



HubSpot

Solutions Partner Program

2024 Tiers & Benefits Guide



The background features a dark blue field with a network of white lines connecting four large circles. The top-right circle is yellow and orange. The bottom-left circle is cyan with diagonal stripes. The bottom-center circle is orange with diagonal stripes. The bottom-right circle is solid orange. The lines connect these circles in a path: top-right to bottom-right, bottom-right to bottom-left, and bottom-left to bottom-center.

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Welcome to the HubSpot Solutions Partner Program

Welcome to the HubSpot Solutions Partner program, an expansive global ecosystem of partners and providers with the aim of helping millions of customers grow better with HubSpot. We're thrilled to have you join our program.

For over a decade, HubSpot's Solutions Partner program has been key to supporting scaling companies. With unique technical, industry, and customer expertise, HubSpot's solutions partners provide our shared customers with the services and solutions they need to grow better.

This guide explains the *many* resources available to help you differentiate your business as an experienced and qualified partner, from community networks to business planning and pipeline development to sales and servicing enablement and collaboration tools to get the most out of working with your team here at HubSpot. You'll also learn more about the benefits you'll receive as you progress through the tiers.

Solutions partners are core to HubSpot's growth strategy and our shared customers. I look forward to what we'll accomplish together this year and am thankful for your partnership.

Sincerely,

Brian Garvey

SVP, 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 commission on deals you bring to HubSpot, 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.



2024 Program Updates

Partner Development Managers

HubSpot is transforming how we source, service, and sell with solutions partners through a customer-led approach. To support this vision, we continue to invest in the Solutions Partner Program to increase enablement resources.

As part of this transformation, effective February 1, 2024, all solutions partners will work with a [Partner Development Manager \(PDM\)](#). Your PDM will be your primary contact at HubSpot, focused on short and long-term business development. They are dedicated to your success, helping you develop strategic plans to expand your HubSpot practice, drive sales efforts, and grow your customer base. Additionally, they will work with you to enhance the capacity and capabilities of your practice through required certifications and accreditations. Your PDM will also keep you informed on the latest HubSpot products, services, and strategies and help resolve outstanding issues. As part of this change, solutions partners will co-sell deals in collaboration with growth specialists (GS) on HubSpot's direct sales team.

Introducing Partner Sourced Multiplier

Today, we equally award sold points (3 sold points in non-growth markets and 6 sold points in growth markets) to deals partners source (Partner Collab) and deals HubSpot sources (DIFM). Starting February 27, 2024, we will provide 5 sold points in non-growth markets and 10 sold points in growth markets [for deals sourced](#) by partners, to incentivize and reward partners who are having an outsized impact on HubSpot's growth.

New Tier Thresholds

We typically raise tier thresholds annually in line with overall company growth. We did not raise thresholds in 2023 to allow time to adjust to the new points tiering model. We will raise the overall total points thresholds by 38% on average across all tiers starting July 2024. We will not raise the sold or managed thresholds minimums at that time.



Partner Matching

We will be further investing in our partner matching program, which aims to systematically connect customers to partners through an internal tool used by growth specialists (GS) and Customer Success Managers. This year we're investing in building an advanced data model and plan to launch a fully integrated internal tool for recommending eligible partners to HubSpotters.

To perform matches, the tool relies on self-reported information on partners capabilities from the solutions directory, internal data on a partners sold and managed history, accreditation data, and other internal signals on a partners capability. Our partner matching philosophy is that we want to surface the best fit partner for the customer based on validated capabilities and a track record of success.

Partner Seat

On March 5, 2024 HubSpot is rolling out a seats-based pricing model for new customers. With this new pricing model, we're also introducing the new, free Partner Seat which a customer may grant to you (at their discretion). The Partner Seat gives eligible partner and provider employees access to all features in a client's account, so you can deliver the work you've been hired to do without you or the customer having to pay for your access. With the Partner Seat, you no longer will need to request access to features in your client's account, such as sales or service seat feature access. To learn how to assign a partner seat, visit [this knowledge article](#).

To learn more about the pricing changes, read [this blog post](#). If you're a current solution partner, you can access [this partner-only training in Academy](#) to learn all the details, including the partner seat.



