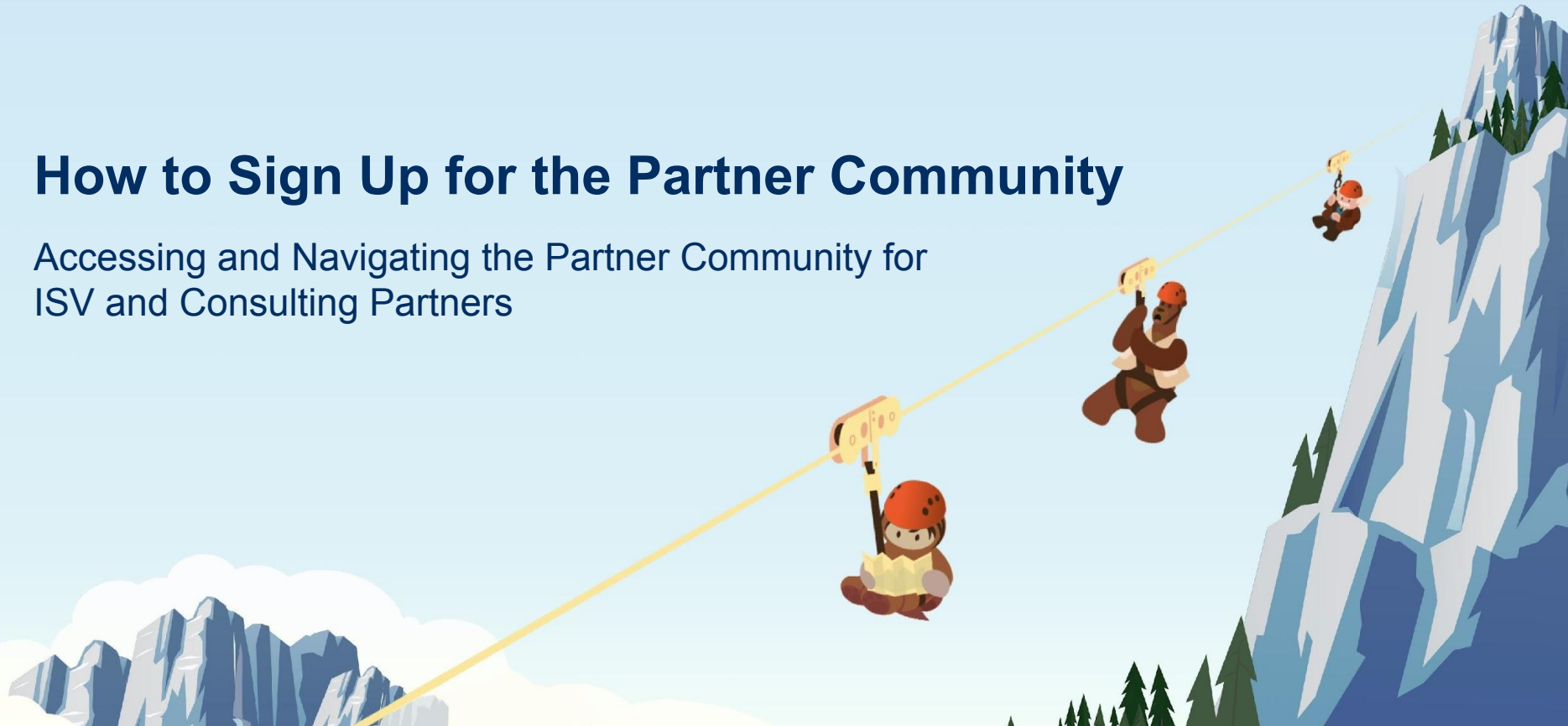# How to Sign Up for the Partner Community

Accessing and Navigating the Partner Community for
ISV and Consulting Partners

Partner Community Admins:

All Partner Community admins must follow the standard sign up process to gain access for their company. All other users attempting to sign up for the Partner Community must do so by reaching out to their admin to create an account

