

HubSpot

Solutions Partner Program

2022 Tiers & Benefits Guide



Table Of Contents

- 2** Welcome to the HubSpot Solutions Partner Program
 - 3** About Our Program and Tiers
 - 4** Program Updates
 - 7** Tier Requirements
 - 8** Program Benefits At-A-Glance
 - 11** Program Benefit Descriptions
 - 22** Quick Links
- 



Welcome to the HubSpot Solutions Partner Program

Welcome to the HubSpot Solutions Partner Program, a diverse and expansive ecosystem of solutions partners and solutions providers helping millions of customers grow better with HubSpot.

We're thrilled you've chosen to join us and our community of partners who are deeply committed to driving customer success. There's never been a better time to be a HubSpot solutions partner or provider. **IDC** estimated that for every \$1 spent on HubSpot software, customers will spend more than \$6 on add-on products and services. That translates to a massive opportunity for HubSpot solutions partners and providers.

Established in 2010, HubSpot's original Agency Partner Program was designed for marketing agencies that wanted to help their clients grow using the inbound methodology. Fast forward to 2022, and organizations' needs have evolved to keep pace with the new, digital-first world. The Solutions Partner Program has evolved as well to meet the needs of an expanded and diverse pool of global partners who provide customized solutions and services to help our shared customers grow their businesses with HubSpot.

Outlined in this guide are resources to help you delight your clients and differentiate your business as a trusted, qualified partner. You'll also learn more about the benefits you'll receive as you reach each program tier level.

Our shared mission is to help millions of organizations grow better, and we'll achieve this goal by working as one team. The opportunity ahead is truly remarkable, and we're looking forward to working with you as we scale better together.

Sincerely,
Brian Garvey
VP, Solutions Partner Program

About Our Program and Tiers

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 for your team. In addition to 20% commission on deals you bring to HubSpot and manage over time, this program gives you access to exclusive benefits at every tier.

HubSpot solutions partners earn tiers based on the level of success they've achieved for their clients using the HubSpot platform. Tiers are ranked from elite (highest honor) to gold. Your tier represents your growth path within the program and is a way for you to differentiate your business.

Starting out, you're either a solutions provider or a solutions partner. The provider package is a lower-commitment way to get started selling and servicing HubSpot. With the partner package, there's a different set of requirements and a broader range of benefits.

You'll need to be a *partner* within the program with a valid Partner Certification to start your tiering journey. Tiers are determined by the value of clients you've brought to HubSpot and managed over time, and we measure this using two metrics: sold monthly recurring revenue (MRR) and managed MRR. You can track your tiering progress within your [HubSpot partner account](#).

Although tiers are designed to show your depth of selling and servicing and overall growth, they don't tell your full story. This guide also includes more information on resources like partner certifications and the HubSpot Solutions Directory that'll help you demonstrate the products and subject matter you have expertise in.

Program Updates

As a program, we're continually evolving based on your feedback. Here are some of the most impactful changes we've announced in the past year that will make selling and servicing with HubSpot:

Upsell Credit

One of the biggest enhancements we're making in 2022 is in our infrastructure, specifically in people and technology. This advance in our systems means a huge investment in partners and providers, including how we think about credit and commissions.

In the past, partners and providers couldn't receive credit for upselling Starter customers that they didn't originally sell Starter to. We know this is a major pain point, which is why we're making changes. Starting November 1, 2021, partners and providers can earn tier credit and commissions for upselling Starter customers that were originally sold by HubSpot or who purchased touchlessly and were not already registered to another partner or provider. *Note: This will apply only to deals closed after November 1, and not before.*

This solution doesn't solve for everything – including giving credit for upselling Professional to Enterprise, adding seats, or a Starter deal sold previously by a different partner or provider. However, we'll continue to evolve our systems and processes to deliver a more holistic solution in the future.

Right now, we'll manually accomplish this internally, and no action is needed from partners to get credit on Starter deals. As we strengthen our foundations, our goal is to provide an automated solution to upsell credit in the future.

