



Zoho  
Partners

# Onboarding Manual

**Zoho Consulting Partners**



# Agenda

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

# Get Started!

# Welcome to the Zoho Partner Ecosystem



A growing community  
of 2400+ Partners



Presence in over  
150 countries



Build expertise and  
resell 55+ Zoho  
products



Marketplace  
opportunities

# Business Tools

# IN DC Account Creation

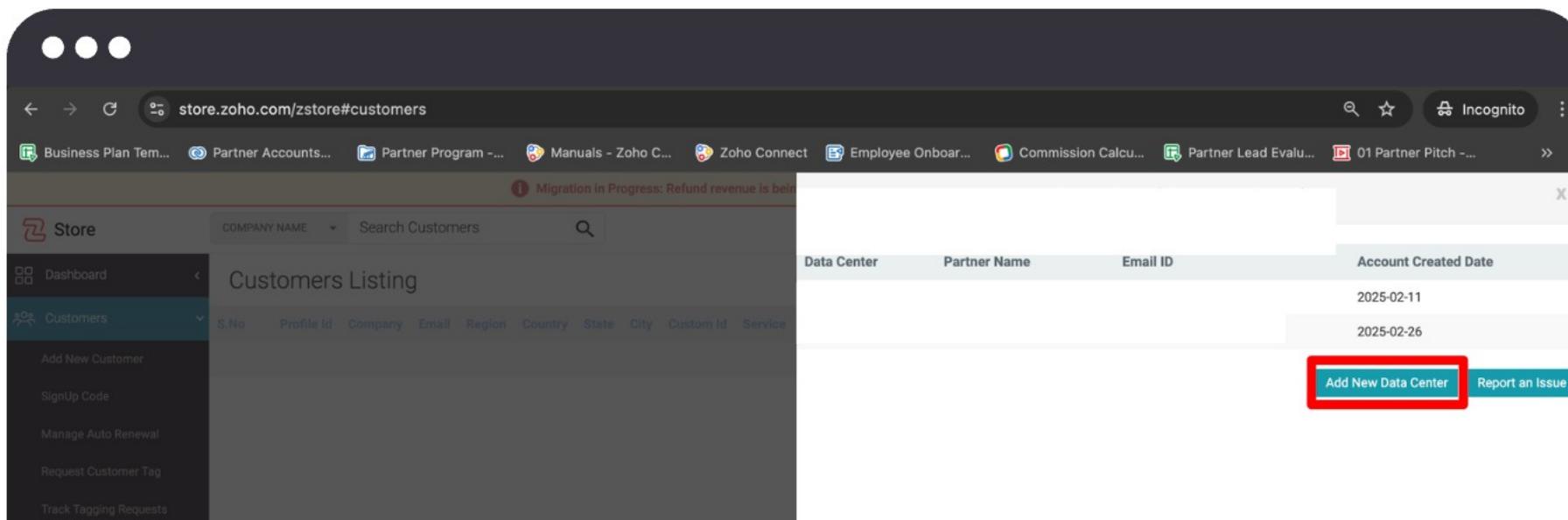
If your partner account is based in any other DC (other than IN) you must create one within the IN DC.

## Why?

To access Zoho Partner tools and resources hosted in the IN DC.

## How?

Login to your Partner Store and click "Associated Accounts" on the top of the screen. Select "Add New Data Center" and enter a valid email address. The system will now auto-generate a IN DC based Zoho account.



The screenshot shows the Zoho Partner Store interface. The top navigation bar includes links for Business Plan Tem..., Partner Accounts..., Partner Program ..., Manuals - Zoho C..., Zoho Connect, Employee Onboar..., Commission Calcu..., Partner Lead Evalu..., and 01 Partner Pitch ... . A message at the top indicates a migration in progress. The left sidebar has a 'Customers' section with options like Add New Customer, SignUp Code, Manage Auto Renewal, Request Customer Tag, and Track Tagging Requests. The main content area is titled 'Customers Listing' and shows a table with columns: Data Center, Partner Name, Email ID, and Account Created Date. Two rows are listed: one for 2025-02-11 and another for 2025-02-26. At the bottom right of the main content area, there is a red-bordered button labeled 'Add New Data Center'.

# IN DC Account Vs. Other Account

(If your primary partner account is not based in the IN DC)

## IN DC Partner Account

- To access Partner Network on Zoho Connect.
- To access Resources on Zoho's Partner Portal.
- Interaction with Zoho teams via Zoho Cliq.

