



# Solutions Partner Program

2020 Tiers & Benefits Guide

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# Welcome to the HubSpot Solutions Partner Program

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Welcome to the HubSpot Solutions Partner Program. You're now an integral piece of our expansive ecosystem of partners and providers, growing and scaling their businesses with HubSpot.

Back in 2010, HubSpot's original Agency Partner Program was created for marketing agencies all over the globe to help their customers grow through the inbound methodology. At the time, you could win customers with just great product. But now, it takes building a complete customer experience on top of that.

That's why ten years later in 2020, we've expanded our program beyond marketing to build a diverse ecosystem of partners equipped to enable anything. I've witnessed this transformation firsthand, being part of the partner program since the very beginning.

Use the resources in this guide to help you build inbound customer experiences for your clients and differentiate yourself as a trusted partner who can serve as the backbone to their strategy. You'll also find more about the perks and benefits you'll amass as you progress through the program tier levels.

You're now part of our joint mission of helping millions of organisations grow better. We look forward to partnering with you to make this possible. Watching your growth, and that of your customers, is what makes our work so rewarding.

Sincerely,

**Katie Ng-Mak**

*VP, Solutions Partner Program*

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## About Our Tiers

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Solutions Partner Program tiers represent your growth path and are a way for you to differentiate yourself within the program.

We determine your tier level based on a combination of metrics, including sold and managed monthly recurring revenue (MRR), retention, software engagement and actual inbound marketing success. [Learn more.](#)

To see how tier benefits compare at a glance, review the chart on pages 6-7. To find out your tier, [visit your partner portal](#). You'll notice we reference both providers and partners throughout this document. So, what's the difference? The provider package is essentially a starter package to the program. It's a low-commitment way to get started selling and servicing HubSpot. To scale up and become a partner, there's a different set of requirements you'll need to meet. Once you're a partner, you can begin your growth path up the tiers (gold, platinum, diamond and elite) based on your performance in the program.

Although tiers are designed to show your growth as a HubSpot partner, they don't tell your full story. Tiers show depth in selling and servicing, but don't help identify which products and subject matter you have expertise in. This is where [partner certifications](#) and your [directory profile](#) comes in. Learn more about this on page 9.

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## Tier Requirements

REQUIREMENT	SOLUTIONS PROVIDER	SOLUTIONS PARTNER	GOLD SOLUTIONS PARTNER*	PLATINUM SOLUTIONS PARTNER	DIAMOND SOLUTIONS PARTNER	ELITE SOLUTIONS PARTNER**
Partner Onboarding		●	●	●	●	●
Partner Certification		●	●	●	●	●
Self-Purchase Subscription	Any Starter Product	Any Professional Product	Any Professional Product	Any Professional Product	Any Professional Product	Any Professional Product
Sold MRR (USD) Trailing 12 months	\$0	\$0	\$3,000	\$7,000	\$15,000	\$50,000
Managed MRR (USD)	\$0	\$0	\$3,000	\$13,000	\$49,000	\$150,000
Median Product App Usage of Sold Customers			3+	3+	3+	3+

\*To make it possible for growth markets to partner with HubSpot, we've adjusted both the sold and managed MRR requirements to \$1,500 USD. You'll become a tiered, gold partner if you meet this adjusted requirement and are located in one of the following regions: Southeast Asia, India, Latin America, and Brazil. Southeast Asia includes Bangladesh, Brunei, Cambodia, Hong Kong, Indonesia, Laos, Malaysia, Maldives, Myanmar (Burma), Nepal, Pakistan, the Philippines, Sri Lanka, Singapore, Taiwan, Thailand, Timor-Leste and Vietnam.

\*\*The elite tier is by invite only.

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## Tier Benefits At-A-Glance

When you join the Solutions Partner Program, you're laying the foundation for a deeper relationship with your customers and a new phase of growth. In addition to 20% commission on deals you bring to HubSpot, the program gives you access to exclusive benefits at every level.

As you navigate this tier benefits chart, you can click on the benefit to be directed to an in-depth description. Click again on the description header to navigate back to the tiers benefit chart.

