

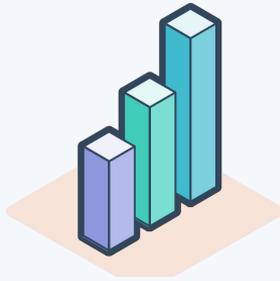
# Welcome to the Partner Program



Why is the partner  
program something to  
be excited about?



# The market is growing



There are thousands,  
if not millions, of  
companies that want  
to grow better



They recognize that  
customers have changed,  
yet they are stuck with  
systems and processes built  
for another time



As the *demand for HubSpot software has grown*, so too has the **demand for highly qualified service providers**





When *partners introduce HubSpot to new good-fit clients,*

- **Clients win** by having their needs met
- **HubSpot wins** by serving new customers
- **Partners win** by having the opportunity to offer services on top of HubSpot plus earn commissions



Those are a couple reasons why HubSpot is excited about the partner program.

Now, let's examine why you might be excited.



Many of our partners are excited for the same reasons we are:

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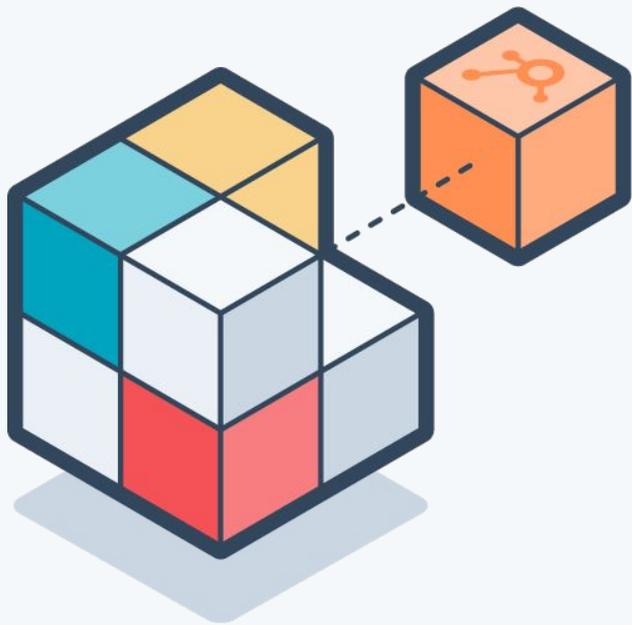


They recognize the opportunity to grow with HubSpot

- servicing HubSpot customers and
- introducing HubSpot to new customers

# HubSpot Software





## Bundling Services with HubSpot

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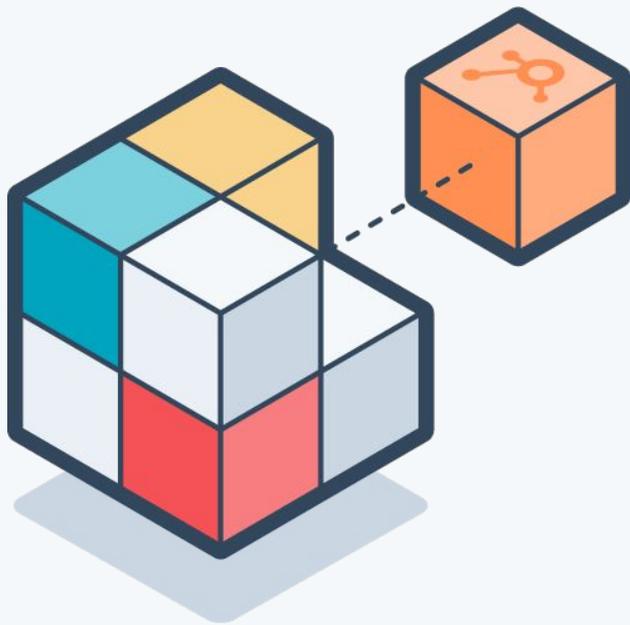


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*As great as HubSpot  
is, it **doesn't run  
itself!***

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## Bundling Services with HubSpot

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Many partners offer planning, strategy, implementation, and other services on top of HubSpot and expand their services and fees as a result.



# The HubSpot Ecosystem

Community of partners, users, and app developers working together on HubSpot



# You can experience the ecosystem in:

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- **online marketplaces**  
including the Solutions Partner Directory
- **online communities**  
including HubSpot Community boards
- **live and virtual events**  
including HubSpot User Groups and Inbound, HubSpot's annual gathering in Boston



So far in this introduction, we've reviewed why we and many of our partners are excited about the partner program.

Hopefully, we've touched on some reasons you're excited as well.



# The Hard Part



*With most things  
in life, being  
successful doesn't  
come easily. The  
partner program  
is no different.*

It will be **very rare**,  
*especially at the  
beginning of your  
partnership journey*, where  
HubSpot opportunities  
from HubSpot will **fall into  
your lap**.



# Partners who are most successful in the partnership tend to do the following over time:

- Put in a lot of work to learn the product, build expertise, and proactively pursue good-fit for their HubSpot-related services
- Are thoughtful about what HubSpot related services they offer.
  - They usually build a core of HubSpot-related services to start, and oftentimes grow their HubSpot-related capabilities over time.
- Lean on their HubSpot resources. They draw on the HubSpot Academy, their HubSpot team, and the HubSpot ecosystem to help instruct, inspire, and support them.



It will take work  
to become a  
successful  
partner, but for  
those that do,  
opportunity  
awaits.

We are here  
to help.



# The Rest of the Getting Started Guide

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- An overview of the HubSpot product
- Direction on how to price and package your services with HubSpot
- An introduction to your HubSpot sales team
- How to register your deals and ensure you get paid commissions
- and more.



# HubSpot



HubSpot

Provider

SOLUTIONS PARTNER  
PROGRAM