



# Foundations: BigCommerce's Partner Program

Date: August 2016

Part 4 of 5

# BigCommerce's Partner Program

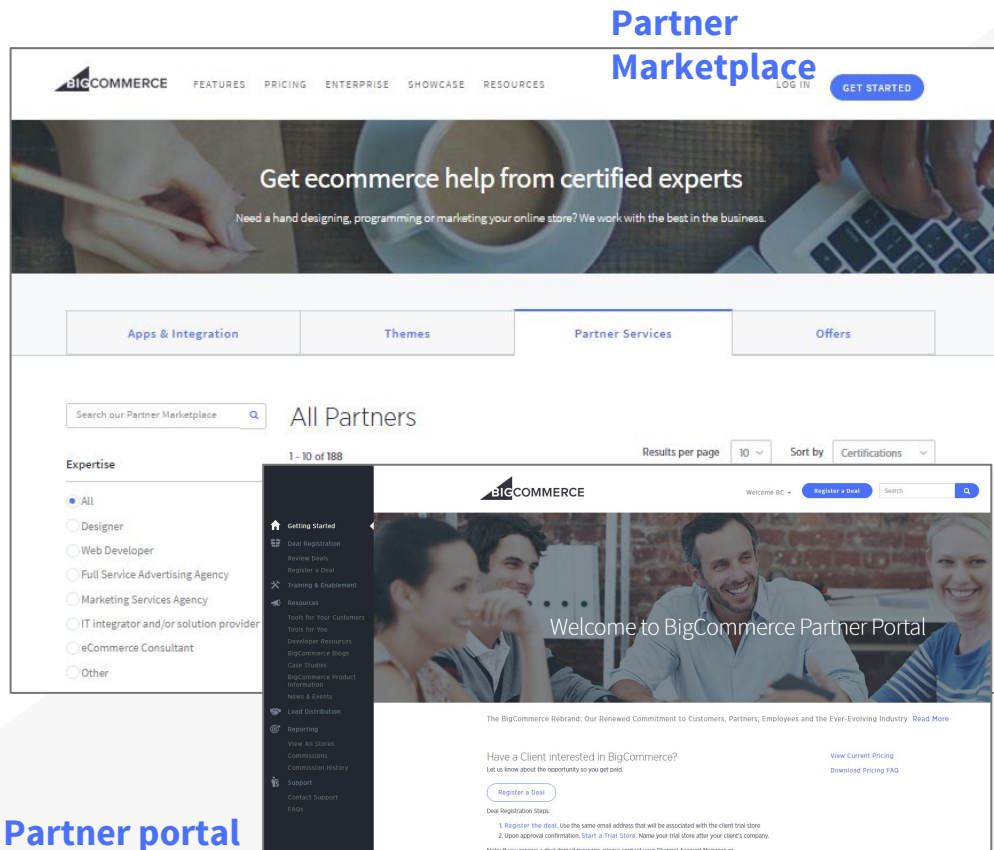
- The program
- The partner portal
- Partner Marketplace
- Training & Certifications
- Aligning sales support



# The program

# Best in class Partner-friendly program

- Tiered ecosystem & benefits
- Certified BigCommerce Partners
- No channel conflict
- Partner marketplace
- Partner marketing support
- Partner portal
- Deal registration
- Lead distribution
- Co-marketing funds by proposal for some tiers



Partner portal

CONFIDENTIAL

# Introducing New Partnership Tiers, Partner Training, and More!

As your partner, we're here to help your business grow and succeed. We have introduced enhancements to the partner program that will improve the way you're trained and the way you're paid for referrals.

## What's changed?

- **We've introduced a new, tiered ecosystem, allowing you to make bigger commissions as you sell more and grow your BigCommerce practice.**
- **We've launched training classes that will help you sell more effectively and will be required for advancing in the Partner program.**
- **We've introduced co-marketing tools to help you grow your BigCommerce practice, and**
- **We've aligned marketing support and resources to help you grow your business.**

[Complete details can be found on the partner portal.](#)

# About the partner tier structure

We now offer four partnership tiers that will reward you based on your experience, engagement level and revenue with BigCommerce.