Table of Contents

Click on a link below to jump to a section directly

Signing up for the Partner Community
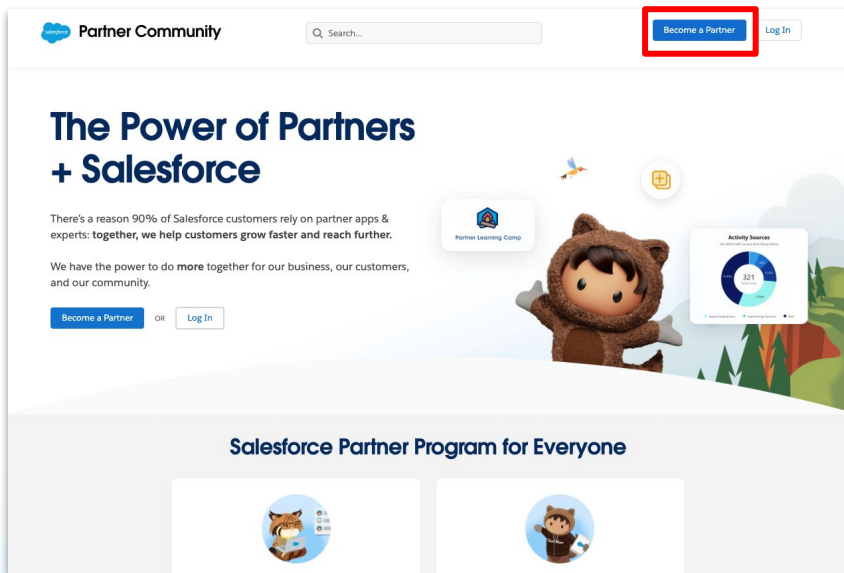
For ISV partners
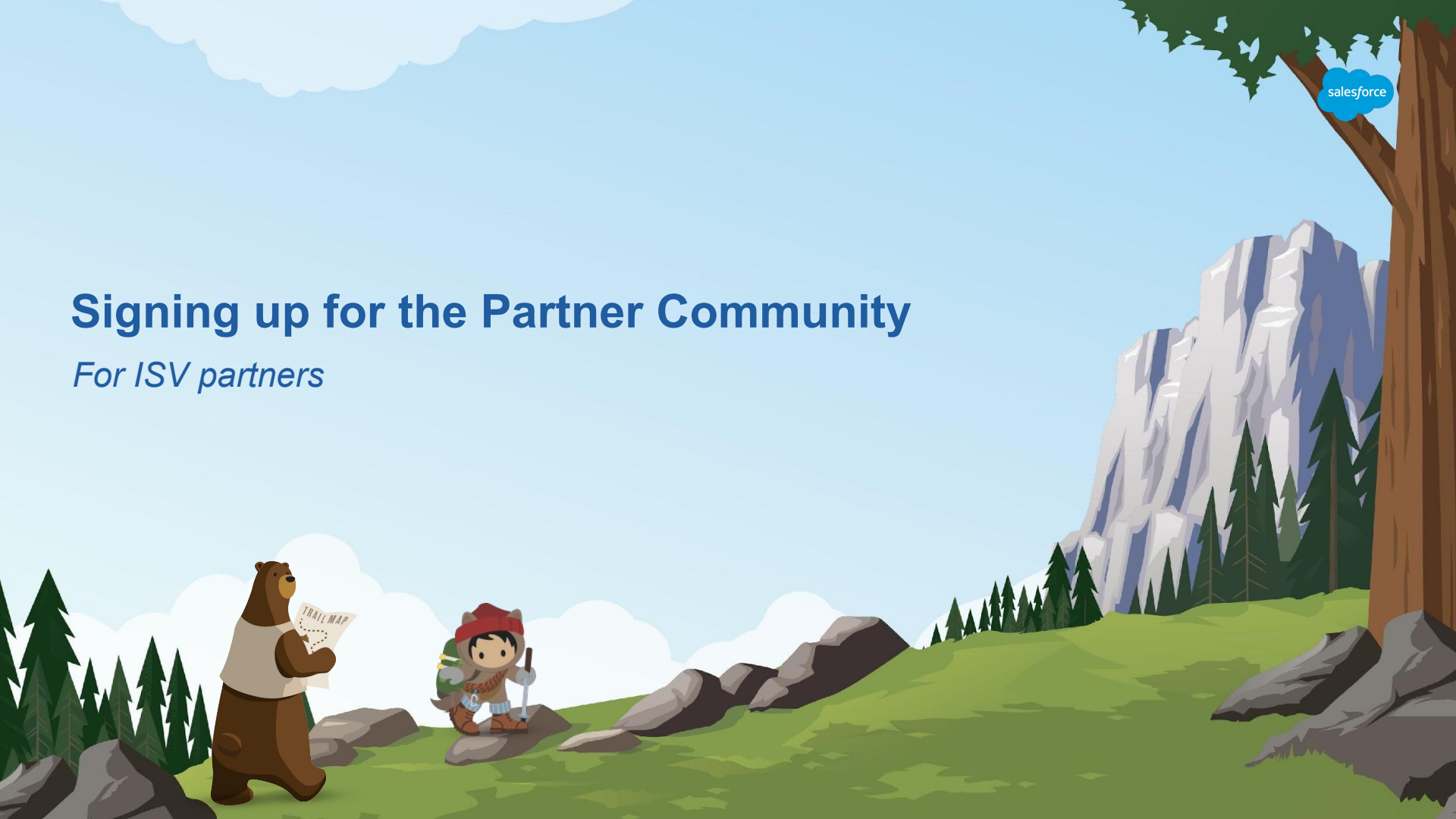
ISV Partners - Signing up for the Partner Community
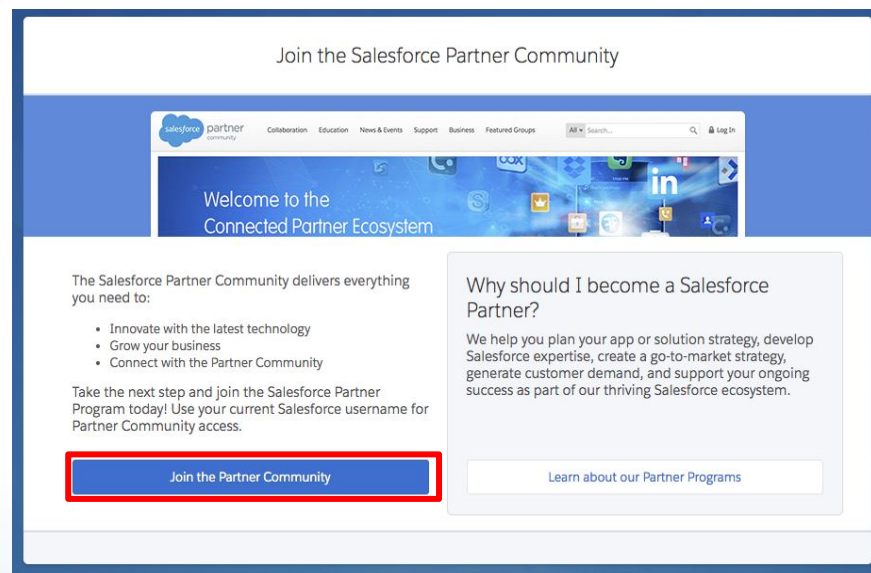
1 Go to p.force.com and click "Join Now."