## Primary (other DC) Zoho Partner Account

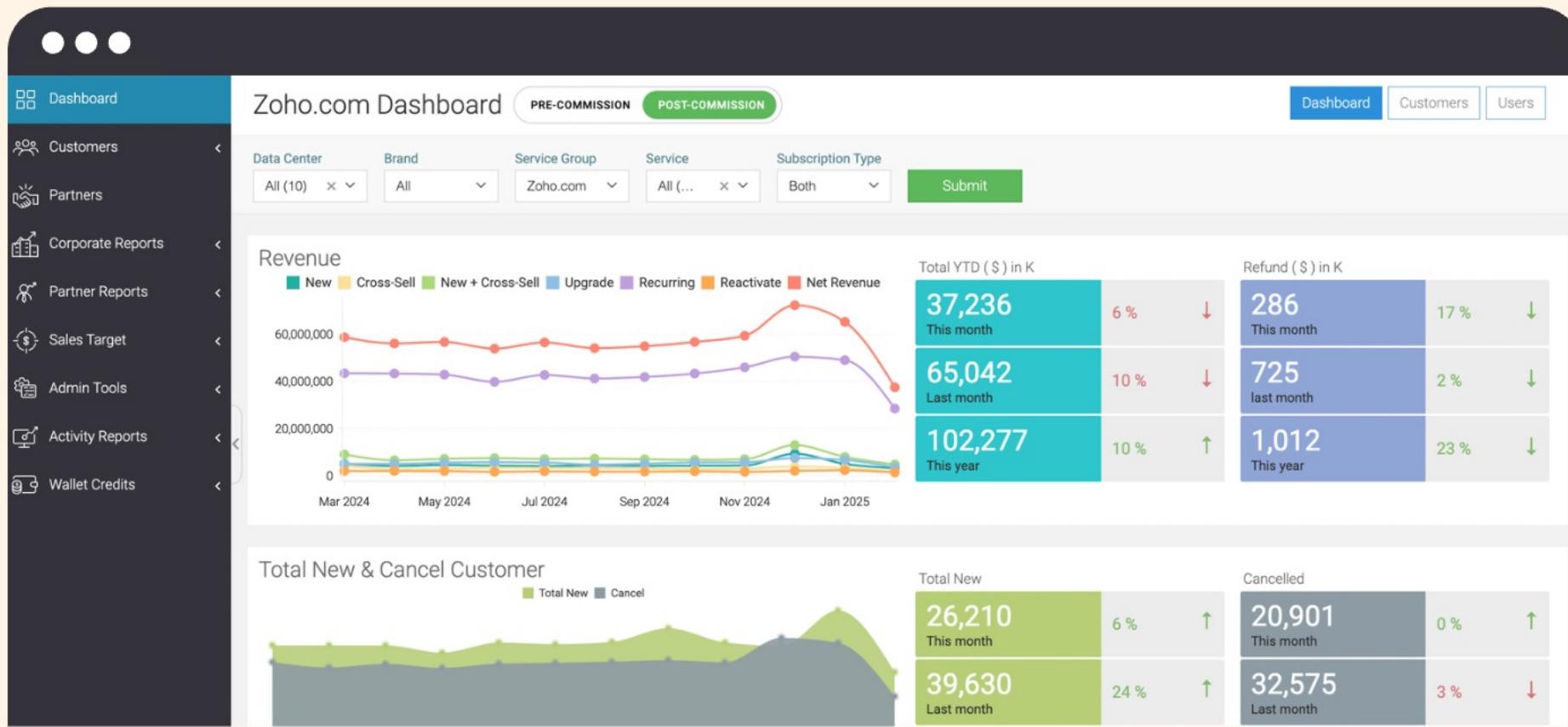
- To manage your Zoho Store Account, map and un-map your customers, initiate commissions.