Accreditations

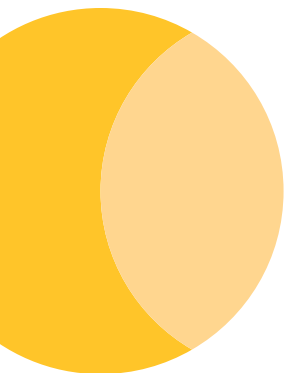
As the HubSpot product offerings and ecosystem become more complex, HubSpot, and its customers will be relying on specialized partners for programs and projects. We continue to invest in solutions partners via our [Accreditations program](#).

To become accredited Platinum and above organizations must demonstrate that they have the expertise, capacity, and practical experience required to serve customers with complex technical and business needs. Accreditations are more rigorous than certifications — they have a set of prerequisites and often require practical application, such as a role play exercise.

In 2024, Accreditation applications will open in French and Spanish and include two net-new Accreditations to serve the growing needs of customers globally.

Co-Marketing

In 2024, HubSpot is building the foundation for a co-marketing program for Solutions Partners. This won't be fully established right away and will be an iterative process. HubSpot will begin piloting on a small scale, learning and adapting the process along the way. These opportunities will be limited in volume and are not a guarantee. We plan to base the eligibility on a list of qualifying criteria, but generally priority will be given to partners who are higher tiers (platinum, diamond, elite), accredited, partners with higher partner-sourced MRR (Partner Collab) and other criteria based on best-fit for the needs outlined by HubSpot. For certain regions, there will be exceptions given outside of this qualifying criteria, subject to HubSpot's discretion and business needs. There will be plenty of other opportunities outside of co-marketing for partners to get featured in HubSpot content and events based on business needs.



Academy Creators

We will be investing in our HubSpot Academy Creator Program, inviting and enabling external creators to enhance and expand the educational experiences for global learners and address educational gaps in emerging markets by providing educational content in the Academy App.

As we lay the foundation for this program, the HubSpot Academy Creator Program team is exclusively extending invitations to select participants, including App Partners, Solutions Partners, and HubSpot Certified Trainers (HCTs), who have been strategically chosen.

The program will consist of three types of Creators:

- **Contributors** will create on-demand, standalone microlearning, and may collaborate with Academy Professors to create on-demand education.
- **HCTs** will specialize in live training and on-demand training, by creating formal educational content, like lessons and courses.
- **Reviewers** will provide additional quality control by reviewing content and providing feedback.

Partners must become [HCTs](#) before joining the program to create formal education such as lessons and courses. The HCT certification is not required to become Contributors or Reviewers. If you're interested in the Academy Creator Program, please submit your interest [here](#).

Data Migration Tool

HubSpot is making it easier to migrate customer data from other CRM platforms to HubSpot. We built a tool that migrates contextual customer data (activities, emails, engagements) so customers start on HubSpot right where they left off in their other CRM platform and get value quickly. The free of charge tool doesn't require any coding or API work so it's easy and quick to carry out migrations. This tool is available to those partners who hold either CRM implementation or Data Migration accreditations.

Tier Requirements

MRR TARGETS	Points (Sold MRR)	Points (Managed MRR)	Total Points Threshold
Elite	1,950 (\$65,000)	1,700 (\$170,000)	5,950
Diamond	570 (\$19,000)	550 (\$55,000)	2,020
Platinum	270 (\$9,000)	150 (\$15,000)	645
Gold	113 (\$3,750)	38 (\$3,750)	243

TIER THRESHOLDS TO MEET BY JAN 2025	Points (Sold MRR)	Points (Managed MRR)	Total Points Threshold
Elite	1,950	1,700	8,600
Diamond	570	550	2,990
Platinum	270	150	875
Gold	113	38	300

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	At least One Professional Product That Contains Either Base Fee Or 4 Seat Minimum	At least One Professional Product That Contains Either Base Fee Or 4 Seat Minimum	At least One Professional Product That Contains Either Base Fee Or 4 Seat Minimum	At least One Professional Product That Contains Either Base Fee Or 4 Seat Minimum	At least One Professional Product That Contains Either Base Fee Or 4 Seat Minimum
Median Product App Usage of Sold Customers			3+	3+	3+	3+

CURRENCY-TO-POINTS CONVERSION**	SOLD POINTS: PARTNER COLLAB (growth markets)	SOLD POINTS: DIFM (growth markets)	MANAGED POINTS (growth markets)
US\$100 US DOLLAR	5 POINTS (10 POINTS)	3 POINT (6 POINTS)	1 POINT (2 POINTS)
AU \$105 Australian Dollar			
COP \$300,300 Colombian Peso			
EUR €75 Euro			
GBP £62.5 Pound Sterling			
SGD \$140 Singapore Dollar			
JYP ¥12,000 Japanese Yen			
R, ZAR 1,545 South African Rand			
CAD \$130 Canadian Dollar			