2 From there, click "Join the Partner Community."

ISV Partners - Signing up for the Partner Community

3 If you are an ISV, and don't already have a Partner Business Org, make sure to sign up with a brand new Salesforce username. Even if you already have a Salesforce username due to your customer relationship with us or via a developer org, **avoid using existing credentials** during the partner signup process. Click "Get a Salesforce Username."

4 Next, fill out the following form using a unique username. The format should be in the style of a username, but doesn't have to be associated to an email address you own. You should, however, use your own email in the email field.

Join the Salesforce Partner Community

We're excited for you to join the Partner Community.

To get started, tell us whether you have an existing Salesforce username, or if you use another Salesforce product.

I have a Salesforce username
You can use your existing Salesforce username to access the Partner Community.

I use another Salesforce product
You can also log in with a username from select Salesforce products.

Log In with Salesforce

Log In with Marketing Cloud

I have multiple usernames, which should I use?

By logging in, you agree to our Terms of Use and Privacy Statement

Don't have a Salesforce username?
Get one for free to access the Partner Community.

Get a Salesforce User Name

Join the Salesforce Partner Community

Complete the form to create your Salesforce user name.

First Name: Michael
Last Name: Holt
Email: michael.holt@salesforce.com

Company Name: Salesforce
Country: United Kingdom
User Name: michael.holt@pcsignup.com
Specify a username in the form of an email address

☑ I have read and agreed to the Master Subscription Agreement

✓ I'm not a robot reCAPTCHA

Create Username

ISV Partners - Signing up for the Partner Community

5 After creating your username, you will receive an email to the address provided. Please then follow the instructions to receive access to the Partner Community.

6 Once you've verified your account and set up a password, you'll be logged into an Enterprise Edition of Salesforce. This is what we refer to as your **Partner Business Org (PBO).** This will only be created for you if you used the "Get a Salesforce Username" option earlier in the process.

Your user name michael.holt@pcsignup.com is good to go!

Now, please read carefully - this involves a few steps...

