



Onboarding Guide

Zoho Consulting Partners



Agenda

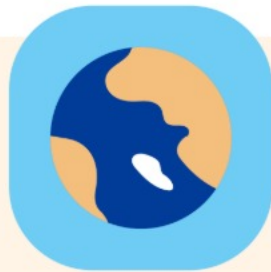
- **Welcome**
- **Partner Business Tools**
- **Onboarding Course**
- **Touchpoints**
- **Resources**
- **Expectations**
- **Growing with Zoho**

Get Started!

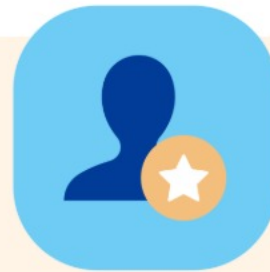
Welcome to the Zoho Partner Ecosystem



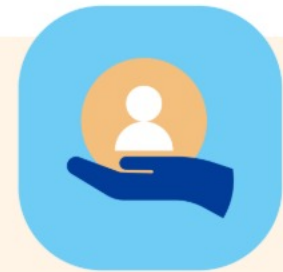
A growing community
of 2000+ Partners



Presence in over
100 countries



Build expertise and
resell 55+ Zoho
products



Marketplace
opportunities

Business Tools

US DC Account Creation

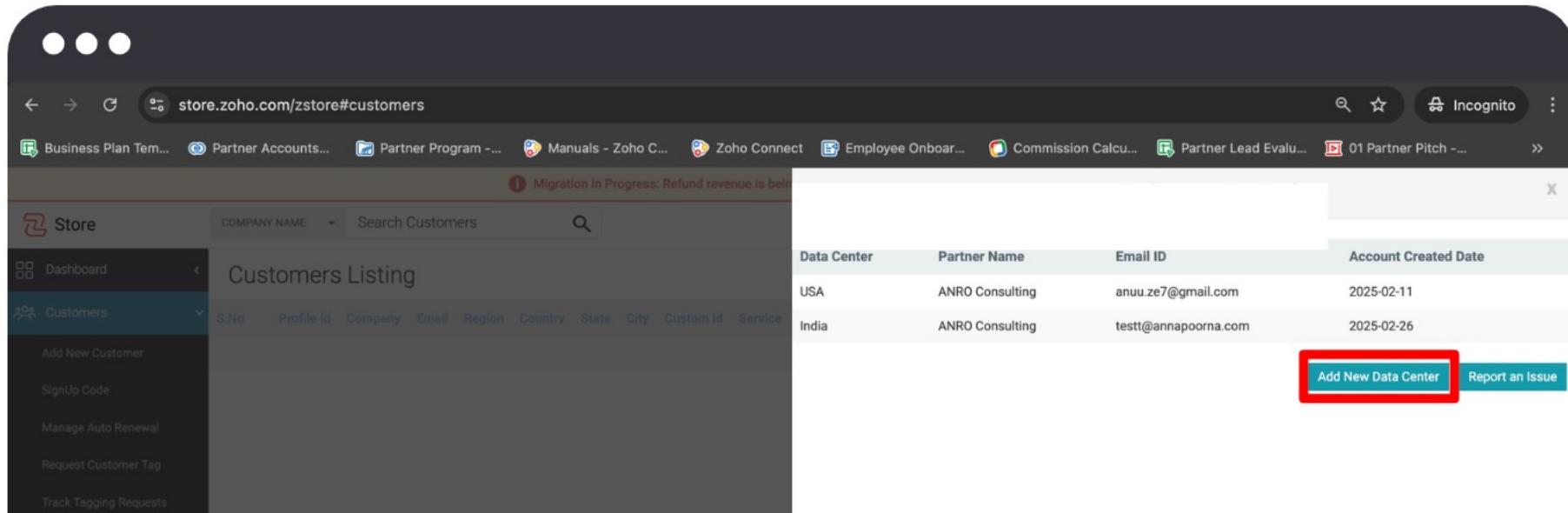
If your partner account is based in any other DC (other than the US) you must create one within the US DC.

Why?

To access resources hosted in the US DC.

How?

Click "Associated Accounts" on your Partner Store and click "Add New Data Center" and enter a new email ID. The system will auto-generate a US DC based Zoho account associated to the email ID.



