

Getting Started as a Partner

All you need to know for successful relationship with Odoo.

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Account Manager



How to develop your marketing?



How to sell efficiently?



How to deliver implementation service?



Top 5 mistakes to avoid



Your Account Manager Point of Contact

A good relationship between partner and his account manager often results in a successful partnership.



Your Account Manager.

- Helps you sell more Odoo projects (co-selling)
- Forward you qualified leads (subject to availability)
- Is a single point of contact for any issue
- Keep you informed of the evolution of Odoo
- Has experience working with partners and can give advise to develop your business efficiently

Your First Prospects

Include your account manager in the early stage of the prospection:

- To learn from his experience
- Allows to increase sales potential (e.g. multi-years)
- Customer Reassurance (guarantee: Odoo is behind)
- Introduce Odoo Enterprise as part of the whole project

Extra partners benefits.

- Access to Odoo Enterprise Github
- A code to deploy Odoo Enterprise free trials
- Discount / commission on Odoo Enterprise
- Visibility & recognition on Odoo.com
- Rights to use the Odoo trademark
- Training material on the partner portal
- Upgrade trainings and webinars (once a year)
- Access to partners mailing list
- Discounts on Odoo services

Services with extra fees

- Official Odoo Event in your country
- Support, Coaching, Implementation Assistance
- Online functional trainings
- On site technical trainings



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Marketing

Getting your first customer

Initial Setup

- Send us a company summary and your logo. Your account manager will publish it on our website
- Update your website to announce the partnership
- Send us links to your communications, we will share it

[Download Official Logos](#)



The two easiest ways to get your first customer: **email all your entire address book to offer a free demo** and **participate in an official roadshow**.

Send an offer to all your contacts

to get your first customers.

With its large scope of business applications, Odoo can target pretty much any company. There is an app for each business need. So, the best way to get your first customers is to email and call all your existing contacts for a free demo.

An example of offer could be free consulting session to analyse their business need and make a demo of the software. Target a maximum of people.

But most importantly, be sure you learned “**how to make a great demo**”? (*)

(*) training available in the partner portal.

Odoo Roadshows

Co-marketing with Odoo for local events

Odoo roadshows are organized twice a year in collaboration with partners. New versions or applications are launched during these events.

As Odoo invests a lot in the promotion of these events, they attract a lot of prospects for a two hours conference.

[Roadshow Brochure](#)

Other Marketing Tools

- Publish or sell your modules:
<https://www.odoo.com/apps/upload>
- Market analysis, competitors:
<https://www.odoo.com/page/odoo-white-paper>
- Marketing material (brochures, banners, etc):
link_to_be_defined
- Build content for your website, it's the best marketing you can do: you can reuse any of our content.
- Publish success stories on Odoo.com website: mail to jwr@odoo.com and clo@odoo.com



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Sales

How to sell efficiently?

The key success factor of any good sale is **the demo.**



A great demo is 50% of the sale. Practice extensively to become excellent.

Only one third of a sales meeting should be on slides (company presentation and methodology), two third should be the demo.

Training: Demo



We expect you to sell Odoo Enterprise for all customers **at the beginning of the project.**

You will need access to the bugfix service and access to the software during the implementation.

As a partner, you get access to the Odoo Enterprise source code, and you get a code to extend the trial by 30 extra days.

But you are **not allowed to give the source code** to a customer, or host it on their server if they did not purchase Odoo Enterprise.

If a customer want to evaluate Odoo Enterprise, you can give them **access to an Odoo database on your own servers**, without shell access.

Alternatively, the customer can also get an evaluation version on **Odoo Online with the 15 days free trial**.

Odoo Enterprise

Buy Online

odoo.com/buy

Contracts & SLA

odoo.com/documentation/user/legal.html

Support / Bugfixes

odoo.com/help

Version Upgrade

upgrade.odoo.com

Download

github.com/odoo/enterprise

Version Comparison

odoo.com/page/editions

Free Trial Version

partnership contract key in partner portal



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Services

How to succeed with projects?

Implementation Methodology

Your implementation methodology should define the phasing of the projects, models of GAP analysis, guidelines for project managers, how to deal with customers expectations, ...

We recommend you to start with our implementation methodology and customize it for your own needs.

[Implementation Methodology](#)

Developer Tools

Use runbot to:

- Launch automated tests on every commit
- Easily connect to a development branch to test it
- Track errors during development

Runbot



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Top 5 Mistakes to avoid

Don't sell based on slides.

Some salespeople are not used to master a product as complex as Odoo. But if you want to grow your Odoo business, it's critical to know the business of your customers, and the software.

Your salespeople need to be comfortable with the product. They should be able to do great demos. Train them until it's the case.

You can ask your account managers to assess your sales skills, or make a demo with you. They are experts in selling the product.

→ [How to make a demo?](#)

→ [Odoo Training Center](#)

Reduce the scope, don't increase it

Odoo can do anything. As a result, it can be tempting to showcase lots of different apps to the customer and make him dream about the perfect customized solution that manages 100% of his business.

To keep the price low and the project easy, it's recommended to deploy as much as you can based on the standard.

If you don't do it, your competitors will do it. And they will have a lower price because of that.

Avoid fixed price projects

If possible, we recommend to bill based on time and materials, instead of fixed price projects. Your profitability will be positively impacted.

If you can't do it, you can always do a mix: developments are billed at a fixed price, but project management, training and on site meetings are based on time and material.

That way, you share the cost of a project that lasts too long with the customer. And it's easy to justify that the time to training and import data does not depend on you.

Limit/avoid custom developments

IT minded partners too often create custom developments to implement specific business needs. These significantly increase the cost of the projects, leading to a loss of competitiveness in their project prices and risks for the customer. (bloated projects)

The best project managers are problem solvers. They know when to say “No” to a customer and they can do a lot based on the standard features. They know how to limit custom developments.

Developers are not project managers

Small companies often have developers in the the role of project managers. Sometimes because they don't have real business analysts, sometimes because it's the way they promote experienced developers.

It's often a very bad idea.

The success of a project manager is his ability to understand the business and solve problems by reducing developments.

Developers are so good that they can develop anything. So, they don't have a tendency to reduce developments like someone who can not develop.

**Let's transform the
market together.**



#odoo