Shared Selling and Deal Registration

Our domain registration system has governed how our partners and providers sell and included a capacity system that caused high rejection rates. Capacity no longer aligns with what we value, which is closing good-fit deals.

To overcome the obstacles of an antiquated domain registration system, we rolled out a new deal registration system that involves two steps:

1. The launch of the new shared selling tools, which went live in September 2021.
2. Moving away from domain registration and capacity, which involves a reduction of capacity for all tiers.

There will be new domain capacities going into effect February 1, 2022. Partners who are over the new capacity limits on February 1 won't be able to register new domains or extend the registration on existing ones until they get under capacity. Partners will need to be at or under the new capacity limit by April 1, 2022.

Tier Updates

We're moving away from the overly prescriptive sold and managed MRR requirements to a composite points goal that allows for more flexibility in your sales and servicing motions. Today's tiering structure has been in place for a long time, and we're excited to be making improvements that better incentivize and reward today's diverse partner community.

The new model will solve for better flexibility across different partner personas and regions. We're giving partners time to adjust to these changes by announcing a new framework at the 2022 partner kickoff event announcing new thresholds for each tier in late Q1 before going live with the new framework and thresholds in July 2022.

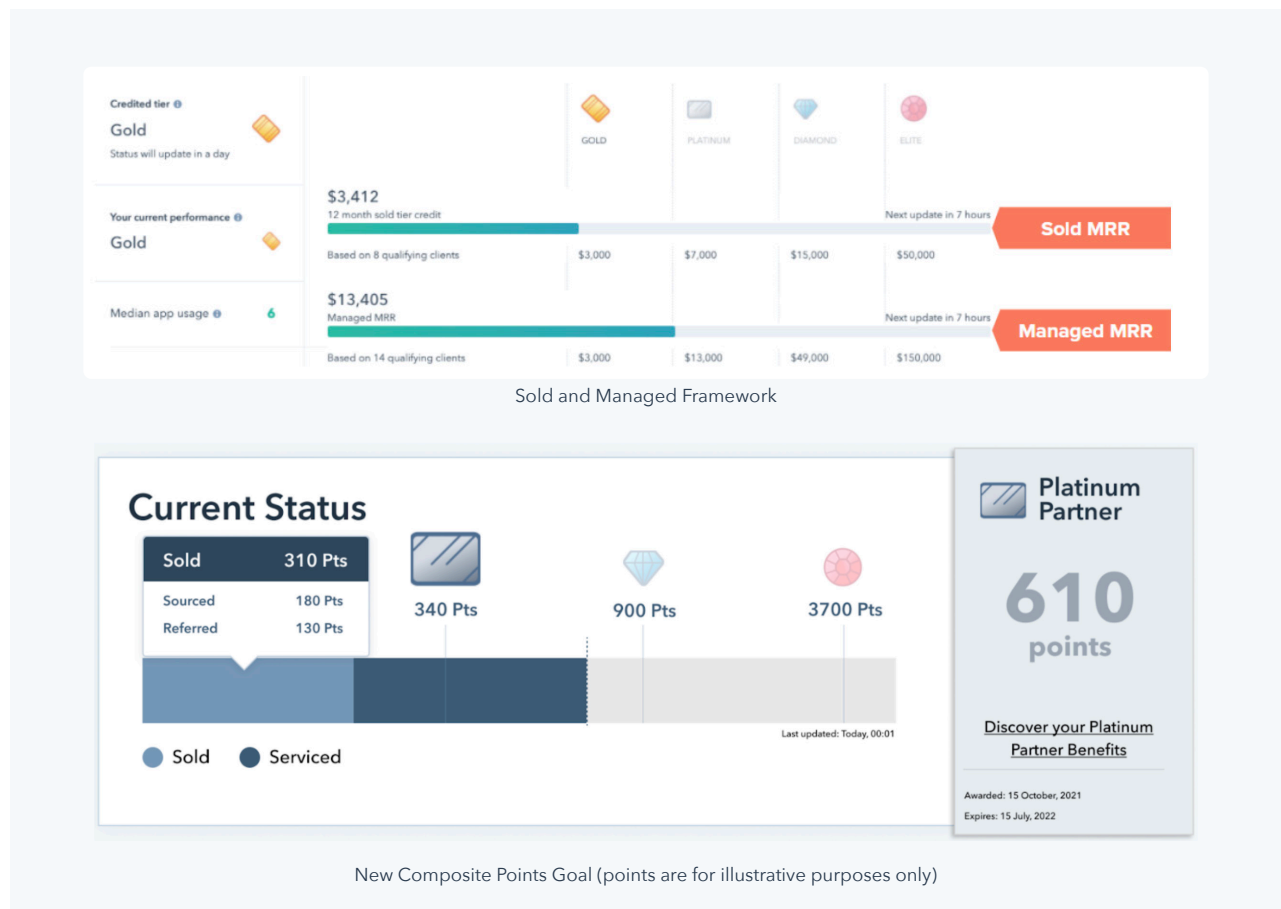
How is the model actually changing in July 2022?