- **Enrolled** - New Partners who have joined the BigCommerce Partner Program but have not yet undergone training. Existing partners will be assigned a tier based on their current status and have 6 months to complete required training.
- **Member** - Partners who have passed three basic 30 min - 1.5-hour training courses: Foundations, Sales 101 and Tech 101. No minimum revenue required. 20% commission on sales and access to the partner portal with robust marketing & training resources.
- **Preferred** - Partners who have met the Member-level requirements and also have passed two additional training courses: Sales 201 and Tech 201. They drive \$3,000 minimum BigCommerce revenue per quarter required, plus one enterprise store deployment. They earn 25% commission on sales, and receive a dedicated account manager, co-marketing and other benefits.
- **Elite** - Partners who have met all requirements of the Certified BigCommerce Partner. They drive \$6,000 minimum BigCommerce revenue per quarter and have a minimum existing base of \$10,000 MRR, plus three enterprise store deployments. They earn 30% commission on sales plus an additional bonus for large deals, and receive all benefits of Preferred membership plus more in-depth sales, marketing and support opportunities.

# Tiering structure

REQUIREMENTS BY TIER	Enrolled	Partner	Preferred	Elite
Quarterly New Revenue	\$0	no minimum	Minimum of \$3,000 USD per quarter (or high volume store count by negotiation)	Minimum of \$6,000 USD per quarter (or high volume store count by negotiation)
MRR Threshold				\$10,000 MRR
Certifications		Foundations, 1- Sales 101, 1-Tech 101	Foundations, Sales 101 & 201, Tech 101 & 201	Meets the requirements of Certified BigCommerce Partner
Customer Satisfaction	Favorable	Favorable	Favorable	Favorable
Enterprise Store Deployments			1 or more	3 or more
Paid on Influenced Deal	no	no	no	case by case



# The benefits



# Partner Benefits

COMMISSIONS	Enrolled	Partner	Preferred	Elite
Commission paid on Recurring Online Store Plan Revenue	0	20%	25%	30%
Bonus on Large Deals				one time payment of 5% on single transaction ARPU larger than \$5K
GENERAL	Enrolled	Partner	Preferred	Elite
Access to Portal	X	X	X	X
Partner Badges		X	X	X

# Partner Benefits

ENABLEMENT	Enrolled	Partner	Preferred	Elite
Business Reviews			Quarterly	Quarterly
Sandbox – nonproduction		X	X	X
Dedicated Partner Manager			X	X
Access to Beta Programs			X	X
Access to Product Roadmaps	Self serve on portal	Self serve on portal	Qtlry Webinar	Qtlry Webinar
Input on product roadmap				X
SUPPORT	Enrolled	Partner	Preferred	Elite
Access to Knowledge Base	X	X	X	X
Contribute to Forum and Knowledge Base		X	Specialized*	Specialized*
Priority Product Support Queue	Based on store plan	Based on store plan	Based on store plan	Based on store plan
Dedicated Support Escalation Number				X*

\*Planned 2017

# Partner Benefits

MARKETING	Enrolled	Partner	Preferred	Elite
Partner Newsletter	X	X	X	X
Standard Press release		X	with Custom Quote	
Joint Press Announcement				X
Go to Market Activities			Proposal Based	X
Co- Marketing Funds			Proposal Based	Proposal Based
Event Support			Proposal Based	Proposal Based
Joint Collateral		Self serve	X	X
Partner Marketplace Page Listing		X	By Tier	Priority

# Partner Benefits

SALES	Enrolled	Partner	Preferred	Elite
Sales Promotions			X	X
Case Studies/Videos			Self serve Template	Joint Publishing
Webinars			Proposal Based	Proposal Based
Educate BC Sales			Webinar	Presentation
Receive Leads		Partner Marketplace Driven	Partner Marketplace driven and sales directed leads where applicable	Partner Marketplace Driven and direct sales integration for highest value leads
Joint Customer Planning			X	X
Joint Go To Market Planning			Proposal Based	X
Sales Engineer Support			Team	Dedicated with access to Slack channel*

