

You've Been Invited to Join the HubSpot Shared Selling Pilot

Join a select number of solutions providers and play a part in the program's growth, while also gaining closer access to the team that supports your business

What is the Shared Selling Pilot

This pilot focuses on fully adopting deal registration - a custom-built tool designed to improve your sales process by removing friction, creating transparency, and increasing collaboration between providers and HubSpot. With the evolution of tools and processes comes the need to retire older functions. In this case, HubSpot seeks to retire the outdated domain registration system, and you have been selected to help ensure a seamless transition

[Accept Your Invite](#)

Why the Change

Launched in September 2021, deal registration was a natural evolution of the Solutions Partner Program - borne from a desire to constantly streamline and unify processes. This shared selling tool also circumvents the limitations of domain registration, now allowing providers to more easily initiate co-selling opportunities even when they are not the domain owner. Before, as much as [40% of domain registrations were rejected for this reason](#) - whether or not the domain in question was actively being worked. This pilot is a step towards retiring domain registration altogether, which will improve the effectiveness and experience of the selling process for everyone involved.

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What's the benefit of Shared Selling

These tools transform the way partners collaborate on sales with HubSpot by instantly creating a centralized space for both the partner and HubSpot deal owners to collaborate on the deal and share information between CRMs. This is another step towards our goal of growing better together. Deal registration allows for better alignment and collaboration, creating a better experience for all parties (including your prospects).

Expected Changes from the Pilot



Domain Registration

Pilot participants will no longer be able to register domains. You will retain access to existing registered domains until their natural expiration date - 180 days after the date you originally registered the domain, or 90 days after the date you re-registered a domain.



Deal Registration

All new deals will need to be brought to HubSpot as shared deals using the shared selling tools. Learn more about how to create a shared deal [here](#).



Capacity Manager

With the retirement of domain registration, Capacity Manager will no longer retain any relevance for solutions providers. As a result, it will be removed from provider portals.



Partner Lead Notifications

If you have opted in to [Partner Lead Notifications](#) (PLNs) you will continue to receive notifications for the domains registered prior to the pilot. You will not receive notifications for registered deals if you don't also have the domain registered.



Commission for Starter Deals

Partner collaboration is not available for Starter deals. You can still receive commission for any previously registered domain that include a Starter deal, up until the expiration of that domain. You will not receive commission for any new Starter deals without a domain registered to you.

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Your Role in This Pilot

These shared selling tools were built based on 2+ years of research and development, and continue to improve in response to partner and provider feedback. In an effort to create a seamless transition away from domain registration, we look to your participation in this pilot to create a feedback loop. When you're ready to bring a deal to HubSpot, register it as a deal using the shared selling tools. You'll then share your insight on the deal registration process, as well as the rest of the selling process as you progress through it. This response can encompass everything from technical execution to user experience improvements.

Your go-to for this feedback will be the Partner Development Managers designated for this pilot: Peter Balk and Ryan Sharry. Your assigned PDM should have reached out to you, but you can also find their contact information below:

- Peter Balk: pbalk@hubspot.com
- Ryan Sharry: rsharry@hubspot.com

Additional Resources

- [Shared Selling Pilot FAQs](#)
- [HSPPA Addendum](#)
- [Deal Registration Overview](#)
- [Roadmap for Shared Selling Tools - Feature Updates](#)