Before July 2022

- A partner who focuses on initial systems implementation may close several clients a year, but because their services are one-time and not recurring, they will struggle to hit the managed MRR requirements, while surpassing the sold requirements.

After July 2022

- In an effort to make a tiering system in which different types of partners can succeed, we're moving to a model where sold and managed MRR contribute to a single "points" goal.
- The new model allows for the work of a CRM implementation consultancy and a traditional digital marketing agency to be recognized equally



[Find out more](#)

Tier Requirements

MRR TARGETS (Until July 16, 2022)*	SOLUTIONS PROVIDER	SOLUTIONS PARTNER	GOLD SOLUTIONS PARTNER	PLATINUM SOLUTIONS PARTNER	DIAMOND SOLUTIONS PARTNER	ELITE SOLUTIONS PARTNER**	
Sold MRR (USD) Trailing 12 Months	\$0	\$0	\$3,750	\$9,000	\$19,000	\$65,000	
Managed MRR (USD)	\$0	\$0	\$3,750	\$15,000	\$55,000	\$170,000	
GROWTH MARKETS**	Sold MRR (USD) Trailing 12 Months	\$0	\$0	\$1,875	\$4,500	\$9,500	\$32,500
	Managed MRR (USD)	\$0	\$0	\$1,875	\$7,500	\$27,500	\$85,000

REQUIREMENTS	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
Median Product App Usage of Sold Customers			3+	3+	3+	3+

*To learn more about our new point-based model for tiering that will go into effect on July 16, 2022, head to [this page](#).

**Growth markets are areas in the world where HubSpot is just getting started, this means we have lower market penetration and in many cases we do not have a local presence in the country. Partners are critical to helping us develop these markets, but face unique headwinds that come with building brand equity in a new market. To solve for that inequity, we launched "growth market tiers" in 2020, and expanded those in 2021. These are lower tier targets for both sold and managed MRR for partners who are located in growth markets. In July 2022 we are moving to a new and improved approach to growth markets, where we will apply a points multiplier to any deal closed in a growth market, learn more about the July 2022 change [here](#).

The growth market customer locations include India, Latin America, North Asia (China, Mongolia, and South Korea), Southeast Asia (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 invitation only, with additional requirements such as a minimum Customer Retention Score of 85% and a minimum of 100 certifications across your team. These criteria are subject to change, and all Elite tier candidates go through a manual account review process to ensure they are in good standing prior to an invitation to the Elite tier. If you're nearing the Elite thresholds please speak to your account team to ensure you are in good standing, and to receive further detail about the Elite tier up process and timeline.

