reliability

Shopify incorporates industry-leading security features into every product, like 256-bit SSL certificates, Level-1 PCI DSS compliance, and 99.99% uptime with 24/7 monitoring — allowing your clients to breathe easy knowing their business, and customers, are always protected.

Add-on capabilities

Shopify proudly boasts more than [6,000 apps](#) that enable merchants to extend our platform to meet their business needs. For example, apps can add functionality like [product reviews](#), [pop-ups](#), and [live chat](#). Merchants can also use Shopify's open APIs to integrate with popular third-party software, like MailChimp, Quickbooks, Zero, and more.

Global partner ecosystem

Trust in the 40,000+ partners who service clients on the Shopify platform, from trusted Shopify Experts to Shopify Plus Partners. Partners can help build, design, and launch merchants' stores on Shopify and provide digital services to scale their business.

Ready-to-use content

You can use the following descriptions of Shopify and Shopify Plus in proposals, quotes, or general communications with prospects:

Shopify is the leading all-in-one commerce platform for startups to high-growth businesses. Powering over 1,700,000 businesses worldwide, Shopify gives independent brands the tools to sell online, in person, and everywhere in between. Whether it's an online store designed for mobile, or a point of sale that syncs with retail, Shopify is where businesses start, scale, and never outgrow.

Key features



Endless customizations:

Fully customizable website, online store, and blog



Grow without limits:

Unlimited bandwidth, product inventory, and customer data



Sell everywhere your customers are:

Integrate with sales channels like Amazon, Facebook, Instagram, Pinterest, TikTok, and more



Access world-class support:

24/7 award-winning customer support



Industry leading security and reliability:

256-bit SSL certificates, Level-1 PCI compliance, and 99.99% uptime

Additional resources

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 business.

Resources for finding potential ecommerce clients

- [Grow Vol. 2: Becoming a full-stack freelancer](#)
- [Grow Vol. 3: Building a profitable business](#)
- [8 Actionable Tips for Running an Agency and Getting More Business](#)
- [A Step-by-Step Guide on Building Processes to Scale your Development Agency](#)
- [How to Use Your Competitive Landscape to Grow Your Agency](#)
- [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](#)
- [Growing Your Agency's Revenue: 3 Metrics to Help You Plan for the Future](#)

Resources to share with your prospective clients

- [What's the Best Ecommerce Platform for Your Business? Here's How to Evaluate Your Options](#)
- [Build Your Store With Ease: The 9 Best Ecommerce Website Builders for 2021](#)
- [Shopify vs. WooCommerce](#)
- [Shopify vs. BigCommerce](#)
- [Shopify vs. Magento](#)
- [Shopify merchant success stories](#)

