



# The Official Guide to **The Solutions Partner Program**

Join the program that will transform your business into a ready-for-anything growth partner for your clients.





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## What is the Solutions Partner Program?

The Solutions Partner Program is an ecosystem of agencies and businesses that provide **marketing, sales, customer service, web design, CRM, and IT services**. Our partners offer sophisticated growth solutions through HubSpot's software and its collection of 300+ integrations, all from one centralized and trusted platform.

1

Platform

300+

Software Integrations

65k

HubSpot Customers



As a part of the Solutions Partner Program, you'll have exclusive access to a wide range of benefits to grow your business and differentiate yourself from your competitors. These benefits are focused around three pillars:

**New avenues  
for business  
growth**

**Education to  
grow your  
skillset (and  
your team's)**

**Access to a  
community of  
growth-minded  
people**

**//** This partner program has set the bar for all other partner programs that we've been involved in. No other partner program puts as many resources into growing their partners. **//**

**David Ward, CEO & Founder, Meticulosity**

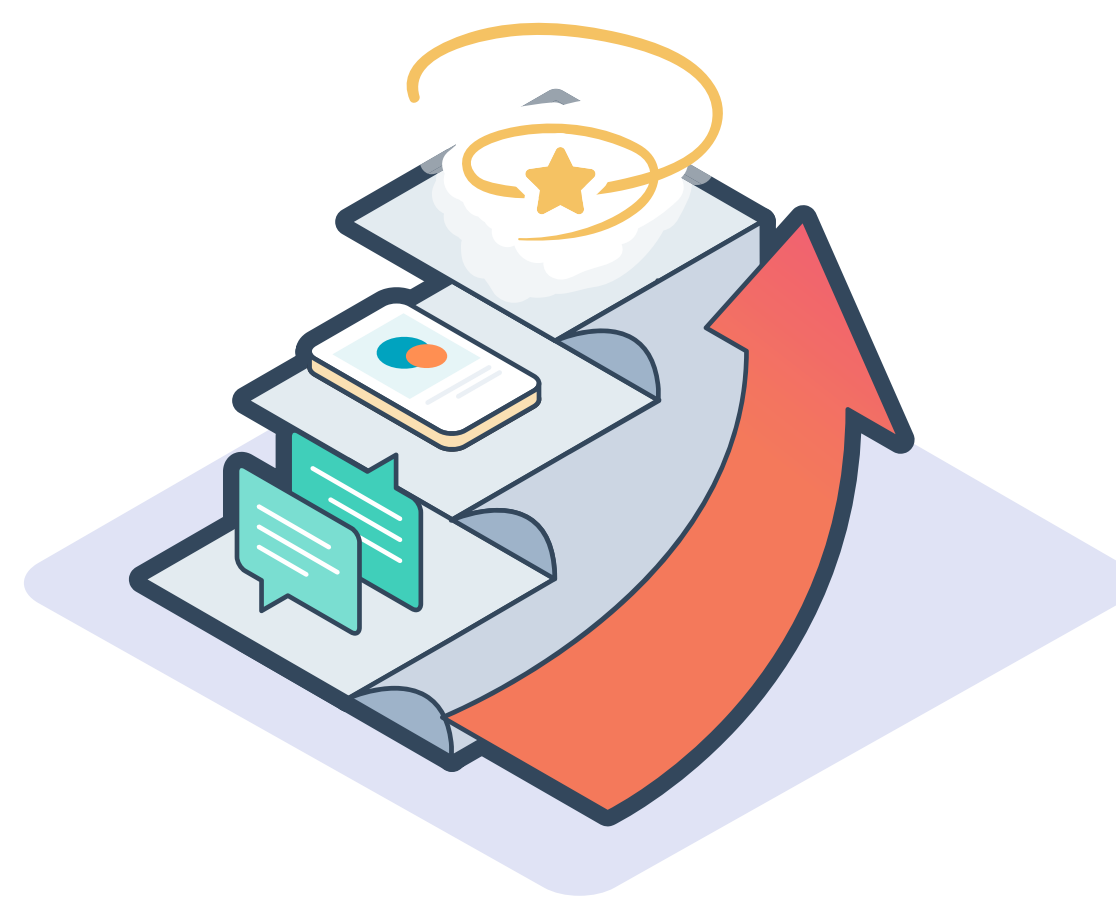
# Who is a good fit?