PEOPLE SUPPORT	PROVIDER	PARTNER	GOLD	PLATINUM	DIAMOND	ELITE
Channel Account Manager		●	●	●	●	●
Channel Consultant		●	●	●	●	●
Priority Support		●	●	●	●	●
Solutions Architect						●
Annual Executive Onsite						●

MARKETING TOOLS	PROVIDER	PARTNER	GOLD	PLATINUM	DIAMOND	ELITE
HubSpot Solutions Directory Listing	●	●	●	●	●	●
HubSpot Academy Certifications		●	●	●	●	●
HUG Leadership Opportunities		●	●	●	●	●
Eligible for Impact Awards		●	●	●	●	●
Tier Badge			●	●	●	●
Marketing Resource Library Listing			●	●	●	●
Write for HubSpot's User Blog			●	●	●	●
Write for HubSpot's Marketing Blog					●	●

SALES TOOLS	PROVIDER	PARTNER	GOLD	PLATINUM	DIAMOND	ELITE
Domain Registration Capacity	50	50	250	400	800	1,500
Partner Lead Notifications	●	●	●	●	●	●
Sales Bootcamps		●	●	●	●	●
HubSpot Demo Portal		●	●	●	●	●
Waive Onboarding for Your Clients		●	●	●	●	●

DELIVERY TOOLS	PROVIDER	PARTNER	GOLD	PLATINUM	DIAMOND	ELITE
On-Demand Partner Training	●	●	●	●	●	●
Client Management Dashboard	●	●	●	●	●	●
Guided Client Onboarding		●	●	●	●	●
Partner Resource Center		●	●	●	●	●

REVENUE SHARE	PROVIDER	PARTNER	GOLD	PLATINUM	DIAMOND	ELITE
% Commission Per Deal	20% for the first 12 months	20% for Lifetime of Customer Subscription	20% for Lifetime of Customer Subscription	20% for Lifetime of Customer Subscription	20% for Lifetime of Customer Subscription	20% for Lifetime of Customer Subscription

COMMUNITY	PROVIDER	PARTNER	GOLD	PLATINUM	DIAMOND	ELITE
Monthly Email Newsletter	●	●	●	●	●	●
Private HubSpot Partner Slack Group	●	●	●	●	●	●
Private HubSpot Partner Facebook Group		●	●	●	●	●
Automatic Invitation to Partner Advisory Council		Eligible to Apply	Eligible to Apply	Eligible to Apply	Eligible to Apply	●
Free All-Access INBOUND Tickets		Discounted Rate	Discounted Rate	4 tickets	8 tickets	12 tickets
Invitation to Your Local Partner Day Event				2 tickets	2 tickets	4 tickets
Invitation to All Regional Partner Day Events						4 tickets
Invitation to Exclusive Founders Day Event at INBOUND						●
Automatic Invitation to Product Advisory Council						●

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## Tier Benefit Descriptions

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### PEOPLE SUPPORT

One of the biggest benefits is having a team of HubSpotters dedicated to helping you sell, service, and grow your business.

#### Channel Account Manager

All partners have access to a Channel Account Manager (CAM). Think of your CAM as your HubSpot sales coach, guiding you through your HubSpot deals. They'll provide you with the tools and resources you need to sell HubSpot to new clients and build long, successful retainers. They're like an extension of your core team. [Identify your Channel Account Manager](#) in your partner portal.

#### Channel Consultant

All partners also have access to a Channel Consultant (CC). They work with you to expand your service offerings, drive revenue and achieve better client campaign results. Your CC is your point of contact for all things inbound methodology and can help answer any of your HubSpot software questions. [Identify your Channel Consultant](#) in your partner portal.

#### Priority Support

Priority access to an experienced and specialized Partner Support team, on the phone and through your self-purchase portal. Just press 5 when you call. Please note, Priority Support is only available in English at this time for all partners.

#### Solutions Architect

Get direct access to a HubSpot Solutions Architect, who will help on deals, strategy and coaching. The Solutions Architect team represents our most tenured and experienced technical people aligned to our global Sales Engineering organisation. They're client facing and embedded in our sales process, our go-to-market and product teams. This is a relationship based on sales of HubSpot's full suite of software, focused on sophisticated clients with complex enterprise-grade needs. To identify your Solutions Architect, reach out to your CAM.



### Annual Executive Onsite

Bring your executive team onsite to the HubSpot office for strategic meetings with HubSpot executives and product leaders. Showcase your key differentiators to the HubSpot sales organisation, and align with key leaders in your local office. The cost of this trip is on us, as a way to thank you for your dedication to HubSpot. To schedule your onsite, reach out to your CAM.