Program Benefit At-A-Glance

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

PEOPLE SUPPORT	PROVIDER	PARTNER	GOLD	PLATINUM	DIAMOND	ELITE
Channel Account Manager		✓	✓	✓	✓	✓
Channel Consultant		✓	✓	✓	✓	✓
Priority Access to Support		✓	✓	✓	✓	✓
CMS/Ops Hub Sales Specialist		✓	✓	✓	✓	✓
Quarterly Business Reviews				✓	✓	✓
Partner Platform Services						✓

MARKETING TOOLS	PROVIDER	PARTNER	GOLD	PLATINUM	DIAMOND	ELITE
HubSpot Solutions Directory	✓	✓	✓	✓	✓	✓
HUG Leadership Opportunities		✓	✓	✓	✓	✓
Impact Awards		✓	✓	✓	✓	✓
Tier Badge		✓	✓	✓	✓	✓
Marketing Resource Library Listing			✓	✓	✓	✓
HubSpot Marketing Blog Priority Pitch					✓	✓
Elite Swag Package						✓

SALES TOOLS	PROVIDER	PARTNER	GOLD	PLATINUM	DIAMOND	ELITE
Deal Registration	✓	✓	✓	✓	✓	✓
Domain Registration	10	10	15	25	75	175
Partner Lead Notifications	✓	✓	✓	✓	✓	✓
HubSpot Demo Account		✓	✓	✓	✓	✓
Waive Onboarding for Your Clients		✓	✓	✓	✓	✓
Customer Reference Program		✓	✓	✓	✓	✓

SERVICING TOOLS	PROVIDER	PARTNER	GOLD	PLATINUM	DIAMOND	ELITE
HubSpot Academy Partner Training	✓	✓	✓	✓	✓	✓
Client Management Dashboard	✓	✓	✓	✓	✓	✓
Guided Client Onboarding		✓	✓	✓	✓	✓

ENABLEMENT TOOLS	PROVIDER	PARTNER	GOLD	PLATINUM	DIAMOND	ELITE
Partner Resource Center		✓	✓	✓	✓	✓
Seismic: Enablement Platform				✓	✓	✓
Partner Previews				✓	✓	✓

COMMUNITY	PROVIDER	PARTNER	GOLD	PLATINUM	DIAMOND	ELITE
Private HubSpot Partner Community Space	✓	✓	✓	✓	✓	✓
Monthly Email Newsletter	✓	✓	✓	✓	✓	✓
Private HubSpot Partner Slack Group	✓	✓	✓	✓	✓	✓
Private HubSpot Partner Facebook Group		✓	✓	✓	✓	✓
Partner User Groups (PUGs)		✓	✓	✓	✓	✓
Partner Advisory Council			✓	✓	✓	✓

Program Benefit Descriptions

Revenue Share

Commission Per Deal

Receive revenue share (also known as commission) from the deals you sell. It's just one way we reward you for all the hard work you do selling and servicing our shared HubSpot customers. We recommend [reviewing our program sales rules](#) before you start earning commissions.

People Support

Channel Account Manager

All partners have access to a channel account manager (CAM). Think of your CAM as your HubSpot sales coach who will help guide you through the entirety of your sales process. They're like an extension of your core team, providing you with the tools and resources you need to identify, drive, and close more sales opportunities and build long, successful client relationships. You can [identify your CAM](#) in your partner account.

Channel Consultant

All partners* have access to a channel consultant (CC) who will 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 customer success and is here to enable your team on how to implement HubSpot successfully for customers. Your CC can help with HubSpot product inquiries and help you expand your service offerings to complement platform capabilities. You can [identify your CC](#) in your partner account.

Priority Access to Support

Skip the queue and get priority access to an experienced and specialized partner support team through your HubSpot account and over the phone. Just press 5 when you call. *Please note: priority support is available only in English.*

CMS/Ops Hub Sales Specialist

The Sales Specialists Team is made up of product-focused account executives currently specializing in CMS Hub (Pro/Enterprise) and Operations Hub (Pro/Enterprise). Their mission is to define and solidify the most effective selling motions for new products to match customer expectations with sales excellence and experience. Sales Specialists work alongside your sales organization to co-sell our products by providing Hub-specific expertise during the sales process. Reach out to your CAM for more information.