Refer to [Solutions Partner Program Rules of Engagement](#) for full descriptions/Definitions of On HubSpot's two distinct sales motions Partner Collab & DIFM

Growth markets are geographical areas in the world where HubSpot is just getting started, meaning that 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. We set lower tier targets for both sold and managed MRR for partners who are located in growth markets. In July 2022 we improved our approach to growth markets by moving away from the location of the partner to the location of the customer. This means we're giving partners increased credit (2x points multiplier) for selling to customers located in growth markets, regardless of partner location. In January 2024, we updated our list of growth markets below:

The growth market customer locations include:

- **North and South East Asia:** Bangladesh, Brunei, Cambodia, China/Taiwan, Hong Kong, India, Indonesia, Laos, Malaysia, Maldives, Mongolia, Myanmar (Burma), Nepal, Pakistan, Philippines, Singapore, South Korea, Sri Lanka, Thailand, Timor-Leste, and Vietnam.
- **Latin America:** any country/territory in the Caribbean, South America or North America (excluding Canada and the USA).
- **Central and Eastern Europe:** Albania, Armenia, Azerbaijan, Belarus, Bosnia and Herzegovina, Bulgaria, Croatia/Hrvatska, Czech Republic, Estonia, Georgia, Greece, Hungary, Latvia, Lithuania, Macedonia, Moldova, Montenegro, Poland, Romania, Russian Federation, Serbia, Slovak Republic, Slovenia, Ukraine.
- **Middle East and Africa:** Algeria, Angola, Ascension and Tristan, Bahrain, Benin, Botswana, Burkina Faso, Cameroon, Cape Verde, Congo, Cyprus, Democratic Republic of the Congo, Egypt, Equatorial Guinea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Iraq, Israel, Ivory Coast, Jordan, Kenya, Kuwait, Lebanon, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritania, Mauritius, Mayotte, Mozambique, Namibia, Nigeria, Oman, Palestine, Qatar, Reunion Island, Rwanda, Saint Helena, Senegal, Seychelles, Sierra Leone, Somalia, South Africa, Swaziland, Tanzania, Togo, Tunisia, Turkey, Uganda, United Arab Emirates, Yemen, Zambia, and Zimbabwe.

* The elite tier is by invitation only, with additional requirements such as a minimum Customer Retention Score of 85%, a Customer Dollar Retention (C\$R) score of greater than 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.

** Currency conversion rates are factored into the point values for local currencies. In order to prevent market volatility from causing volatility in tier performance, point values may not reflect current market conversion rates.



Program Benefits At-A-Glance

REVENUE SHARE	PROVIDER	UNTIERED	GOLD	PLATINUM	DIAMOND	ELITE
Commission Per Deal*	20% for the first 12 months	20% for up to 3 years	20% for up to 3 years	20% for up to 3 years	20% for up to 3 years	20% for up to 3 years
Eligible For Upmarket Referral Commission**				10% for 1 year on eligible deals	10% for 1 year on eligible deals	10% for 1 year on eligible deals

*Commission for deals on or after April 1, 2023. Please refer to [Rules of Engagement](#) for deal and partner eligibility requirements.

**Partners who hold CRM accreditation are eligible for the upmarket referral commission opportunity on eligible deals.

PEOPLE SUPPORT	PROVIDER	UNTIERED	GOLD	PLATINUM	DIAMOND	ELITE
Partner Development Manager		✓	✓	✓	✓	✓
Growth Specialist	✓	✓	✓	✓	✓	✓
Access To Experienced Support		✓	✓	✓	✓	✓
Sales Specialist Team - Service Hub & Ops Hub		✓	✓	✓	✓	✓
Pre-Sales Solutions Architect						✓
Partner Platform Services						✓

MARKETING TOOLS	PROVIDER	UNTIERED	GOLD	PLATINUM	DIAMOND	ELITE
HubSpot Solutions Directory	✓	✓	✓	✓	✓	✓
Partner BrandFolder DAM	✓	✓	✓	✓	✓	✓
Impact Awards		✓	✓	✓	✓	✓
Tier Badge		✓	✓	✓	✓	✓
Marketing Resource Library Listing				✓	✓	✓
Eligibility for co-marketing opportunities*				✓	✓	✓
Eligible to get a featured quote in a HubSpot blog					✓	✓

*Co-marketing opportunities are not a guarantee and are subject to HubSpot's business needs. Tier status is one layer of criteria we look at when selecting a partner to co-market with, but selection is based on the best-fit partner based on multiple criteria and at HubSpot's sole discretion. Priority is given to higher tiers, partners who are accredited and partners who have higher partner sourced MRR, in addition to other criteria.