Whether your company is an established business or just starting out, there are two components that would make it a great fit for the Solutions Partner Program:

1. Your company is an agency or business that provides any of the services below:



Consulting for business, technology, sales, marketing, or customer service strategy.



Tech implementation that handles CRM, systems integrations, or IT services.



Hands-on services in marketing, sales, or customer service.

2. You want to grow your business, learn new skills, and use the best technology to reach your client's goals.

If that sounds like you, we want to meet you!



Learn more about how companies like yours have grown by being part of the Solutions Partner Program.



### Revenue River

Learn how Revenue River helped a client automate and improve their sales operations with HubSpot.

[Watch video](#)



### Heuvel Marketing

Hear how Huevel Marketing leverages HubSpot's partner community to grow their agency.

[Watch video](#)



### EYEMAGINE

Hear EYEMAGINE talk about the benefits of HubSpot's partner program and ecommerce.

[Watch video](#)








## Why join the Solutions Partner Program?

Today's companies need strategies that support the entire customer experience, but it's hard for agencies and service providers to cover it all.

Fortunately, you don't have to cover everything if you can enable anything. Through the Solutions Partner Program, you'll be able to connect to our technology and expansive collection of integrations, tap into globally recognized certifications, and use our partner ecosystem to fill in gaps where you need it. This means you'll have everything you need to enable your clients' customer experience strategy.



**With the Solutions Partner Program you never have to say no to a client, not because your resources are endless, but because you are part of an ecosystem that is.**

# Select the right partnership for you

## Solutions Provider Package

Interested in offering HubSpot to your clients? Start by becoming a solutions provider. It's a low-cost way to see what partnership could do for your business. And with monthly billing, you can stop if you want, when you want.

*starting from*

**\$50/month\***

billed monthly *or* annually

*\* Must have any Starter, Professional, or Enterprise level of HubSpot software*

### Unlock access to:

- » 20% revenue share (one year)
- » Self-serve enablement resources
- » HubSpot Solutions Directory listing with service provider badge
- » Access to training & certifications

## Solutions Partner Package

Interested in building expertise in HubSpot? Become a solutions partner, and unlock all the benefits that come with a deeper partnership with HubSpot, your clients, and the partner community.

*starting from*

**\$300/month\***

billed annually

*\* Must have HubSpot CMS, or any Professional or Enterprise level of HubSpot software. Partner onboarding required (one-time fee)*

### Includes all the benefits of the provider package, plus unlock access to:

- » 20% revenue share (lifetime)
- » Waive onboarding fees for your clients (up to \$6,000 value per client)
- » Dedicated point of contact for sales support
- » Dedicated point of contact for business strategy and implementation support
- » Access to partner-level certifications and credentials
- » HubSpot Solutions Directory listing with more visibility in search results
- » Chance to earn additional benefits as your business grows through the program

Join the Solutions Partner Program





# The Solutions Partner Package:

## starting from \$300/month\*

Our partner package includes some dedicated extras to show our partners the same level of investment they've shown in HubSpot. In addition to 20% revenue share for the lifetime of the customer/client with HubSpot, solutions partners receive access to these premium benefits:

### New avenues for business growth

- » Offer new services through HubSpot's marketing, sales, service, CRM, and CMS software, and its 300+ integrations. This means you'll have access to all the tools your clients need to grow, all from one centralized and trusted platform - the same platform that HubSpot uses to attract, convert, and delight its customers.
- » Get matched with two dedicated experts from HubSpot to help you with onboarding, selling, implementation, growth strategy, and pricing and packaging of current and new services.
- » Waive the HubSpot onboarding fee for your clients, so you can offer better, cost-friendly services with greater margins.
- » Access partner-only support from our world class in-house team.
- » Attract and close more business. Solutions partners get priority visibility in our **Solutions Directory**, where 65K+ HubSpot customers shop for service providers.

\* Billed annually. Must have HubSpot CMS, or any Professional or Enterprise level of HubSpot software.

