



Sales 101

Getting Started

How to work with BigCommerce

Getting started checklist

- ☐ meet your channel account manager
- ☐ ensure your account profile is complete on the partner portal
- ☐ complete the Partner Marketplace fields
- ☐ understand deal registration
- ☐ review commissions & reporting
- ☐ review marketing resources
- ☐ discover where to go for help
- ☐ review expectations of partnership
- ☐ work with your channel account manager

✓ Your Channel Account Manager

Your Channel Account Manager is your trusted advisor and primary point of contact within BigCommerce. Reach out to your account manager for:

- Help with deal registration
- Joint marketing activities
- Sales support and co-selling opportunities
- Conflict resolution

Find your Channel Account Manager:

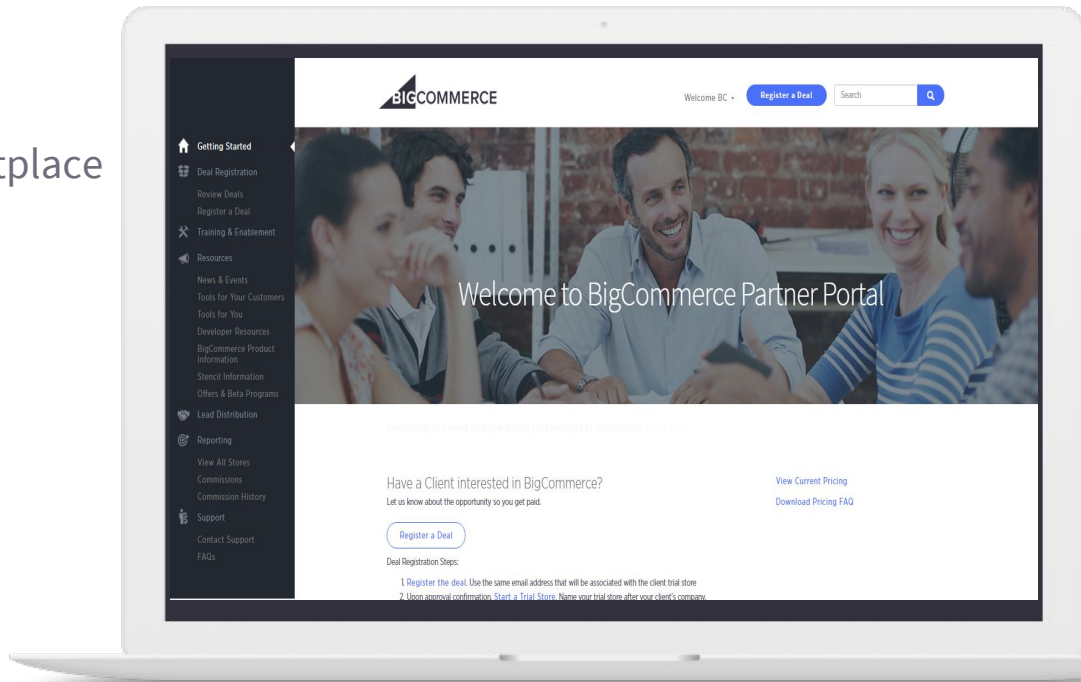
https://partners.bigcommerce.com/English/Solutions/profile/account_profile.aspx





Update Your Account Information in the Partner Portal

- To ensure timely communication
- To be displayed in the Partner Marketplace
- To receive commission payments



https://partners.bigcommerce.com/English/Solutions/profile/account_profile.aspx





Complete Partner Marketplace Fields

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.

Partner profile features:

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



Register your deals

In order for partners to get paid commission for any referred merchant that purchases BigCommerce services, you 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
- **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



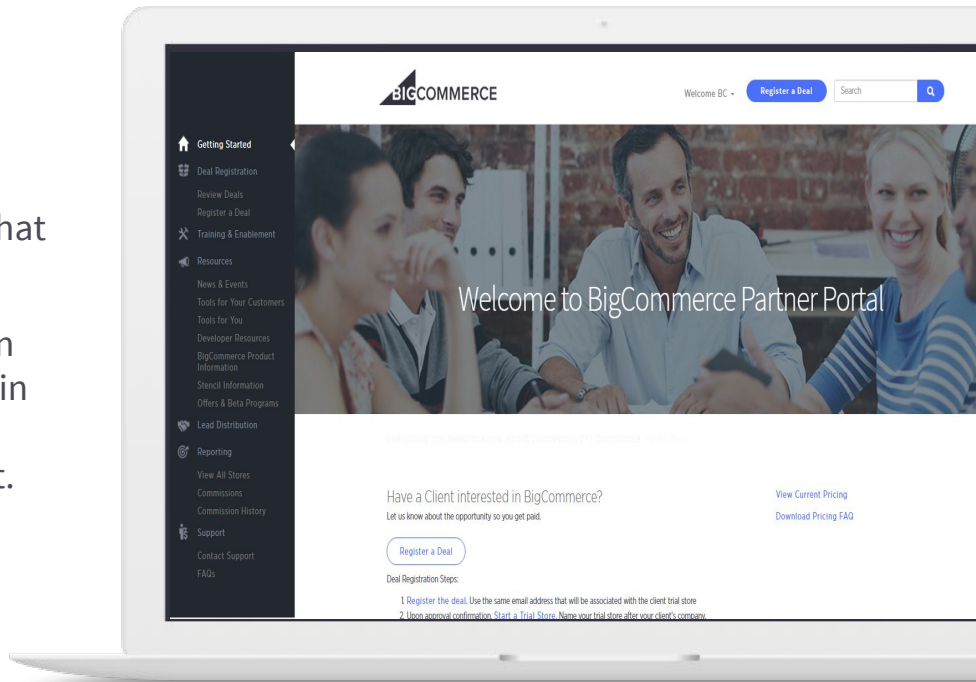
Review commissions & reporting

How do I receive commissions?

- In order to get paid commission for any referred merchant that purchases BigCommerce services, you must have an accepted, current deal registration for that merchant.
- BigCommerce partners who have accumulated \$100 in commissions are paid via electronic transfer monthly in arrears based on paid billings of registered customer stores within **60 days of receipt** of customer payment. Partners must meet the requirements of their partnership tier in order for commissions to be paid.

For more information, review the Commissions section in the Partner Program Guide:

https://partners.bigcommerce.com/files/Bigcommerce_Partner_Program_Guide.pdf





Review marketing resources

Comarketing gives both your brand and BigCommerce the opportunity to reach a larger audience and reinforce our expertise in ecommerce.

In the partner portal, you will find cobrandable campaigns and other marketing content that you can use to nurture customer relationships and reach new prospects. Some of the tools you will find are:

- Complete email campaign
- Landing page templates
- eBooks
- Co-branded fact sheets

[Check out](#) the complete list of co-marketing tools in the partner portal under Resources> Tools for You> Co-marketing





Where to go for help

- Your Channel Account Manager
- [The Partner Portal](#)
- [Partner Support:](#)
partnersupport@bigcommerce.com
- Product support 1-888-699-8911 Ext. 1
- [The Community Forum](#)





Expectations

Of Partners

- Utilize the Partner Portal for updates and announcements
- Ensure your account information is up to date on the Partner Portal
- Read partner communication from BigCommerce
- Register your deals on the Partner Portal
- Work with your Channel Account Manager

Of BigCommerce

- Timely communication
- Training
- Marketing Resources
- Timely commissions payment & reporting
- Platform performance, integrity, & integration





Partner Resources:

BigCommerce Partner Portal: partners.bigcommerce.com

Partner Support: partnersupport@bigcommerce.com

Partner Marketing: partnermarketing@bigcommerce.com