The screenshot shows the Zoho Partners interface. The browser address bar displays `store.zoho.com/zstore#customers`. The page title is "Customers Listing". A sidebar on the left contains navigation links: "Dashboard", "Customers", "Add New Customer", "SignUp Code", "Manage Auto Renewal", "Request Customer Tag", and "Track Tagging Requests". The main content area features a table with the following data:

Data Center	Partner Name	Email ID	Account Created Date
USA	ANRO Consulting	anuu.ze7@gmail.com	2025-02-11
India	ANRO Consulting	testt@annapoorna.com	2025-02-26

At the bottom right of the table, there are two buttons: "Add New Data Center" (highlighted with a red box) and "Report an Issue".

US DC Account Vs EU DC Account

US DC Account

- To access Partner Network on Zoho Connect.
- To access Resources on Zoho's Partner Portal.

EU DC Account

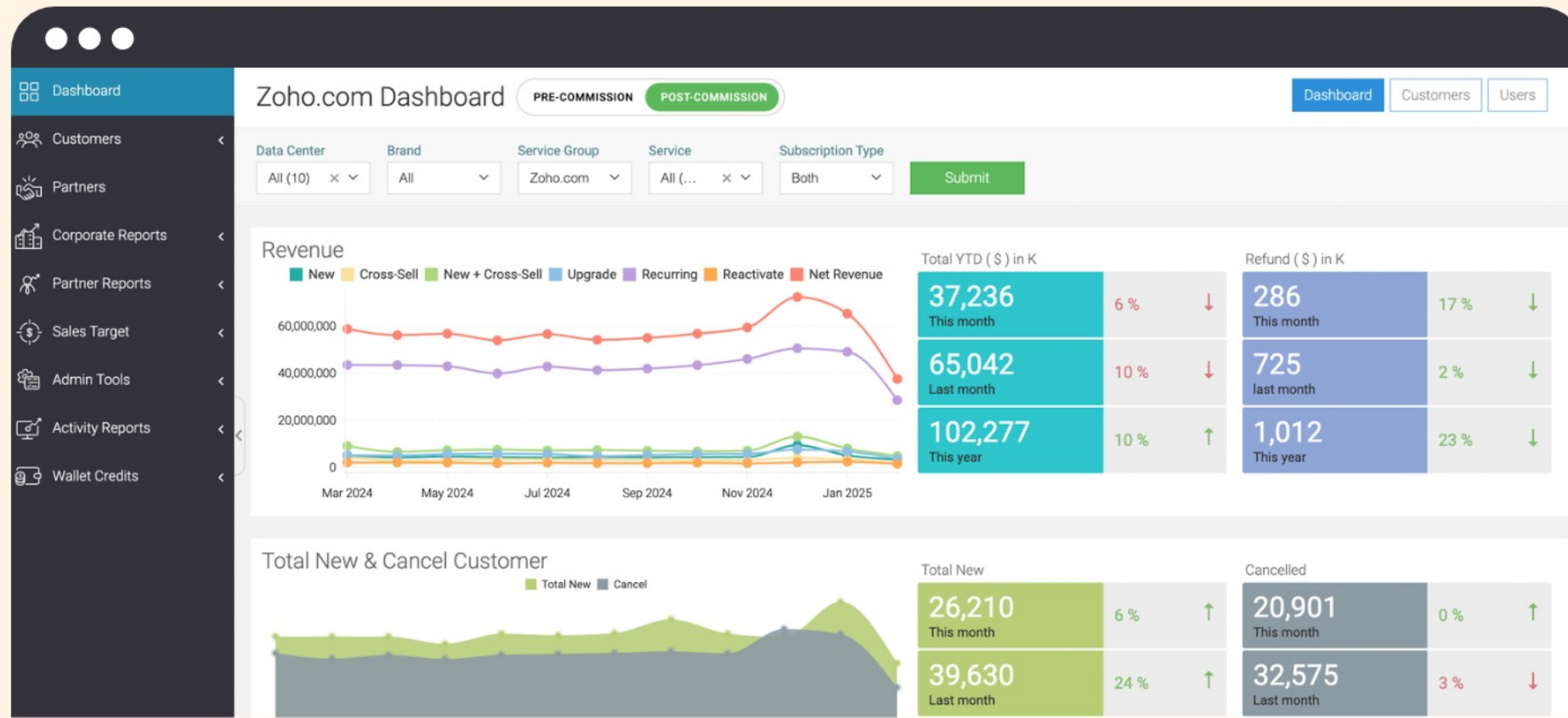
- Primary Zoho Partner Account
- To manage your Zoho Store Account, manage licenses, map and un-map your customers, initiate commissions.