SALES TOOLS	PROVIDER	UNTIERED	GOLD	PLATINUM	DIAMOND	ELITE
Deal Registration	✓	✓	✓	✓	✓	✓
Partner Lead Notifications	✓	✓	✓	✓	✓	✓
HubSpot Demo Account		✓	✓	✓	✓	✓
Waive Onboarding for Your Clients		✓	✓	✓	✓	✓
Customer Reference Program		✓	✓	✓	✓	✓
Eligible for partner matching*			✓	✓	✓	✓

*Partner matching opportunities are not a guarantee and are subject to customers' needs. Tier status is one layer of criteria we look at when determining eligibility, but is also based on customer retention, sourced MRR (partner collab), and certifications held. Priority is given to partners who have a higher sourced MRR (partner collab), hold accreditations, in addition to other criteria.

SERVICING TOOLS	PROVIDER	UNTIERED	GOLD	PLATINUM	DIAMOND	ELITE
HubSpot Academy Partner Training	✓	✓	✓	✓	✓	✓
Client Management Dashboard	✓	✓	✓	✓	✓	✓
Partner Seat	✓	✓	✓	✓	✓	✓
*Eligible For Data Migration Tool					✓	✓

*Eligible For Data Migration Tool: eligible for platinum+ partners that hold either CRM Implementation or Data Migration accreditation.

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

COMMUNITY	PROVIDER	UNTIERED	GOLD	PLATINUM	DIAMOND	ELITE
Private HubSpot Partner Community Space	✓	✓	✓	✓	✓	✓
Quarterly Email Newsletter & Monthly Partner Power-Up	✓	✓	✓	✓	✓	✓
Private HubSpot Partner Slack Group	✓	✓	✓	✓	✓	✓
Private HubSpot Partner Facebook Group		✓	✓	✓	✓	✓
Eligibility to apply for 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 rules of engagement](#) and the [Program Policies](#) before you start earning commissions.

HubSpot Upmarket Referral Program Revenue Share

Do It For Me (DIFM) is one of the ways partners can collaborate and sell with HubSpot Growth Specialists. We introduced the HubSpot Upmarket Referral Program in 2023 for qualifying partners. Eligible partners will qualify for 10% commission on eligible deals for one year from the date sold. See the [rules of engagement](#) page for complete details.

People Support

Partner Development Manager

As set out above, all solutions partners have access to a partner development manager (PDM), your single point of contact at HubSpot that helps you connect with other teams. The PDM's responsibilities span across your entire business including, assisting with strategic planning, achieving growth plans, developing new business objectives, growing your install base, and aiming to ensure you build a successful Hubspot practice with the right accreditations and certifications.

You can [identify your PDM](#) in your partner account.



Growth Specialists

All solutions partners have access to Growth Specialists (GSs) on HubSpot's direct sales team, each assigned by geographical sales territory. GSs are your day-to-day sales partners who collaborate with you on communications strategies, roles, responsibilities, and a closing plan for each deal. They provide support on demos, generating and sending quotes, and helping you attach Proof-of Involvement (POI) for each deal. Once you register a deal, a GS will automatically be assigned to your deal based on geography and segment.

Access To Experienced Support

Get access to a senior member of our support team for technical troubleshooting. Just press 5 when you call. Reach out to your PDM for more information. *Please note: access to experienced support is available only in English.*

Sales Specialist Team - Service Hub & Ops Hub

The Sales Specialists Team is made up of product-focused account executives currently specializing in Service 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.

Pre-Sales Solutions Architect

Elite partners get access to the Solutions Architect team. This is a relationship based on sales of HubSpot's full suite of software, focused on sophisticated clients with complex, enterprise-grade needs. Our Solutions Architect team represents our most tenured and experienced technical people aligned to the global Sales Engineering organization. They're client-facing and embedded in our sales process and our go-to-market and product teams. To identify your solutions architect, reach out to your PDM to have them submit a request via this [form](#).