## GROWTH TOOLS & ENABLEMENT

We'll give you access to the right tools and avenues to help you drive growth for your business.

### MARKETING TOOLS

The right tools to help you stand out and acquire new leads.

#### HubSpot Solutions Directory Listing

Every day, businesses are looking for a partner to help them grow their business. As a solutions provider or solutions partner, you have the ability to create a listing in the HubSpot Solutions Directory to get found by your next new client. The directory allows you to showcase your areas of specialization: by industry, geography, your HubSpot certifications, Impact Awards and past client reviews. [Fill out your directory profile to get started.](#)

#### HubSpot Academy Certifications

Exclusive certifications created for solutions partners, available on-demand in HubSpot Academy to help you differentiate and grow better. Develop new skills, offer new, profitable services, build scalable processes and market yourself with the right message to the right audience. [Get started today.](#)

#### HUG Leadership Opportunities

All solutions partners are eligible to lead HubSpot User Groups (HUGs). These are free in-person regional meetups aimed at helping local HubSpot customers get more out of their software through in-person education and networking. As a HUG leader in your city, you have the opportunity to boost yourself and your business as thought leaders, all while fostering a sense of community among local HubSpot users. [Applications are open on a bi-annual basis.](#) If applications aren't open now, join our waitlist to get notified when it opens next.

### Eligible for HubSpot Impact Awards

Get the recognition you deserve for all of your remarkable client work. Apply for an Impact Award for a chance to win top honors and be recognized by Hubspot to stand out from the competition. Applications are open on a quarterly basis. Looking for inspiration? [Check out past winners](#) and when you're ready to apply, head to the [application page](#).

### Tier Badge

Use your tier badge in places like your website and email signature to differentiate and show your certified expertise with HubSpot. [Learn more about HubSpot promotional guidelines and download your tier badge](#).

### Marketing Resource Library Listing

Contribute your marketing offers and templates to HubSpot's Marketing Resource Library. Generate leads by hosting your content in the go-to resource center for marketers worldwide. All content will be reviewed for quality control and must be original to your business, not created from white-labeled content. [Submit your content today](#).

### Write for HubSpot's User Blog

HubSpot customers read our User Blog to learn new ways they can make the most of the HubSpot platform. If your goal is to be seen as an expert in the HubSpot's platform, take advantage of this perk and submit your ideas using [this form](#).

### Write for HubSpot's Marketing Blog

Share your mastery of inbound marketing techniques on HubSpot's Marketing Blog. This is an excellent way to gain more traction and exposure for your brand. Each partner will work with Partner Marketing and the Blog Team to develop a topic, write, and publish a blog post on HubSpot's Marketing blog. Take advantage of this perk by submitting your ideas using [this form](#).

## SALES TOOLS

What you need to close more deals.

### Domain Registration Capacity

Register domains within your HubSpot partner portal for the leads your organisation generates. This ensures your prospects have one sales process, with you at the helm. HubSpot will act as your support, and we'll ensure you secure commission on these deals you originate. Lead registration limits vary by tier, detailed in the chart on page 7.

### Partner Lead Notifications

Register for our partner lead notification program, and receive alerts when your registered leads take high value actions on [hubspot.com](https://www.hubspot.com), such as requesting a demo or starting a free trial. [Learn more](#), or register under the settings tab in your partner portal.

### Sales Bootcamps

Generate more deals for your flywheel and close with the right prospects. These are the topics covered in our exclusive partner [Pipeline Generation](#) and [Sales Skills Bootcamps](#). We have three different versions of each, depending on your needs: Free, Professional, and Live at HubSpot HQ. [Sign up](#) or reach out to your CAM with any questions.

### HubSpot Demo Portal

With the HubSpot Demo Portal, you'll have access to the full Enterprise Growth Suite to effectively demo and sell all HubSpot products. [Access your demo portal](#).

### Waive Onboarding for Your Clients

After joining the Solutions Partner Program, you'll complete the HubSpot Partner Certification, as well as onboarding with your Channel Consultant. This process teaches you how to strategically market, sell, deliver and grow with inbound services and HubSpot software. This also grants you the ability to waive standard HubSpot-provided onboarding requirements for your customers who opt to receive onboarding through you.

## DELIVERY TOOLS

Tools to help you deliver world-class services.