Quarterly Business Reviews

Channel Consultants (CCs) and Channel Account Managers (CAMs) conduct Quarterly Business Reviews (QBRs) with our top partners. During the QBR, they will review performance with you, discuss your current challenges and successes, and help set goals for the next quarter. You will work together to define an action plan on how to best accomplish the goals that are set.

*Partners who do not resell within the first 6 months of joining the partner program or haven't resold in over 12 months will instead work with the Customer Success Team.

Partner Platform Services

Our top partners will have access to the Partner Platform Services team. Think of them as an extension of your post-sale, customer strategy team. They're there to workshop customer scenarios and answer integration-related strategy questions for you. You can strategize with them on a quarterly basis or connect with them as needed if you want help identifying the right technical solution for a specific customer initiative. Reach out to your CC for more information.



Marketing Tools

HubSpot Solutions Directory

Each day, businesses are looking for a partner to help them grow their business. As a provider or partner, you can create a listing in the HubSpot Solutions Directory to get discovered by your next new client. The directory allows you to showcase your areas of specialization by industry, geography, certifications, client reviews, and more. [Set up your directory profile](#) to get started.

HUG Leadership Opportunities

All solutions partners are eligible to [apply to lead](#) a HubSpot User Group (HUG). These are free user groups aimed at helping HubSpot customers get more out of their software. The focus of a HUG can be a specific location (New York City HUG), an industry (hospitality HUG), an interest (Women in Tech HUG) or a skill (SEO HUG). As a HUG leader, you'll have access to exclusive content from HubSpot, regularly network with HubSpotters and customers, and boost yourself and your business as a HubSpot thought leader.

Impact Awards

Get the recognition you deserve for all your remarkable client work. Apply quarterly to the Category Impact Awards for a chance to be recognized by HubSpot and stand out from the competition. Looking for inspiration? [Check out past winners](#) and, when you're ready to apply, [head to the application page](#).

Tier Badge

Demonstrate your expertise to potential customers with a badge to prove your HubSpot connection. Display your tier badge on your website and in your email signature to differentiate and show your accomplishments with HubSpot. [Review our branding guidelines](#) and then [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. *Note: All content will be reviewed for quality control and must be original to your business, not created from white-labeled content.*

HubSpot Marketing Blog Priority Pitch

As a diamond or elite solutions partner, you get a [direct line of access](#) to thought-leadership opportunities on the HubSpot Marketing blog. This blog features primarily experimental, canonical, and graphics posts, with the purpose of sharing expertise with marketers, growth hackers, and business owners through data and insights. You can be featured in one of two ways: an expert quote or a blog post pitch.

Elite Swag Package

The way you work has changed. You're hosting team meetings, running client calls, and even virtual events – all from your home office. What if you had all the hardware you needed to be successful in 2022 and it helped you showcase your prestigious, elite partner status? Enter the 2022 Elite Partner Swag Package. Upon reaching the elite tier, you'll receive an email with more details and can select the package that best suits you.





Sales Tools

Domain Registration

Register domains within your HubSpot partner account for the leads your organization generates. (Lead registration limits vary by tier.) In 2022, we will be reducing partner capacity limits by tier.

Deal Registration

Deal registration is a brand new, custom-built tool that removes friction in the selling process. What makes our tools different is that registering a deal creates a shared deal that syncs between your portal and HubSpot's. A shared deal is the deal record that's created in both the partner's and HubSpot's CRM when a deal is registered. You can register a shared deal in one of three ways: through a banner on the partner dashboard, on a contact or company record, or by converting an existing deal in your CRM.

Partner Lead Notifications

Sign up for partner lead notifications to get email alerts when your registered domains take high-value actions on our website, such as requesting a demo or starting a free trial. [Learn more](#) and register under the Settings tab in your partner account.

HubSpot Demo Account

[Get access](#) to a personal HubSpot demo account with the full Enterprise CRM Suite and corresponding CRM dummy data so you can effectively demo and sell all of HubSpot's software.