Partner Platform Services

Elite partners have access to the Partner Platform Services team. Think of them as an extension of your post-sale, customer strategy team. They workshop customer scenarios and answer integration-related strategy questions. Use them to strategize on a quarterly basis or connect with them as needed to help identify the right technical solution for a specific customer initiative. Reach out to your PDM 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, accreditations, and more. [Set up your directory profile](#) to get started.

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 monthly. In your PUG, you'll meet partners across various tiers and backgrounds who face similar challenges as you. Collaborate virtually on new ways to crush a challenge all while making meaningful connections in the partner community. Click [here](#) for more details on this year-long program, including the application dates and regional, in-person Super PUG meetups.

Impact Awards

Get the recognition you deserve for all your remarkable client work. Apply 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. Please be sure to review and comply with the [Partner Promotion Guidelines](#) and our general [Trademark Usage Guidelines](#).

Partner BrandFolder DAM

Our new [Solutions Partner BrandFolder](#) centralizes all your HubSpot branding needs into one place, with updated brand guidelines, program logos, tier badges, 50+ icons, and 60+ product screenshots for use in your marketing materials. Please be sure to review and follow our [promotional guidelines](#) when using these assets.

Using the partner-specific badges and logos is always preferred, but if you have a use case that the HubSpot company logo or sprocket is more appropriate for, you must first submit a mock-up of your asset and seek approval for logo usage by completing [this form](#). Please note that logo request reviews can take between 7-10 business days.

If your request is approved, you will receive a timed, private link to the Brandfolder where you can download high-res versions of the logos.

Before submitting your request, please refer to [Trademark Usage Guidelines](#).

When using any version of the HubSpot logo, do not change or alter the color of the logos, and do not skew or distort the logos in any way, shape, or form.

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. Priority will be given to topics that fill a gap or are aligned to business priorities.*



Eligibility for Co-marketing Opportunities

In 2024, we're beginning to pilot co-marketing opportunities. Co-marketing opportunities are limited in volume and are not a guarantee, subject to the needs of HubSpot. It is planned that platinum, diamond and elite partners will be eligible for these opportunities as they arise along with other qualifying criteria, but generally priority is given to higher tiers, accredited partners, partners with higher partner sourced MRR and other criteria we use to evaluate fit. For certain regions, there will be exceptions outside of this criteria, subject to HubSpot's discretion and business needs.

Eligible for a Featured Quote in a HubSpot Blog

As a diamond or elite solutions partner, your expertise can be featured in a HubSpot blog article by contributing an expert quote. These articles could reach between 500k-1M views. You also include a backlink of your choice within the article. To submit to these opportunities, you'll need to join a private slack channel in the partner slack space, where our blog team will post opportunities. Request access with [this form](#).

- *Note: this applies only to the english blog, but we are exploring opportunities for blogs in other languages. In the meantime, non-english partners can still contribute to the english blogs.*



Sales Tools

Deal Registration

[Deal registration](#) is a 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 Deal Notifications

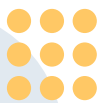
[Sign up](#) for partner deal notifications when someone at the prospect company signs up for HubSpot's CRM. [Learn more](#) and register under the Settings tab in your partner account.

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 partner development manager, 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. In order to waive onboarding, you must provide services sufficient to replace HubSpot's onboarding services. For more information, please see the 'Waive Onboarding' section of the Rules of Engagement.



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 PDM for more information.

Eligible for Partner Matching

The Partner Matching Program aims to connect customers with the best fit partner based on the customers needs, validated partner capabilities, and a partners track-record of success. To be eligible for partner matching opportunities, a partner must:

- Hold an active Accreditation

OR

- Be credited for Gold tier or higher
- Have a 12 month customer retention of at least 85%
- Have sourced at least 20% of their total sold MRR (Partner Collab)
- Hold at least [one software certification](#)
- Hold at least one implementation certification