# 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 One License

2

Demo accounts  
with 2 users each

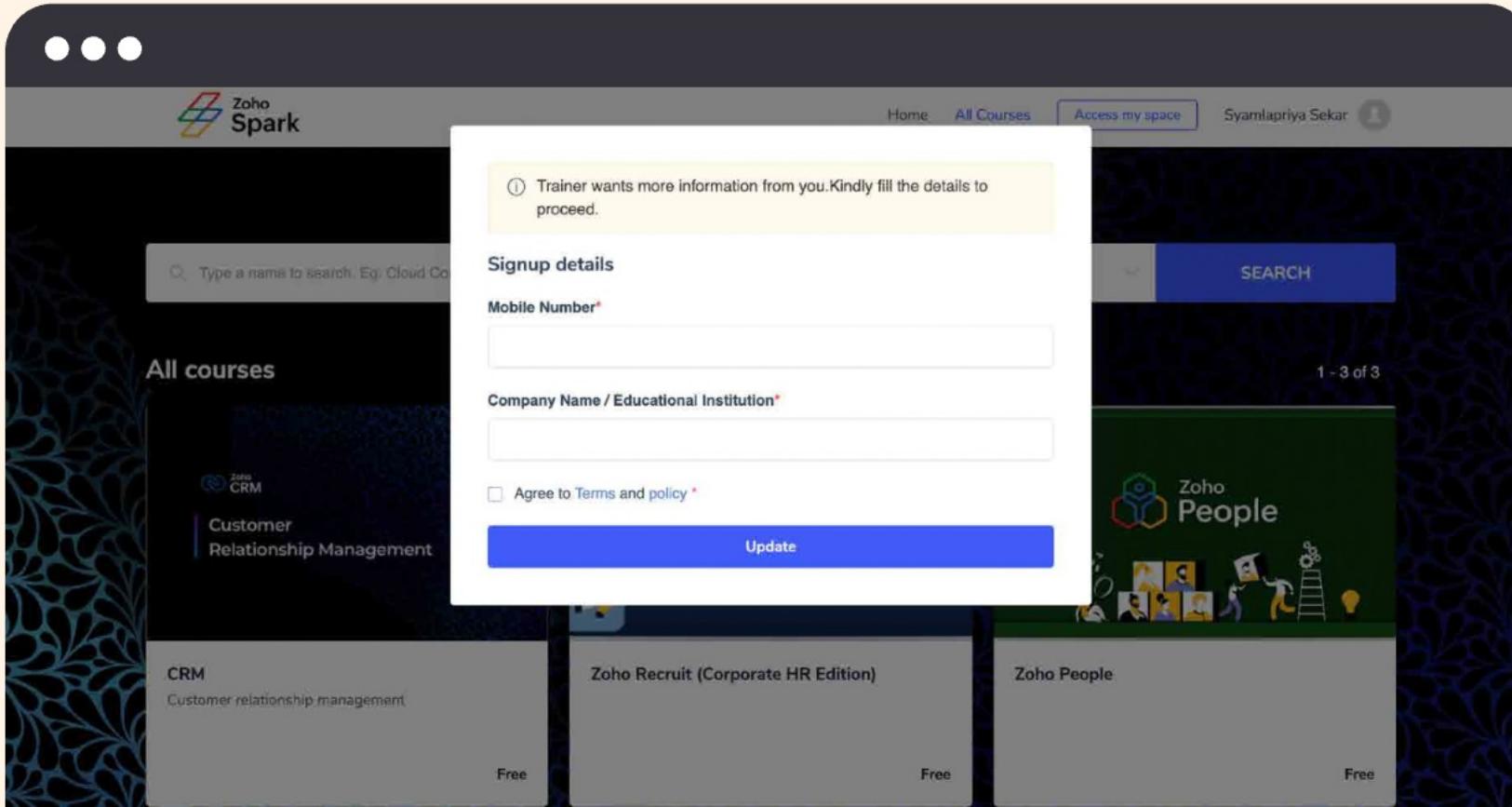
As you achieve milestones, you will be eligible  
for more complementary licenses.

[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
<b>Partner Account Manager</b>	Your primary point of contact.
<b>24*5 Partner Support</b> <a href="mailto:partner-support@zohocorp.com">partner-support@zohocorp.com</a>	Resolve any technical queries related to the partnership or product that you are working with.
<b>24*5 Partner Operations</b> <a href="mailto:partner-operations@zohocorp.com">partner-operations@zohocorp.com</a>	Resolve any non-technical, operational queries related to the partnership.
<b>Partner pre-sales</b> <a href="mailto:partner-presales@zohocorp.com">partner-presales@zohocorp.com</a>	Product-specific technical support for large deal closures.

# Partnership Touchpoints

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

# Partnership Touchpoints - External

Platform	URL
LinkedIn	<a href="https://www.linkedin.com/company/zoho-partner-program/">https://www.linkedin.com/company/zoho-partner-program/</a>
YouTube	<a href="https://www.youtube.com/@ZohoPartners">https://www.youtube.com/@ZohoPartners</a>

# Partnership Resources

# Partnership Resources

Platform	URL
<b>Partner Portal</b> (marketing & sales kits, case study, projects, email templates, guides, e-books, webinar recordings, events calendar, and more)	<a href="https://www.zoho.com/partners/marketing-resources.html">https://www.zoho.com/partners/marketing-resources.html</a>
<b>Onboarding course</b>	<a href="https://partner-training.trainercentralsite.com/course/zoho-partner-program-onboarding-course">https://partner-training.trainercentralsite.com/course/zoho-partner-program-onboarding-course</a>
<b>Commission calculator</b>	<a href="https://store.zoho.com/zstore#commission/commissioncalculator">https://store.zoho.com/zstore#commission/commissioncalculator</a>
<b>Pricing calculator</b>	<a href="https://store.zoho.com/html/pricing/calculator.html">https://store.zoho.com/html/pricing/calculator.html</a>

# Training & Certification

Platform	URL
<b>Self-paced training course</b>	<a href="https://www.zoho.com/spark/self-learning.html"><u>https://www.zoho.com/spark/self-learning.html</u></a>
<b>Partner Training</b>	<a href="https://www.zoho.com/spark/partners.html"><u>https://www.zoho.com/spark/partners.html</u></a>

**Your PAM will also loop in Zoho's Partner Training & Certifications Team at this stage.**

# Expectations

# What we expect from you



1/3

- Complete the onboarding course.