\*Planned



# The partner portal

**Getting Started**

Deal Registration

Review Deals

Register a Deal



Training &amp; Enablement



Resources

News &amp; Events

Tools for Your Customers

Tools for You

Developer Resources

BigCommerce Product  
Information

Stencil Information

Offers &amp; Beta Programs



Lead Distribution



Reporting

View All Stores

Commissions

Commission History



Support

Contact Support

FAQs



# Welcome to BigCommerce Partner Portal

[Everything You Need to Know About \(Achieving\) PCI Compliance](#) [Send Mail](#)

## Have a Client interested in BigCommerce?

Let us know about the opportunity so you get paid.

[Register a Deal](#)

Deal Registration Steps:

- 1 [Register the deal](#). Use the same email address that will be associated with the client trial store
2. Upon approval confirmation, [Start a Trial Store](#). Name your trial store after your client's company.

[View Current Pricing](#)[Download Pricing FAQ](#)

[Getting Started](#)[Deal Registration](#)[Review Deals](#)[Register a Deal](#)[Training & Enablement](#)[Resources](#)[News & Events](#)[Tools for Your Customers](#)[Tools for You](#)[Developer Resources](#)[BigCommerce Product Information](#)[Stencil Information](#)[Offers & Beta Programs](#)[Lead Distribution](#)[Reporting](#)[View All Stores](#)[Commissions](#)[Commission History](#)[Support](#)[Contact Support](#)[FAQs](#)

Getting Started is a quick start guide with quick links to the most common tools and information.

# Welcome to BigCommerce Partner Portal

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## Getting Started



## Deal Registration

[Review Deals](#)[Register a Deal](#)

## Training &amp; Enablement



## Resources

[News & Events](#)[Tools for Your Customers](#)[Tools for You](#)[Developer Resources](#)[BigCommerce Product Information](#)[Stencil Information](#)[Offers & Beta Programs](#)

## Lead Distribution



## Reporting

[View All Stores](#)[Commissions](#)[Commission History](#)

## Support

[Contact Support](#)[FAQs](#)

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Deal Registration: Register your deals, review in progress deals.

## Welcome to BigCommerce Partner Portal

[Everything You Need to Know About \(Achieving\) PCI Compliance](#) [Send Message](#)

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Training & enablement:  
Find all of your training &  
development information.  
Take the courses you need  
to meet tier requirements  
and apply to become  
BigCommerce Certified  
Partner.

# ommerce Partner Portal

Everything You Need to Know About (Achieving) PCI Compliance [Read More](#)