Partner Business Tools

Partner Store - A complete partner solution where you can track your leads, map and manage your customers, track your revenue and performance, request your commission payouts, etc.

[Partner Store demo video](#)

[Partner Store help page](#)



Partner Business Tools

Partner Marketing resources - Sales, marketing, and branding kits, templates, and other resources to guide you through your partnership journey.



Partner Enablement



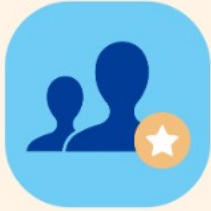
**Sales and
Marketing Kits**



Product Resources

Case studies, e-books, user guides,

Partner Business Tools



**Complimentary
Zoho Accounts**

1

Complimentary
Zoho License

2

Demo Accounts
with 2 users each

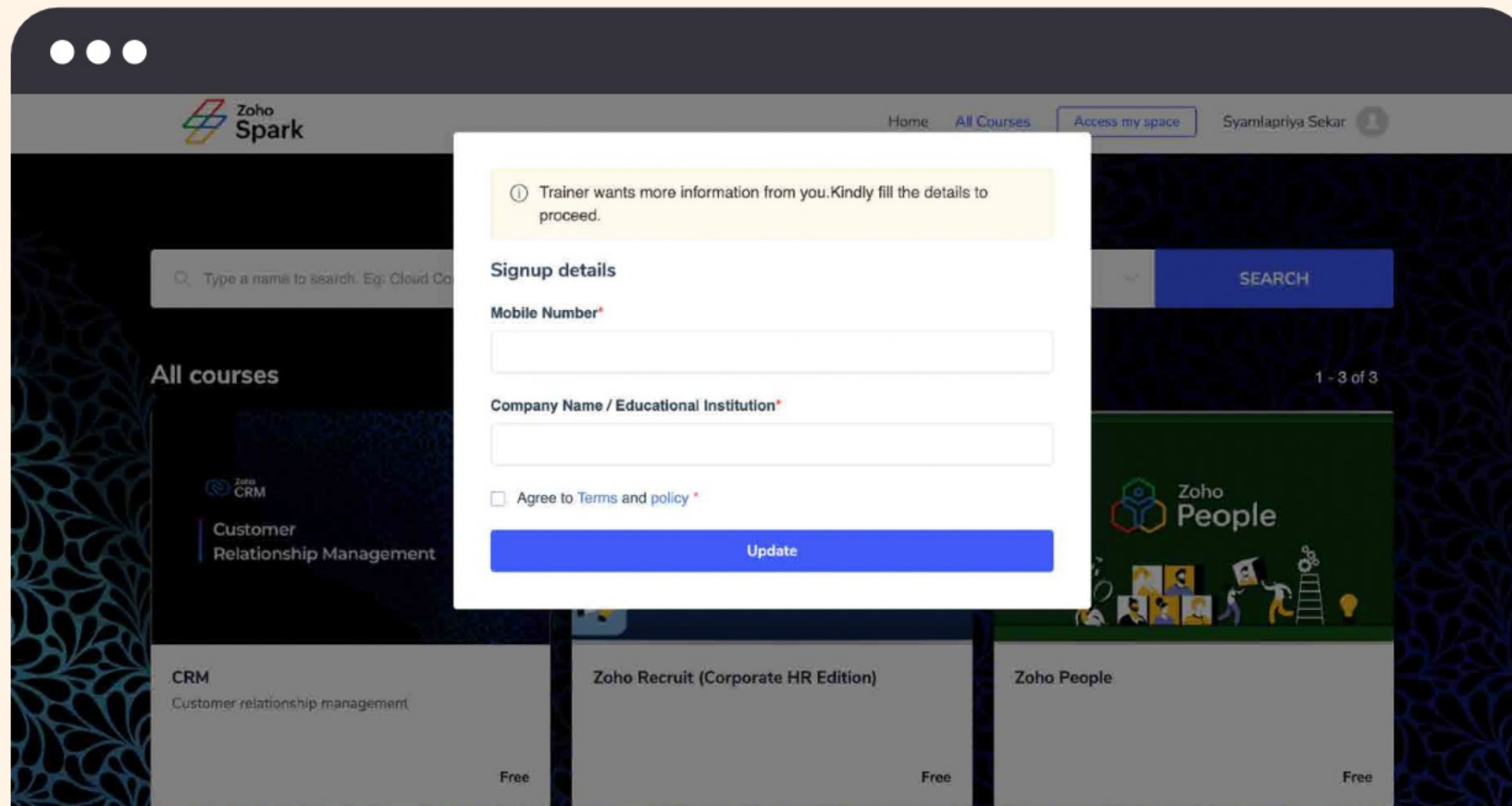
As you achieve milestones, you will be eligible
for more complementary demo accounts.

