Grow your business with Professional Services in AWS Marketplace

AWS Marketplace sellers can publish professionals service listings in AWS Marketplace to reach new customers and offer complete solutions.

Leverage AWS Marketplace to offer solutions related to third-party software or for building on AWS through various categories, including:

Assessments

Help customers understand their current state to identify recommended solutions to solve for customer challenges, such as platform modernization and security assessments.

Managed Services

Services to design, architect, and deploy new technology to innovate customer infrastructure, including migration, DevOps, and analytics services.

Trainings & Workshops

Workshops, programs, and educational tools. This can include proof of concept workshops, or AWS Well-Architected Reviews.

Implementation

Configuration, set up, and deployment services for your product.

Premium Support

Guidance and assistance to ensure customers have direct access to technical expertise.

Why sell professional services through AWS Marketplace?

✓ **Customer reach:** Expand the reach of your professional services offerings to over 330,000 active AWS Marketplace customers.

✓ **Offer full solutions:** Sell professional services alongside third-party software to provide a complete solution for customers and expand deal size.

✓ **Faster time to close:** By streamlining procurement in AWS Marketplace, partners see 50% faster deal closures*.

✓ **Accelerate co-sell:** Gain access to the AWS Marketplace team to support your partner journey with AWS Marketplace, as well as opportunities to co-sell with AWS sales professionals.

✓ **Customized offers:** AWS Marketplace supports customized pricing, payment schedules and payment terms to enable your customers to buy with flexibility.

❚❚ AWS Marketplace allows Rackspace to jumpstart the AWS journey for our customers, from initial consultation through cloud transformation."

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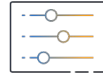President Public Cloud Business Unit, Rackspace

Best Practices for selling Professional Services in AWS Marketplace

Educate your internal sellers

Educate your sales team on the benefits of selling professional services in AWS Marketplace including faster deal closures and new business opportunities.

Sales & leadership alignment

Establish leadership support for transacting through AWS Marketplace. This includes ensuring compensation neutrality for selling through AWS Marketplace vs. direct channels.

Solution selling

Include your services alongside third-party software transactions through CPPO to offer full cloud solutions and add value to your customers while growing your revenue.

Train your team

Train your sales, operations, and alliances teams on best practices for transacting in AWS Marketplace with AWS Marketplace Training Academy.

Start with proof of concept workshops

Include your services as part of third-party software transactions to offer full cloud solutions and add value to your customers while growing your revenue.

Align with AWS sales teams

Identify potential customer opportunities and collaborate with AWS sales teams to drive new professional services opportunities.

Getting Started

AWS Marketplace can help you grow your business and reach new customers through publicly discoverable professional services listings and accelerate procurement by automating billing and reporting. When you sell an end-to-end solution in AWS Marketplace, you control the pricing, invoice dates, and scope of work while AWS manages billing. Get started today with three easy steps.

Step 1
Onboard to AWS Marketplace as a seller. Onboarding requirements and instructions can be found in the AWS Marketplace Seller Onboarding Guide.

Step 2
Publish your Professional Services listings. To market and sell in AWS Marketplace, create one or more catalog listings. Watch the How to List Professional Services video and the Professional Services Listing Guide to start.

Step 3
Start transacting. Start promoting your AWS Marketplace presence and communicate the benefits of AWS Marketplace to your customers. Once you identify an opportunity, you can create a private offer and customize pricing, invoice dates, and agreement/scope of work. Check out the Seller Private Offer Guide to learn more.