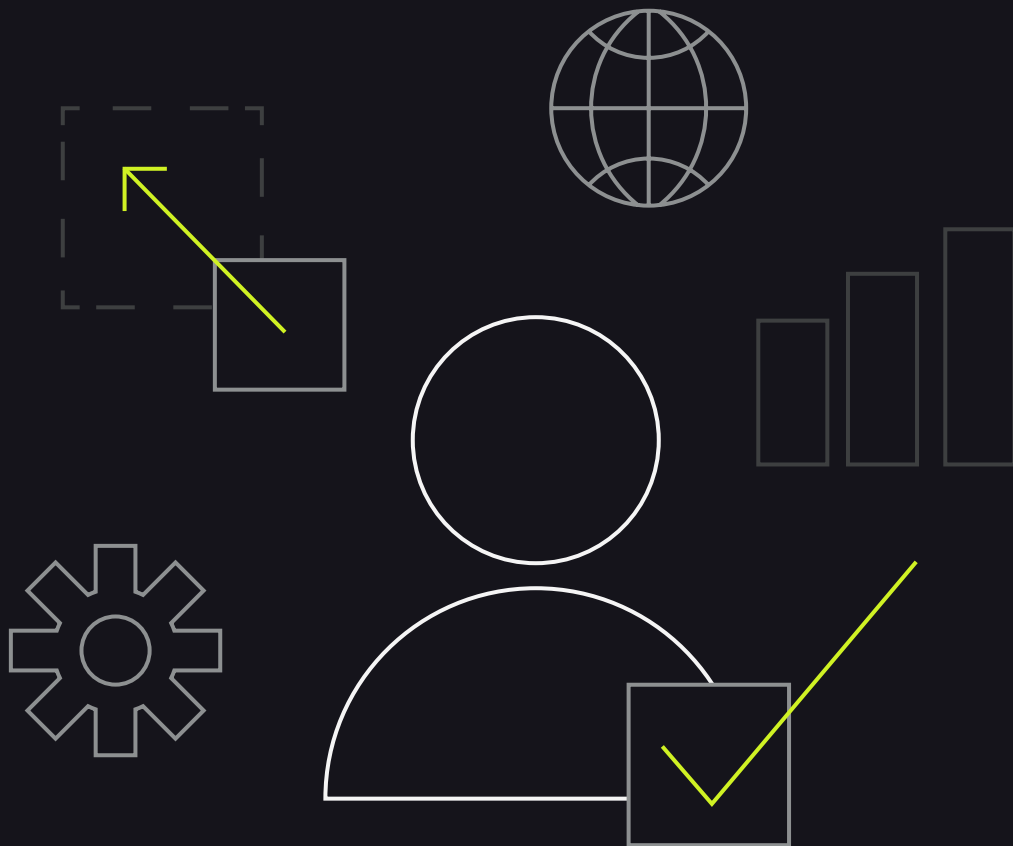


Identifying Shopify Plus Prospects



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Your clients trust you to make recommendations that help their business grow, like migrating to Shopify Plus. Strong Shopify Plus candidates are likely showing signs of momentum or experiencing barriers to growth. Use this cheat sheet to identify strong prospects and outline how Shopify Plus can help them scale.

Signs of momentum

What to look for	How Shopify Plus can help
They're actively trying to increase traffic to their store through a variety of tactics, like lead generation and retargeting.	Attract and retain customers with social media, advanced email marketing, SEO, and more—all from the Shopify Plus admin. And get your ads in front of the right buyers with custom audience lists, powered by Shopify's unique insights from commerce data.
They're actively trying to increase conversions, average order value, and repeat purchases with a variety of business tools.	Boost sales year round with built-in tools for checkout customization, advanced discount logic, and customer segmentation. And integrate tools through apps or APIs for upselling, loyalty programs, and more.
Their gross merchandise value is growing year over year, triggering the need for additional support and features to help them scale.	Scale with advanced support and tools for automation, customization, international expansion, and integration. And keep scaling, with unlimited bandwidth and hosting across multiple stores.

Growth barriers

What to look for	How Shopify Plus can help
Their on-premise platform crashes during high-volume periods.	Never worry about crashing again with unlimited transactions and SKUs, 99.99% uptime, 500,000 hits per minute, and over 7,000 CPU cores.
The cost of IT maintenance is exponentially increasing as their company grows past \$500,000 per year.	With Shopify's cloud-based service, your base price remains the same, regardless of how much you grow—with no extra costs for servers, hosting, upgrades, or patches. Transaction and credit card fees vary per country.
They need more stores for international expansion, so they can display local languages, currencies, and taxes on each store.	Spin up custom storefronts for each market you sell in with localized languages, currencies, product catalogs, taxes, and domains. Up to nine free expansion stores available.
They need to integrate their enterprise resource planning (ERP) software.	Integrate all the systems your brand relies on. Standardized RESTful APIs allow for integrations with ERP tools including Netsuite, Sage, and Microsoft Dynamics.
They use a third-party app or solution for wholesale, or rely on manual processes.	Grow and run your B2B business on Shopify Plus with tools optimized for flexibility and customization, whether in a separate wholesale store, or one online store for both B2B and DTC.
They need developers to make basic changes to their user experience, online store, and checkout.	Make customizations your way, from no code to low code. You can use the drag-and-drop theme editor to customize your online store, or access the code directly.
They need percentage-based discounts, fixed-amount discounts, or free shipping on select items.	Unlock the power of promotions with customizable logic-based discounting from Shopify's Discounts API and Shopify Functions.
They need advanced support to assist with complex needs or to build custom solutions.	Get access to 24/7 priority support, the merchant success program, launch engineers, solution engineers, and a network of Shopify Plus Partners and Certified App Partners.

Think your client is a good fit?

Learn how to sell Shopify Plus

