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 professional services to provide software support, training, and implementation services for your products:

Implementation

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

Premium Support

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

Trainings & Workshops

Training on how to use your product to ensure successful implementation and use.

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 your software to provide an end-to-end solution for customers and expand deal size.

✓ **Faster time to close:** By streamlining procurement in AWS Marketplace, ISVs see 40% faster deal closures*.

✓ **Accelerate co-sell:** Gain access to the co-sell opportunities with AWS sales professionals and support for your partner journey from the AWS Marketplace team.

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

❝ With professional services selling through AWS Marketplace, our customers can now benefit through streamlined procurement of value-added integration services from Trend Micro and our global partner community."

SANJAY MEHTA
SVP Business Development & Strategic Alliances, Trend Micro

Source: "The partner opportunity for AWS Marketplace ISVs" – a commissioned study by Forrester Consulting on behalf of AWS, May 2022.
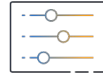
Best Practices for selling Professional Services in AWS Marketplace

Educate your internal sellers

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

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 with your products to customers to ensure customers have the implementation and support they need to take advantage of your products.

Train your team

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

Resell your professional services to expand reach

Expand your reach by authorizing channel partners to resell your services as part of a holistic solution.

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 Sell 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.