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- Complete suggested training within the recommended timeline.

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- Get certified in the Zoho products you want to resell.

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- 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



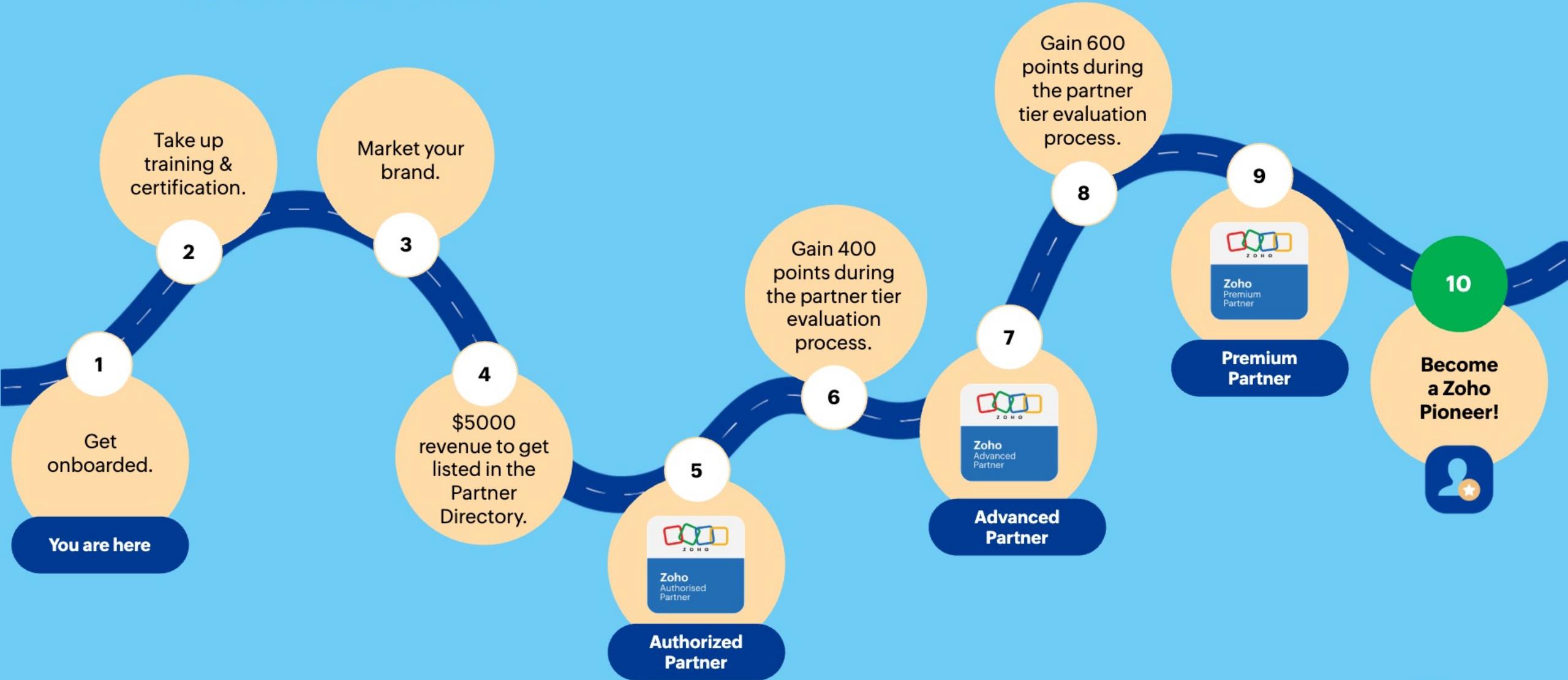
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- Adhere to our [\*\*Branding Guidelines\*\*](#) for your Zoho-centric webpages and other collaterals.
- Do not use the Zoho Partner badge until you are authorized to do so.
- Do not use the word "Zoho" within your domain name, website, or your company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

# Grow with Zoho

# Grow with Zoho

## Your path through the Zoho ecosystem



# Partnership Tiers & Benefits



**Zoho**  
Authorised  
Partner

## Authorized Partner

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



**Zoho**  
Advanced  
Partner

## Advanced Partner

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

# What to expect from Zoho



## As a new Partner (next 4 months)

- 1 complimentary Zoho One license.

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- 2 demo accounts with 2 users each.

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- Business, marketing, sales, and technical assistance.

# Thank You