**//** Joining HubSpot's partner program was a revelation for our business. We have expanded our service offering and are helping our clients grow in ways that we were not able to do before. **//**

**Karim Bouras, CEO & Founder, Agence Nile**



## Education to grow your skillset (and your team's)

- » Get expert coaching on your sales techniques, process, and pipeline development.
- » Access exclusive HubSpot Academy partner training and certifications; you'll not only increase your team's skills, but also stand out from the competition as a certified partner.
- » Attend partner-only boot camp training on topics such as sales and account management.


**//** From the beginning, HubSpot supported us with educational resources and regular guidance. They encouraged us to think big and cared enough to believe in a future for our business we hadn't begun to imagine. **//**

**Andrew McAvinchey, Founder & Managing Director, Mount Arbor**

## Access to a community of growth-minded people

- » Need a soundboard for an idea? Tap into the collective experience of HubSpot's partner community, which is consistently ranked by current partners as one of the most valuable and unique aspects of the Solutions Partner Program.
- » Find like-minded peer businesses with complementary skills to help you tackle client challenges and deliver complete solutions and value to your clients.
- » Learn from other partners the best practices for using HubSpot for your clients and for growing your business.
- » Gain access to learning and networking events exclusive to solutions partners as you move up in tier.





**//** In the marketing and sales industry, where it is often competitive, HubSpot has fostered a sense of community. The relationships you build are truly some of the most value that HubSpot gives to their partners. **//**

Shana Steigerwalt, Founder & President, Modern Driven Media

[Learn more about this package](#)

## Not ready to start with the Solutions Partner Package?

You can still dip your toe in the partnership waters. Start small and apply to become a solutions provider, and/or get listed in the HubSpot Solutions Directory so you can get discovered by 65K+ HubSpot customers worldwide.

[Visit the Solutions Partner Program Website](#)

[Get listed in the directory](#)





# Frequently asked questions

You don't start a new relationship without asking a few questions. Here are some common questions that come up before joining the Solutions Partner Program.

## Why do the packages "start" at \$50/\$300?

A solutions provider must have any Starter, Professional, or Enterprise level of HubSpot software. Starter levels of Marketing Hub, Sales Hub, and Service Hub currently list for \$50, so that is the current starting cost to become a solutions provider.

A solutions partner must have the Professional or Enterprise level of Marketing Hub, Sales Hub, or Service Hub—or, the HubSpot CMS. Because the HubSpot CMS is currently \$300, that is the current starting cost to become a solutions partner. Onboarding (which starts at \$3,000) is also required for all solutions partners.

For a complete list of products and prices, visit our [pricing page](#).

## Under what circumstances is the client onboarding fee waived?

Anyone who buys HubSpot CMS, Professional, or Enterprise-level software at HubSpot must complete required onboarding. When you become a solutions partner, you will be able to waive that fee for all of your clients that purchase HubSpot software and receive services from you.

## How long does it take to implement HubSpot and be ready to service clients?

Every company and business is different but generally, our partners ramp up quickly with our streamlined onboarding process. On average, we see partners ready to implement HubSpot and deliver services for their clients in 2 to 3 months.



## Are there different “tiers” for the solutions partners?

Yes, as you gain experience your company can “tier-up”. Program tiers represent your current level of success and are a way for you to differentiate yourself within the program. HubSpot places solutions partners in tiers using a combination of metrics, looking at monthly sold and managed recurring revenue (MRR). [Learn more](#) information about partner tiers.

## Is the Solutions Partner Program global?

Yes, we have partners in over 110 countries across the world. To learn about their stories, check out our partner [case study page](#). Additionally, you can search the [Solutions Directory](#) to find partners in specific regions.

Do you have more questions about the Solutions Partner Program? Contact one of our partner specialists by clicking [here](#).







## What is HubSpot anyway?

HubSpot offers a full stack software platform for marketing, sales, and customer service, with a completely free CRM at its core, plus a CMS and a collection of 300+ integrations. With HubSpot you can build sophisticated solutions and impactful growth strategies to enable your clients to do anything.

### HubSpot is more than just software.

It's a living, thriving, and growing ecosystem enabled by our extensive partner community. By being part of the Solutions Partner Program you don't have to do everything for your clients, but you can enable anything. Let's work together to help millions of organizations grow better—including yours.

## Join the Solutions Partner Program

Ready to accelerate growth for your business and your clients? So are we. We can't wait to partner with you.

[Visit the Solutions Partner Program website](#)