[Demo Account Setup Guide](#)

Partner Business Tools

Zoho Spark - Product-specific self-learning courses that you can take up at your own pace.

[Access Zoho Spark](#)



Partner Onboarding Course



Onboarding Course

There's a lot for you to do. However, we suggest you get started with the Onboarding Course on Trainer Central as the first step to get acquainted with the Zoho Consulting Partner Program and get ready to sell Zoho.

[Access course](#)

Partnership Touchpoints

Partnership Touchpoints

Platform	Purpose
Partner Account Manager	Your primary POC.
24*5 Partner Support partner-support@eu.zohocorp.com	Resolve any technical queries related to the partnership.
24*5 Partner Operations partner-operations@eu.zohocorp.com	Resolve any non-technical, operational queries related to the partnership.
Partner pre-sales/ sales (please reach your PAM)	Pre-sales support for large deal closures.

Partnership Touchpoints

Platform	Purpose
Zoho Partner Connect Channel	Keep up with the global partner community, program-related announcements, product updates, event announcements, etc.
Regional Partner Connect Channel	Keep up with the regional partner community; program-related updates, announcements, etc.
Global Cliq Channel	For Global announcements.

Partnership Touchpoints - External

Platform	Link
LinkedIn	https://www.linkedin.com/company/zoho-partner-program/
YouTube	https://www.youtube.com/@ZohoPartners

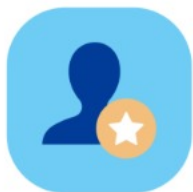
Partnership Resources

Partnership Resources

Platform	
Partner Portal (Resources for your marketing and sales teams. Includes marketing and sales kits, case study, projects, and email templates, guides, e-books, user guides, webinar recordings, events calendar, and more)	https://www.zoho.com/partners/marketing-resources.html
Pricing calculator	https://store.zoho.eu/html/pricing/calculator.html
Commission calculator	https://store.zoho.eu/zstore#commission/commissioncalculator

Expectations

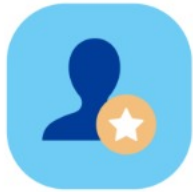
What we expect from you



1/3

- Complete the onboarding course.
- Complete suggested training within the recommended timeline.
- Get certified in the Zoho products you want to resell.
- Set up and implement a marketing strategy to promote and resell Zoho product(s).

What we expect from you



2/3

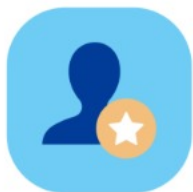
- Active Social Media presence.

- Begin developing case studies, testimonials, and other marketing materials.

- Showcase implementation expertise.

- Achieve revenue benchmark of \$5000 within the first 4-6 months.

