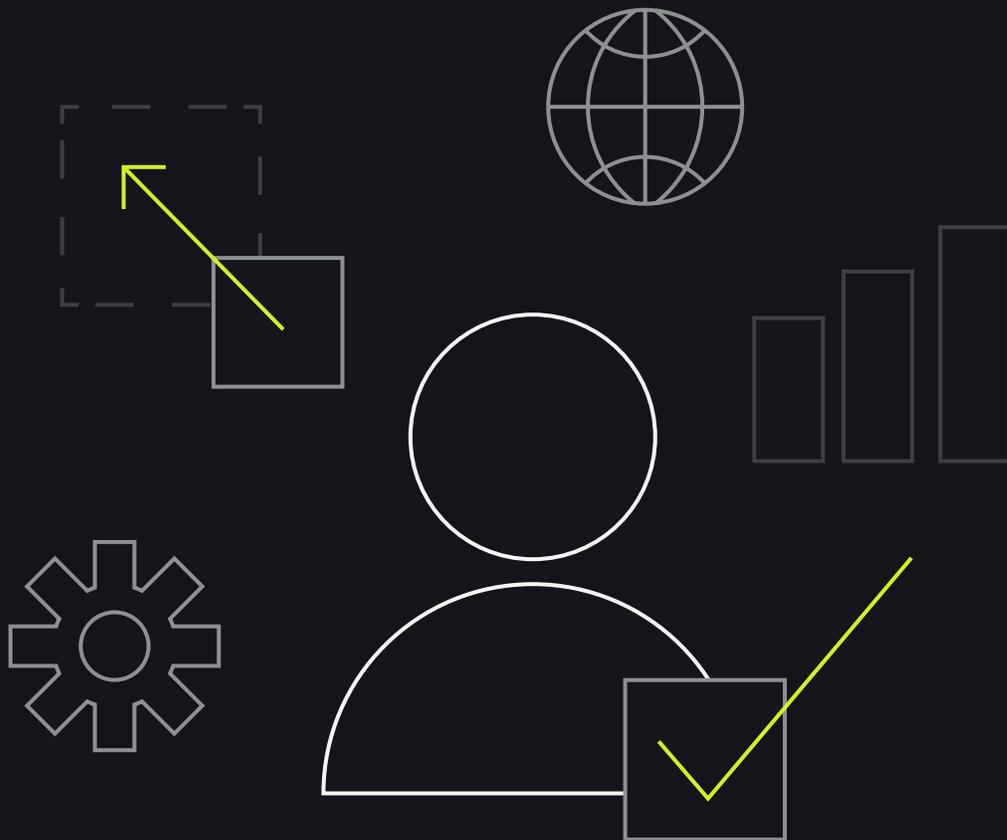


Identifying Shopify Plus Prospects

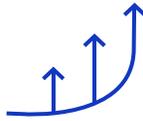


Your clients trust you to make recommendations that help their business grow, like migrating to Shopify Plus. Strong Shopify Plus candidates are likely showing signs of momentum or experiencing barriers to growth. Use this cheat sheet to identify strong prospects and outline how Shopify Plus can help them scale.

Signs of momentum

What to look for	How Shopify Plus can help
They're actively trying to increase traffic to their store through a variety of tactics, like lead generation and retargeting.	Attract and retain customers with social media, advanced email marketing, SEO, and more—all from the Shopify Plus admin.
They're actively trying to increase conversions, average order value, and repeat purchases with a variety of business tools.	Boost sales year round with native tools for checkout customization, advanced discount logic, and customer segmentation. And integrate tools through apps or APIs for upselling, loyalty programs, and more.
Their gross merchandise value (GMV) is growing year over year, triggering the need for additional support and features to help them scale.	Scale with advanced support and enterprise-level tools for automation, customization, international expansion, and integration. And keep scaling, worry-free, with unlimited bandwidth and hosting.

Growth barriers



What to look for	How Shopify Plus can help
<p>Their on-premise platform crashes during high-volume periods.</p>	<p>Never worry about crashing again with unlimited bandwidth and SKUs, 99.99% uptime, 500,000 hits per minute, and over 7,000 CPU cores.</p>
<p>The cost of IT maintenance is exponentially increasing as their company grows past \$500,000 per year.</p>	<p>With Shopify’s cloud-based service, your base price remains the same, regardless of how much you grow—with no extra costs for servers, hosting, upgrades, or patches.</p>
<p>They need more stores for international expansion, so they can display local languages, currencies, and taxes on each store.</p>	<p>Spin up custom storefronts for each market you sell in with localized languages, currencies, product catalogs, taxes, and domains. At no additional cost.</p>
<p>They need to integrate their enterprise resource planning (ERP) software.</p>	<p>Integrate all the systems your brand relies on. Standardized RESTful APIs allow for integrations with ERP tools like Netsuite, Sage, Microsoft Dynamics, and more.</p>
<p>They need developers to make basic changes to their user experience and online store, including checkout.</p>	<p>Make customizations your way, from no code to low code to completely custom code. You can use the drag-and-drop theme editor to customize your online store, or access the code directly.</p>
<p>They need percentage-based discounts, fixed-amount discounts, or free shipping on select items.</p>	<p>Unlock the power of promotions with customizable logic-based discounting from Shopify’s Discounts API and Shopify Scripts.</p>
<p>They need advanced support to assist with their complex needs.</p>	<p>Get access to 24/7 priority support, the merchant success program, launch engineers, solution engineers, and a network of certified Shopify Plus Partners and App Partners.</p>

Think your client is a good fit?

Learn how to sell Shopify Plus

