



Building Quick and Sustained Success as a NetSuite Partner



A view into how new solution providers can substantially move the needle with their NetSuite practices to support long-term success and achieve peak return on their investments.

With over [17 million small to midsize companies](#) in the U.S., the number of companies that are prime candidates for a new cloud ERP implementation is substantial. Many of these organizations are using basic programs like QuickBooks and a hairball of Excel spreadsheets. They often seek out sophisticated, feature-rich enterprise systems—making NetSuite a top choice.

NetSuite Solution Providers that establish the internal processes to support both the sale of new licenses or “logos” and the resulting services required, create a recurring revenue model that will reap substantial rewards for years to come.

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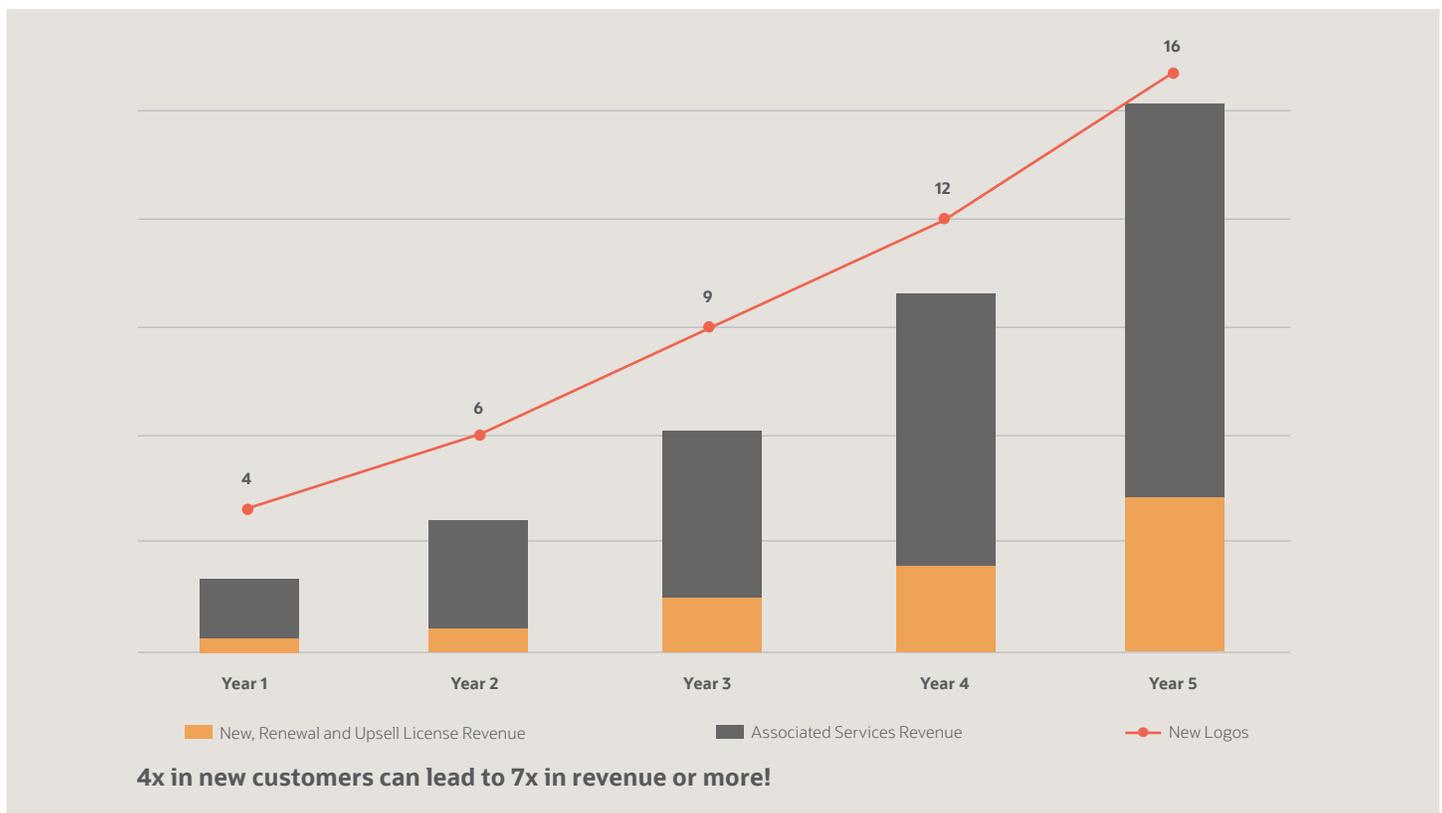
What Does it Really Take to Succeed?

With NetSuite's current customer saturation of 1%-3% (within designated vertical markets), the door is wide open for solution partners to develop a successful practice. Consider these two different scenarios for companies who are in a prime position to join NetSuite's Solution Provider Program.

1. A company that's sold and implemented ERP software from Microsoft, Sage or SAP and is seeking to offer a more modern and unified cloud platform to its target customer base.
2. A partner looking to become more valuable to their customers by expanding its portfolio, recognizing the need of small to mid-sized businesses for cloud solutions to collaborate and run their businesses from anywhere, at any time.

For optimal results as a NetSuite Solution Provider, partners should be ready to focus on new license sales and creating recurring revenues, a compounding effect that is inherent in NetSuite's revenue sharing model. NetSuite partners earn up to 50% revenue share on new license sales, including upsells and up to 30% on renewals.

For example, a partner who increases new customers by 4x between year one and year five (expanding from 4 new logos to 16 new logos), can see a 7x increase in revenue, not including revenue from additional services they may provide outside of those associated with new license sales.



Raising the Bar: How to Set Smart Sales Goals

For new Solution Providers, closing the first NetSuite sale or “logo” is a critical milestone. Much like a realtor’s first home closing helps set him or her on the path to success in the real estate market, that first logo is both meaningful and motivating. It should be a lever for even more logos in a system where optimal ROI is based on a partner closing a minimum of four sales annually. The good news? Once you close your first logo, subsequent sales become easier and more profitable.

The upfront investment you put in will decrease as you scale your NetSuite practice up and will begin to pay for itself as you accumulate recurring revenue opportunities.

For example, where you may need to hire an additional staff members during years two to three, the larger your NetSuite practice becomes, the more revenue you’ll be generating for your company. Partners that figure this out quickly reap the most impressive rewards from their upfront investments, such as four logos in year one, increasing to 12 logos in year four.

Pulling Your Weight: What You’ll Put Into It

New partners must be willing to commit time, manpower and investment to achieve the desired levels of success over a multi-year period. This means having at least one dedicated NetSuite salesperson (at the outset), investing in marketing and having a clear path to that first logo.

To ensure a win-win relationship, the most successful solution providers also maximize their existing sales leads, think beyond services and continually strategize on how to sell new NetSuite licenses, and develop an expertise that differentiates their practice with a microvertical or another IP.

As with any software sales opportunity, the biggest rewards for NetSuite Solution Providers come in the form of recurring revenues associated with license sales. These sales fuel the majority of the impressive ROI that partners see over a multi-year period. It all starts with selling the first logo during your first year as a partner.

Supporting Your Success: SuiteLife

Once on board as a NetSuite Solution Provider you will receive industry leading support through the [SuiteLife program](#). SuiteLife includes training, certification and advanced implementation support to ensure your team is ready to deliver NetSuite in 90 days. In addition, as part of your onboarding, NetSuite will assign a team of sales, marketing and business development experts to help you develop a business strategy so you can achieve your first sale quickly and to guide you to building a successful practice into the future.