Waive Onboarding for Your Clients

By taking the Partner Certification and going through partner onboarding with your channel consultant, you'll become an expert on inbound services and HubSpot software. You can then waive the standard HubSpot-provided onboarding requirements for customers who prefer to receive onboarding through your business.

Customer Reference Program

The Customer Reference Call Program connects potential HubSpot customers with an existing customer on a 1-to-1 call to discuss their experience with the HubSpot platform and help you close your deal with a *live* testimonial. During the call, customers candidly share their story and address any concerns that the prospect may have. Reach out to your CAM for more information.

Servicing Tools

HubSpot Academy Partner Training

Access an exclusive catalog of partner training to educate and develop specific roles at your organization, including sales, service, and implementation. Earn partner credentials to validate your expertise in a select group of strategic competencies. All available partner training and credentials can be found in the [Partner Training tab of HubSpot Academy](#).

Client Management Dashboard

Get a portfolio view of your book of business with real time data and actionable insights into how your clients are performing. 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 account.

Guided Client Onboarding

As a new partner, your channel consultant (CC) and channel account manager (CAM) will collaborate during your onboarding experience to provide you with the tools to sell and service HubSpot customers. This includes working together to implement your first HubSpot instance successfully, where your CC will take you through guided client onboarding. Learn more [here](#).

Enablement Tools

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 and the partner blog and get more details on the benefits noted in this guide. You'll find tools to help you be more successful and grow better with HubSpot.

Seismic: Enablement Platform

As a platinum, diamond, or elite partner, you'll have access to an exclusive enablement platform called **Seismic**. This platform has all of the latest pitch decks, one-pagers, competitive intelligence, and other helpful resources your team needs to sell and service. In addition, you'll also find sensitive information that helps you prepare to go to market with us, such as upcoming product releases. You'll have the same materials our sales reps do, on the same platform.

Partner Previews

Want a sneak peek into new products or program changes? How about exclusive events with HubSpot leaders? As a platinum, diamond, or elite partner, you'll be invited to events where you'll hear first-hand from HubSpot's general managers, go-to-market leads, and product managers on upcoming product releases and other behind-the-scenes information. These events will be smaller and more intimate and will give our top-tier partners a first look at some new features, new campaigns, and brand-new products. Your primary point of contact at your business will receive invitations to these events through email.





Community

Private HubSpot Partner Community Space

The HubSpot Community is a space to engage with a community of people using the HubSpot products and services that you sell and service. Plus, we have a private, partners-only space on Community where you can discuss strategy with your peers, hear about product updates, and stay up to date on new resources from HubSpot. Check it out [here](#).

Private HubSpot Partner Slack Group

Join the growing group of partners already using Slack to build community and foster collaboration around the globe. Stay connected with other 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](#).

Monthly Newsletter

Keep your team in the loop on the latest at HubSpot. Subscribe to "Education, Content and Resources" emails through HubSpot to get our monthly newsletter. This will deliver the most important partner announcements, product updates, and content straight to your inbox.

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.*

Partner User Groups (PUGs)

Partner User Groups, affectionately referred to as PUGs, are role-based networking groups that connect you with partner peers in your corner of the world. You can collaborate on new ways to crush a challenge at your business, all while making meaningful connections in the partner community. Eligible partners will be joined by a small group of your peers for a lively discussion on everything from how to prospect to how to implement HubSpot's CRM. Apply to [join here](#).

Partner Advisory Council

HubSpot's PAC – [Partner Advisory Council](#) – is made up of five 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. PAC applications open once a year, in Q1.



Quick Links

Resources you'll want to bookmark for later

Staying engaged in the program:

[Client Management Dashboard](#)

[Overview of Sales Rules](#)

[Partner Resource Center](#)

[Overview of Partner Commissions](#)

[Product Resource Center](#)

[Overview of Lead Registration](#)

[Partner News Blog](#)

[Deal Registration](#)

[Event, Press & Branding Guidelines](#)

[Solutions Partner Program Policies](#)

[HubSpot Solutions Partner Program Agreement](#)