

Merchello

Solution Partner Program



The Merchello Solution Partner Program is intended for companies who create websites for their clients, although is not solely for them and we are always open to speaking to anyone who develops websites with Merchello.



Support

The goal of this program is to support design agencies and development companies in delivering eCommerce sites built upon Merchello, and in turn help continue the growth of the Merchello project and improve it.



Partnerships

We are interested in partnerships with companies who are experienced in eCommerce and who can provide excellent services to Merchello customers. By joining the Merchello partnership program, you'll create new revenue opportunities by extending your current offering with our eCommerce solution and be known as a pioneer of the Merchello system.



Solution

Merchello solution partners have a strong knowledge of the Merchello platform and play a critical role in the continued growth and adoption of Merchello. Our partners can develop standard and highly customised Merchello sites, develop plugins/packages to help customers to manage an online store, and adapt the functionality of a website exactly the way they want.



Goal

Merchello's goal is to make you and your clients successful. Because the needs of every partner are different, we offer two levels of partnership - Gold and Silver. Each level has unique benefits, all with the goal of connecting partners to our community and helping them succeed.

Merchello solution partnership levels

Component	Gold Partner	Silver Partner
Annual fee	\$2500 Gold partners make a higher-level of commitment to Merchello by financially supporting the core team, thereby ensuring the health of the project on which their success is built.	\$350
Visibility	Priority Placement on the solution partners page for up to 2 countries** - highlighted and always on the top of the partner list (higher than Silver partners). Your organisation name, link, logo* and tagline (300 characters max) will be displayed on the Solution partners page.	Standard Placement on the solution partners page for a single country**. Your organisation name, link, logo* on the Solution partners page.
Access to sales leads	Yes The official Merchello site receives many requests for a variety of development projects. Any project that we are unable to service, the leads will be distributed between our Gold Partners based on the country from which the enquiry is based***.	No
Premium support	Yes As a Gold Partner you have access to an annual one hour Skype consultation, to help with a project of your choice. You will also receive a 30% discount on all on going support/consultancy sessions.	No However, as a Silver partner you will a 10% discount on any support/consultancy sessions.
Promoting your partnership	Yes Your company will be featured in one of our very popular bi-monthly community newsletters. In addition to this, your company will be promoted via our Twitter account.	Yes Twitter Only Your company will be promoted via our Twitter account.
Discount for all official Merchello plugins/packages	Yes You will receive a 40% discount on all our official Merchello plugins.	No
Partner eligibility	You need to have at least two live Merchello sites developed by your team.	You need to have at least one live Merchello site developed by your team

*** The specifications for the logo are:**

• Size: 200 x 95 pixels. • Animated or audible logos are not permitted. • File format: GIF, PNG or JPEG format.

**** Chosen country details:**

Each solution partner is allowed to select a country they do business in, or are based in. By default you can specify only one country for Silver and two countries for Gold. We do allow partners to be listed in additional countries. But in order to prevent abuse of this functionality a \$100 fee for each additional country is applied.

***** Leads from the Merchello website**

Any lead from our website which we cannot service for whatever reason, will be sent to up to 3 Gold Partners. These will be picked by random initially, and then will be based on the amount of previous leads received. We aim to make sure all Gold partners receive an equal amount of leads over the duration of their partnership. Dependant of course the leads are for the countries the partners serve.