### On-Demand Partner Training

Access a library full of role-based partner trainings to help develop your teams, onboard new employees and grow your business at scale. Trainings include courses like Pricing and Packaging Your Inbound Services and Delivering Your "Why Go HubSpot" Educational Pitch. [Take the trainings](#).

### Client Management Dashboard

Real time data and actionable insights into how your clients are performing, through a portfolio view of your book of business. With timely alerts and notifications, you'll know exactly what's happening throughout the lifecycle of your customers, across all products. Access [this dashboard](#) within your HubSpot partner portal at any time.

### Guided Client Onboarding

As a new solutions partner, your Channel Consultant and Channel Account Manager will collaborate with you to ensure you have the knowledge, skills and tools to execute inbound services for your clients, at scale. This includes working together to onboard your first HubSpot customers successfully. [Learn more.](#)

### Partner Resource Center

Consider the [Partner Resource Center](#) your home base for the latest partner news and resources. From this resource center, navigate to product resources, the partner blog and get more details on the benefits noted in this guide. You'll find everything you need to be successful and grow better with HubSpot.

## REVENUE SHARE

### % Commission Per Deal

Receive revenue share (also known as commission) from the deals you sell. It's one way we reward you for all the hard work you do selling and servicing our shared HubSpot customers. [Learn more about the program sales rules.](#)

## COMMUNITY

You'll be joining a global community of growth-minded peers.

### Monthly Email Newsletter

Keep your team in the loop on the latest at HubSpot with our monthly newsletter. This will deliver the most important partner announcements, product updates and content straight to your inbox monthly to help you scale your business and grow better. [Sign up now.](#)

### Private HubSpot Partner Slack Group

Join the growing group of partners already using the Slack team to build community and foster collaboration around the globe. Stay connected with partners and message directly with your HubSpot CAM and CC in this private group. [Request to join here](#) if you're a solutions partner. That means your tier status is partner, or anything gold and above. If you're a solutions provider, [request to join here.](#)

### Private HubSpot Partner Facebook Group

Collaborate with partners across the globe in our Hubspot Partner Facebook Group. Ask questions and get real-time answers from other agencies on anything from integrations to advertising strategies to tips on the HubSpot tools. Make sure you fill out the required questions when you [request to join the group.](#) Only verified solutions partners will be approved.

### Automatic Invitation to Partner Advisory Council

HubSpot's PAC (Partner Advisory Council) is made up of six regional groups that meet quarterly on topics ranging from new products to program changes. We lean heavily on our PAC to represent the voice of the partner community on major decisions that impact the future of our program. Get automatically invited onto this council, without having to partake in the application process.

### Free All-Access INBOUND Tickets

Get free all-access passes for our annual INBOUND event in Boston, MA. It's the perfect opportunity to bring that extra team member or a prospective client. If you're not eligible for free tickets based on your tier, you'll get access to a discounted rate. If you're eligible for free tickets, but would like to bring more attendees than your free allotment, you can also purchase additional tickets at a discounted rate. Please note, INBOUND ticket allocation is subject to change at any point throughout the year without advance notice.

### Invitation to Your Local Partner Day Event

Partner Day is a regionally hosted annual event that brings together our top app and solutions partners for an in-person experience to connect, partner and grow with HubSpot. Attend the event based on where your headquarters are regionally located.

### Invitation to All Regional Partner Day Events

Get access to all regional Partner Day events, regardless of where you're headquartered. We host partner days at our Cambridge, MA headquarters and in Dublin, Ireland.

### Invitation to Exclusive Founders Day Event at INBOUND

This invite-only event is hosted by HubSpot's founders during INBOUND. Intended as a day of learning for founders by founders, the day features panel conversations, networking and peer sharing.

### Automatic Invitation to Product Advisory Council

Through HubSpot's Product Advisory Council, meet directly with the product General Managers to give product-related feedback. Get automatically invited onto this council, without having to partake in the application process.

# So what's next?

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- Bookmark the [Partner Resource Center](#) as your home base for the latest news and partner perks.
- Visit your [Client Management Dashboard](#) to check on your clients and any business opportunities.
- View your tier and identify your CAM and CC at any time in your [partner portal](#).

The HubSpot logo is displayed in white text on a teal background. The word "HubSpot" is written in a sans-serif font, with the "o" in "Spot" stylized as a network node with three lines extending from it. The background of the entire page features large, overlapping, wavy shapes in shades of yellow, orange, and teal.

HubSpot