## Have a Client interested in BigCommerce?

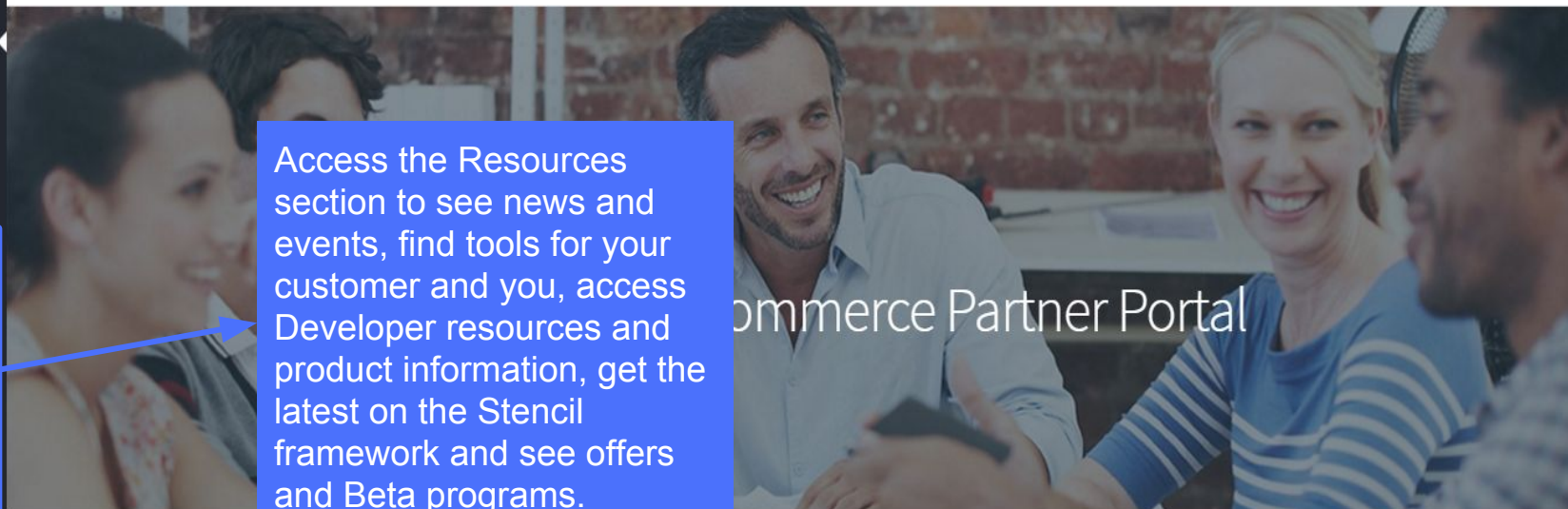
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[View Current Pricing](#)[Download Pricing FAQ](#)



Access the Resources section to see news and events, find tools for your customer and you, access Developer resources and product information, get the latest on the Stencil framework and see offers and Beta programs.

Everything You Need to Know About (Achieving) PCI Compliance [Read More](#)

## Have a Client interested in BigCommerce?

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[View Current Pricing](#)
[Download Pricing FAQ](#)



# Welcome to BigCommerce Partner Portal

Lead Distribution: Accept leads that have been assigned to you and report status of the lead.

[View Current Pricing](#)[Download Pricing FAQ](#)[Register a Deal](#)

Deal Registration Steps:

- 1 [Register the deal](#). Use the same email address that will be associated with the client trial store
2. Upon approval confirmation. [Start a Trial Store](#). Name your trial store after your client's company.



# Welcome to BigCommerce Partner Portal

Reporting: See all your stores and review your commission payments and history.

[View Current Pricing](#)[Download Pricing FAQ](#)[Register a Deal](#)

Deal Registration Steps:

- 1 [Register the deal](#). Use the same email address that will be associated with the client trial store
2. Upon approval confirmation. [Start a Trial Store](#). Name your trial store after your client's company.





# Welcome to BigCommerce Partner Portal

Support: Access information about Support and our Frequently Asked Questions.

[View Current Pricing](#)[Download Pricing FAQ](#)[Register a Deal](#)

Deal Registration Steps:

- 1 [Register the deal](#). Use the same email address that will be associated with the client trial store
2. Upon approval confirmation. [Start a Trial Store](#). Name your trial store after your client's company.

Admin area: Access your partner information and your marketplace profile.

### Quick Links

- [Review Deals](#)
- [Register a Deal](#)
- [View Pricing](#)
- [Manage My Opportunities](#)
- [BigCommerce University](#)
- [BigCommerce.com](#)
- [Log In to a BigCommerce Store](#)
- [Case Studies](#)
- [BigCommerce Blog](#)
- [News & Events](#)
- [Get Help](#)

Quick links provide instant access to the most common links.





# Partner Marketplace

# Getting the most out of the Partner Marketplace

Help merchants find you. Be listed in our Partner Marketplace, a client-facing, faceted search tool that includes your business overview, competency, specialization and contact information. The more detail in your partner profile, the more information merchants have when selecting a partner.