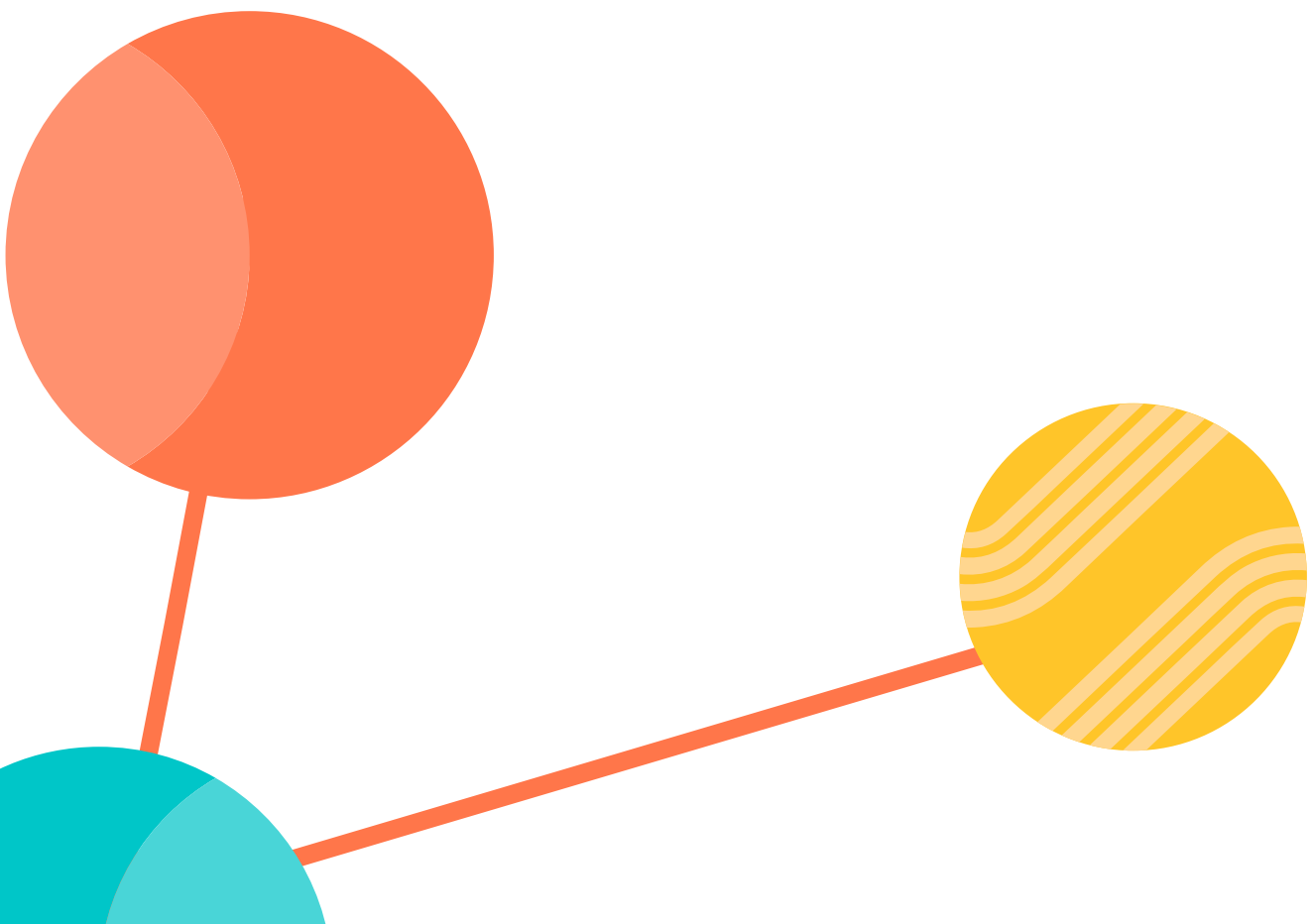
Servicing Tools

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. In client management, you'll also be able to [manage your teams' access](#) to client accounts and assign Partner Admin permissions. 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.



Partner Seat

On March 5, 2024 HubSpot is rolling out a seats-based pricing model for new customers. With this new pricing model, we're also introducing the new, free Partner Seat which a customer may assign to you at their discretion. The Partner Seat gives eligible partner and provider employees access to all features in a client's account, so you can deliver the work you've been hired to do without you or the customer having to pay for your access. With the Partner Seat, you no longer will need to request access to features in your client's account, such as sales or service seat feature access. To learn how to assign a partner seat, visit [this knowledge article](#).

To learn more about the pricing changes, read [this blog post](#). If you're a current solution partner, you can access [this partner-only training in Academy](#) to learn all the details, including the partner seat.

