

Partners Session

Best Practices to Increase Your Odoo Revenues

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Introduction

Starting point for best practices

The partnership is a long journey

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





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Context

Your relationship with your
account manager

From onboarding...

Apply the best practices from the beginning:

- They are your first source of information to ensure correct onboarding.
- Make use of their experience working with partners, they can give advice to develop your business efficiently.
- Define a common strategy based on your company's profile and Odoo's roadmap .

...to your first prospects...

Include your account manager in the early stages of prospecting:

- Learn from his/her experience
- Empower yourself and increase sales potential
- Customer Reassurance: enhance your relationship with the editor (we have your back)
- Introduce Odoo Enterprise as part of the whole project

...to long-term success!

By allowing Partners to become Silver or Gold Partners:

- This helps you sell more Odoo projects (co-selling)
- Have a single point of contact for any issue
- We keep you informed of the evolution of Odoo
- Develop marketing strategies: references ([Bista partner page](#)) - events -...



Coming together is a beginning;
Keeping together is progress;
Working together is success.

— Henry Ford



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Business cases

How Bista Solutions Inc increased their Enterprise revenue by 400%



Enterprise matters

Important selling points:

- Accounting compliance + new features
- Security Patches
- Upgrade benefits
- Partner Accountability
- Filter out bad leads
- Strengthen ecosystem

Increase your sales potential by 4

Telecom - Business case

Key takeaways:

Let your account manager negotiate the Enterprise contract directly with the customer:

- Increase the success rate => knows the benefits of the OE
- Increase the sales potential => multi-years contract
(increase your chance to become or maintain your odoo status - increase your partner commission - insure a reference on the long term)
- Emphasize the close relationship you have with the editor
- Negotiate with the right persons
- Accounting features of enterprise clinched the deal

Increase your sales potential by 4

Customized Retailer - Business case

Key takeaways:

Enhance the customer success journey:

- Pre-qualified by Odoo Inc directly => Introduction to the integration partner => Follow up provided by the Account Manager
- Direct negotiation between the AM & the customer
- Excellent communication between the partner & AM



Conclusion

Best practices



Key takeaways

- **Sell the whole project:** Set a framework for the customer
 - ⇒ Avoid postpone future phases and no hidden cost
- **Sell a POC using enterprise:** Sell the Enterprise version directly
 - ⇒ If you start with the community, you add another sales cycle to your existing one (convert from community to Enterprise)
- **Involve your Account Manager:** At the early stage
 - ⇒ Increase success rate and sales potential + customer reinsurance
- **Work on your references page:** Increase your SEO
 - ⇒ Attract and reinsure your new prospects
- **Educate yourself:** On the benefits of the Enterprise contract
 - ⇒ To sell better

Client gets benefits of
Enterprise

Ecosystem
grows

Partner gets an additional
Revenue stream
+
Efficient **Business strategy**

Odoo gets revenue to
improve the **Product**

Attract new
Prospects





Q&A

Thank you.



#odooexperience