- **To be listed, update your Partner Marketplace profile via your Account Profile in the Bigcommerce Partner Portal under “Edit Partner Marketplace.”**
- **For more information, refer to the Partner Marketplace Guide on the Partner Portal or contact [partnersupport@bigcommerce.com](mailto:partnersupport@bigcommerce.com).**

## Partner profile features:

- Logo & Company Description
- Overview
- Location including branches
- Services
- Videos
- Marketing resources and materials
- Portfolio including Customer logos
- Reviews
- Contact Form



# Partner Marketplace

<https://partners.bigcommerce.com/directory/>

Information from your profile  
drives faceted search

Partner tier, certification &  
training drive default placement

The screenshot displays the BigCommerce Partner Marketplace directory. On the left, a faceted search sidebar is highlighted with a blue box and an arrow pointing to it from the text 'Information from your profile drives faceted search'. The sidebar includes sections for 'Expertise' (with radio buttons for All, Designer, Web Developer, Full Service Advertising Agency, Marketing Services Agency, IT integrator and/or solution provider, eCommerce Consultant, and Other), 'Region' (with a 'Select Region' dropdown), and 'Budget'. The main content area is titled 'All Partners' and shows '1 - 10 of 228' results. A search bar at the top left of the main area says 'Search our Partner Marketplace'. On the right, there are controls for 'Results per page' (set to 10) and 'Sort by' (set to Certifications). A blue box highlights the 'Sort by Certifications' dropdown, with an arrow pointing to it from the text 'Partner tier, certification & training drive default placement'. The first partner listed is 'Americaneagle.com', located in 'Illinois, United States'. It features a website preview, a description, a 'LEARN MORE' button, and a 'CERTIFIED' badge. The second partner is 'Be A Part Of', located in 'Ontario, Canada', also featuring a website preview, a description, and a 'CERTIFIED' badge.

Search our Partner Marketplace

## All Partners

1 - 10 of 228

Results per page: 10 Sort by: Certifications

**Expertise**

- ☒ All
- ☐ Designer
- ☐ Web Developer
- ☐ Full Service Advertising Agency
- ☐ Marketing Services Agency
- ☐ IT integrator and/or solution provider
- ☐ eCommerce Consultant
- ☐ Other

**Region**

Select Region

**Budget**

**Americaneagle.com**

Illinois, United States

Americaneagle.com is an industry leader in website design, development, hosting & marketing. Since 1995, Americaneagle.com has developed 6,000+ solutions for a wide range of clients.

LEARN MORE

(No reviews)

**Be A Part Of**


Ontario, Canada

A dynamic group of programmers, designers, marketers and bigcommerce lovers. We have worked over 10,000 hours with bigcommerce to date!



# Training & certifications

# Partner training & enablement

Partner	 <b>CERTIFIED</b> Bigcommerce Partner		<b>Stencil Ready</b>	
	BigCommerce Certified Partner qualifications: <ul style="list-style-type: none"><li>• Foundations</li><li>• Sales 101, 201</li><li>• Tech 101, 201</li><li>• Stencil Ready</li><li>• 2 stores deployed and/or demonstrated proficiency</li></ul>		Stencil Ready qualifications: <ul style="list-style-type: none"><li>• Stencil Specialization</li><li>• 2 stores or 2 themes developed and deployed on Stencil</li></ul>	
Employee	Foundations	Sales Tracks	Technical Tracks	Specializations
	SaaS, BigCommerce & Program Overview Getting Started	Sales 101 Sales 201	Tech 101- Control Panel Tech 201- API	By product features: Stencil Shipping Payment, etc.
Self serve: Partner portal, Knowledge Base, Dev Portal & Communities				

# Course descriptions

- **Foundations**- Become a BigCommerce buff in this overview course on the benefits of BigCommerce and SaaS, the structure of our Partner Program, and how to leverage your partnership resources to jumpstart your sales. [No prerequisite](#)
- **Sales 101**- From questions that qualify leads and facts that close deals to registering and getting paid for those deals, this course will give you the fundamentals you need to sell more on the BigCommerce platform. [Prerequisite: Foundations](#)
- **Sales 201**- Take your sales game to the next level with this deeper dive into BigCommerce's competitive positioning and best practices for onboarding merchants. [Prerequisite: Sales 101](#)
- **Tech 101**- Learn the BigCommerce platform inside and out in this course introducing you to our control panel, product and customization options, and how to set merchants up to handle payments, shipping and tax. [Prerequisite: Foundations](#)
- **Tech 201**- Offer merchants the highest level of ecommerce store customization after this course on BigCommerce's API. [Prerequisite: Tech 101](#)