Eligible For Data Migration Tool

HubSpot is making it easier to migrate customer data from other CRM platforms to HubSpot. We built a tool that migrates contextual customer data (activities, emails, engagements) so customers start on HubSpot right where they left off in their other CRM platform and get value quickly. The free of charge tool doesn't require any coding or API work so it's easy and quick to carry out migrations. This tool is available to those platinum+ partners who hold either CRM implementation or Data Migration accreditations.

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

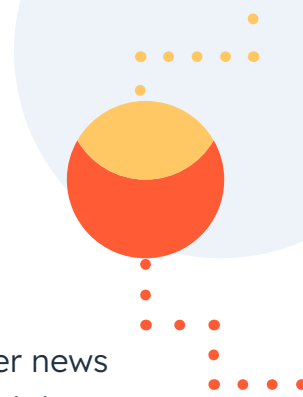
As a platinum, diamond, or elite partner, you'll have access to an exclusive enablement platform called [Seismic](#). This platform has all of the latest pitch decks, one-pagers, competitive intelligence, and other helpful resources your team needs to sell and service. In addition, you'll also find confidential 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.

Product Previews

Want a sneak peek into new product 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 exclusive previews will give our top-tier partners a first look at some new features, new campaigns, and brand-new products. Eligible partner employees who have completed the confidentiality training will receive invites through email.

Onboarding Foundations

Onboarding Foundations is a series of workshops that provides partners with the foundational knowledge for selling and servicing HubSpot, enabling you to deliver remarkable experiences to customers. Additionally, it includes software-specific workshops to help you master and adopt the HubSpot product platform. Learn more [here](#).



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 PDM 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 quarterly program updates newsletter. This will deliver the most important partner announcements, product updates, and content straight to your inbox. Additionally, by subscribing to these emails you'll receive our Monthly Partner Power-Up, containing sales and product resources to help set you up for success as a HubSpot partner.

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.* As part of joining the group, you also agree to the following rules of conduct. Failure to adhere to these rules may result in your removal from the group (at HubSpot's sole discretion):

- 1. Use good judgment:** This group is built to help our solutions partners network and grow. It's up to all members who join to use good judgment when posting or engaging. We want to support, help, and build each other up to keep this community a safe and resourceful place.
- 2. Be kind and respectful to one another:** We're here to learn and network, so be respectful. Hate speech isn't allowed. Degrading comments about topics like race, religion, culture, sexual orientation, gender, politics or identity won't be tolerated. Posts that violate this will be removed.
- 3. Be relevant:** We want this group to be engaging for everyone. Creating posts with just links or from a company page will be viewed as spam and removed. It's ok to share applicable job openings and upcoming events, but please be human and add context.
- 4. Be responsible:** You're responsible for your interactions. Don't share anything that'd violate any of your contractual agreements (copyright, trade secret, non-disclosure, etc.), including the HubSpot Solutions Partner Agreement (HSPPA) and our program policies.
- 5. Keep confidential information to yourself:** Partners may have access to HubSpot information that's not public or available to all partners, like betas. Remember that as a partner, you're bound by confidentiality obligations under the HSPPA. If you have confidential information, don't share it.
- 6. Share the love:** Help make the HubSpot partner community a richer place by sharing your HubSpot expertise. You may have just the right answer that somebody else is looking for, so delight them by adding your insight to the conversation.
- 7. Help us hold our members accountable:** We encourage you to use the report function to report posts or comments that need moderation to the group admins. This can be done by clicking on the three dots next to a post or comment and selecting "Report post to group admins".

Eligibility To Apply For Partner Advisory Council

HubSpot's PAC — [Partner Advisory Council](#) — is made up of five regional groups that meet quarterly on topics ranging from new partner tools to program changes. We lean heavily on the 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. This is one of the many opportunities to give feedback on the program.



Quick Links

Resources you'll want to bookmark for later

Staying engaged in the program:

[Client Management Dashboard](#)

[Seismic Platform](#)

[Partner Resource Center](#)

[Product Resource Center](#)

[HubSpot Partner Community](#)

Understanding Our Policies and Guidelines:

[Overview of Rules of Engagement](#)

[Solutions Partner Program Policies
Program Code of Conduct](#)

[Overview of Partner Commissions](#)

[Overview of Deal Registration](#)

[Event, Press & Branding Guidelines](#)

[HubSpot Solutions Partner
Program Agreement](#)