What we expect from you



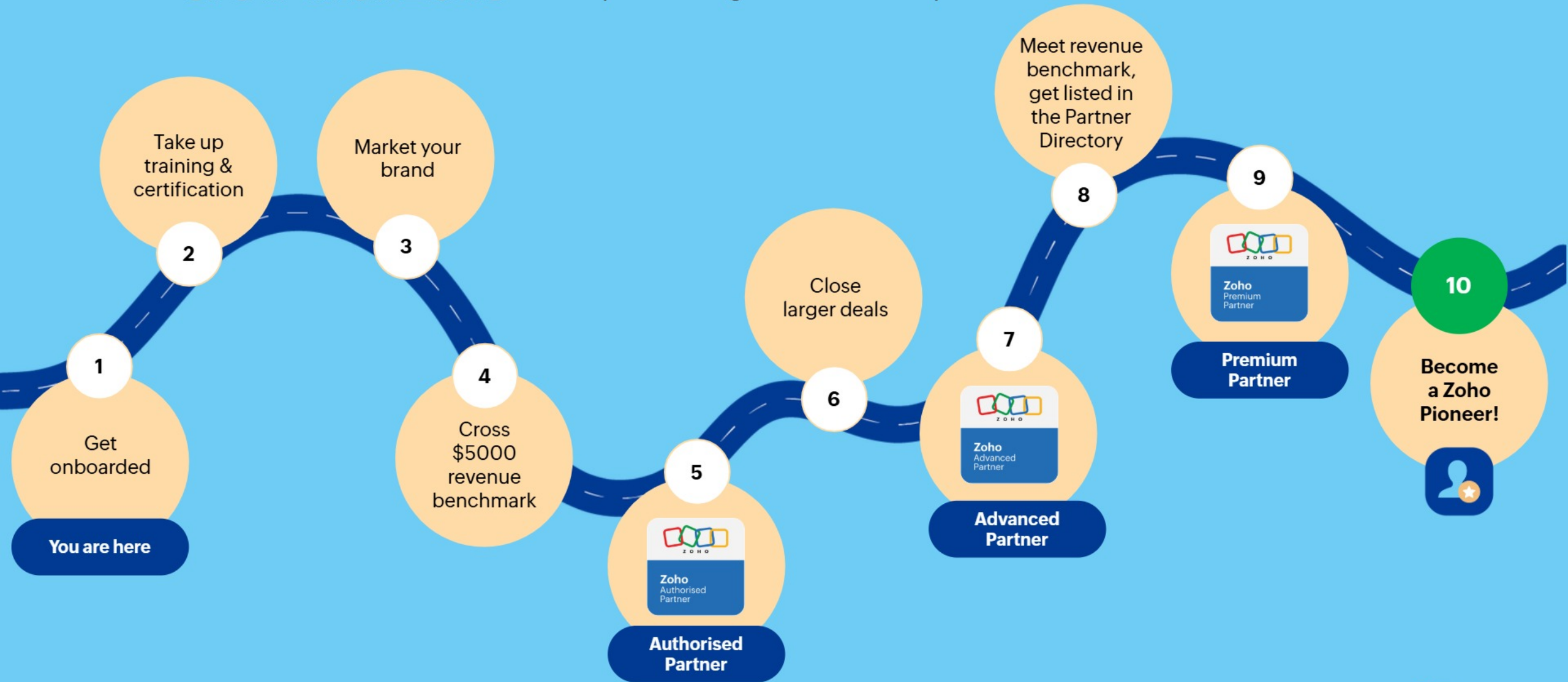
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- Adhere to our [Branding Guidelines](#) for your Zoho-centric webpages and other collaterals.
- Do not use the Zoho Partner badge until you are authorized to do so.
- Do not use the word "Zoho" within your domain name, website, or your company name.
- Do not market yourself as Zoho or its subsidiary.

Grow with Zoho

Grow with Zoho

Your path through the Zoho Ecosystem



Partnership Tier Requirements & Benefits



Zoho
Authorized
Partner

Authorized Partner

- Authorized Partner Tier Badge
- 6 complimentary licenses
- 5 demo account (with 2 users each)
- Large deal support



Zoho
Advanced
Partner

Advanced Partner

- Advanced Partner Badge
- 10 Complimentary licenses
- 8 demo accounts (with 2 users each)
- Large deal support
- Toll-free live chat support



Zoho
Premium
Partner

Premium Partner

- Premium Partner Badge
- 15 Complimentary licenses
- 10 demo accounts (with 2 users each)
- Large deal support
- Toll-free live chat support

Thank You