# List of training resources

BigCommerce provides many resources to get you trained:

- **Portal Training & Enablement** - A complete list of training courses and materials is available on the partner portal under Training & Enablement. [partners.bigcommerce.com](https://partners.bigcommerce.com)
- **BigCommerce Support portal** - The BigCommerce support portal offers product documentation, BigCommerce University and in-depth launch guides. [support.bigcommerce.com](https://support.bigcommerce.com)
- **Communities** - The online BigCommerce Community is an exciting way to connect directly with BigCommerce merchants, staff and other partners. By joining our online forum of partners like you, merchants and BigCommerce staff, you'll easily be able to: establish credibility by answering questions and giving expert advice; market your services through direct merchant interaction; submit and vote on ideas that will influence our product roadmap; and find the best answers to your specific business questions. [forum.bigcommerce.com](https://forum.bigcommerce.com)
- **Developer Portal** - The BigCommerce Developer portal provides all the tools and resources needed to build themes or Apps on the BigCommerce platform. Partners can access API information, Release notes, developer guides and more. [developer.bigcommerce.com](https://developer.bigcommerce.com)



# Aligning Sales Support

# Aligning sales support

**BigCommerce has an established partner ecosystem to support your business**

## **Tools**

- Partner portal for marketing, sales and product information

## **Program**

- Deal registration/deal protection
- Lead distribution
- Standard partner agreement includes referral commissions on billed new store revenue
- Rep compensation aligned to minimize channel conflict

## **Resources**

- Channel account managers for all partners
- Dedicated marketing resource
- Partner support

# Deal registration

In order for partners to get paid commission for any referred merchant that purchases BigCommerce services, the partner must have an accepted, current deal registration for that referred merchant.

- To register a deal, log into your Partner Portal account at [partners.bigcommerce.com](https://partners.bigcommerce.com)
- **Go to “Register a Deal” in the upper right hand corner or to “Deal Registration” in the left hand navigation.**
- Either link will take you to a short form where you will be able to submit information about your opportunity to the BigCommerce partner team.

## Why Register your deals?

- Deal protection
- Earn commission on closed business
- Track performance in the program to earn your way to the next tier
- Share pipeline visibility with your Channel Account Manager and close business together



# Lead distribution

**New and existing BigCommerce merchants often seek partners in helping them build their business online.**

**Lead distribution is one of the many benefits of the BigCommerce partner program. Leads assigned to partners can be viewed and accepted in the partner portal under Lead Distribution.**

**[partners.bigcommerce.com](https://partners.bigcommerce.com)> Lead Distribution**

The primary ways merchants find the right partner are:

**Partner Marketplace** - Merchants find partners in the marketplace on BigCommerce.com. BigCommerce Support Ninjas direct partners to this resource when merchants call for help. Merchants have the option to fill out a contact form for partners they locate with the tool. Partners are notified when contact forms are completed.

**Communities** - Merchants seeking help often turn to our forum to post questions and get help. By participating in our communities, you will be front and center with many merchants.

**Sales assigned leads** - sometimes during the sales process, partners are required to provide the best solution for the merchant. Sales assigned leads are distributed directly to the partner through the partner portal or direct sales contact.



## Partner Resources:

Bigcommerce Partner Portal: [partners.bigcommerce.com](https://partners.bigcommerce.com)

Partner Support: [partnersupport@bigcommerce.com](mailto:partnersupport@bigcommerce.com)

Partner Marketing: [partnermarketing@bigcommerce.com](mailto:partnermarketing@bigcommerce.com)