1. You'll get a temporary password in your email.
The email can take a few minutes. Check your spam folder.

2. Use the email link to create a permanent password.
After you've created your password you can close that window.

3. Return to this page to enter your new user name.
Welcome to the community! We look forward to your participation.

> user@company.com
> ••••••

I have my Salesforce User Name - Join the Partner Community

Quick Tip:
The PBO is a 12 month trial Enterprise Edition of Salesforce with 2 free licenses for our partners. After your partner contract is signed, please log a case to activate the org to prevent the 12 month trial from expiring.
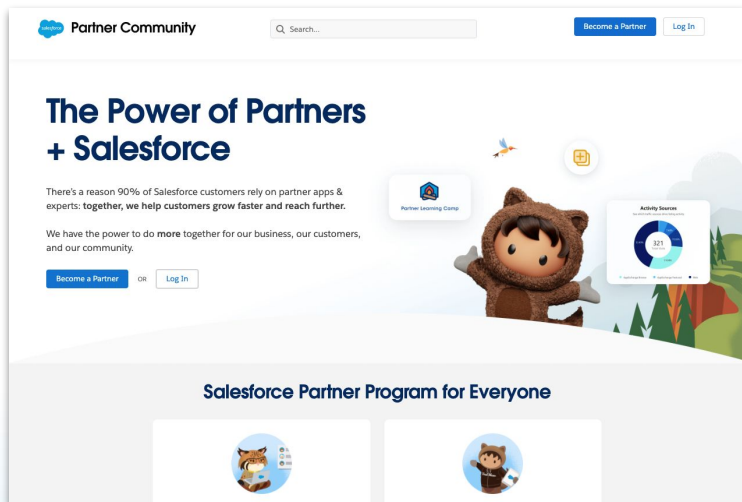
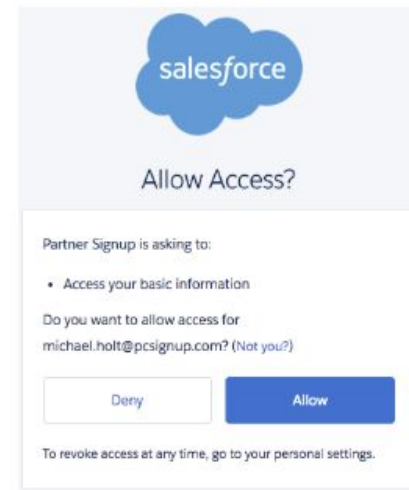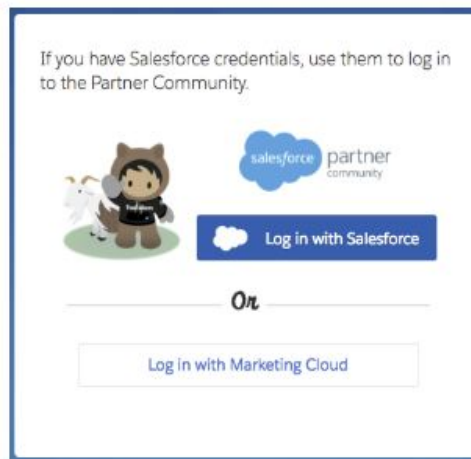# ISV Partners - Signing up for the Partner Community

7 Once access is granted, it is time to log in to the Partner Community.

8 Upon clicking "Log In," your account should be detected automatically if you're logged into your PBO. In this case, click "Allow" as shown below.

ISV Partners - Signing up for the Partner Community

9   If your account is not detected, please fill in your details on the screen that follows. You will then be presented with two options. Please select one of the following options depending on whether your company has already joined the ISV partnership.

10   The Sign-up experience

Join the Salesforce Partner Community

Current User Name: michael.holt@pcsignup.com

Next, tell us whether your company is a new or existing partner.

We're an existing partner
Your company is already registered with the Partner Program. You just need access to the Partner Community.

We want to become a partner
Your company isn't registered with the Partner Program and doesn't have access to the Partner Community. You're ready to join the Partner Program.

My Company is Already a Partner

Join Partner Program

I want to learn more about the Partner Program before joining.

Home

Welcome, User!

We've got some tasks for you to complete. Let's cross them off your list.

1. **Apply to the Partner Program**   Start
   The first step in joining the Partner Program is to sign up through this guided application, which helps us learn more about you, your company, and your business intent.

2. **Salesforce Partner Program Agreement**

3. **Compliance Certification**

4. **Review and Submit**

partnerforce live
Let's Grow Together at APAC Partnerforce Live
Tuesday May 18 | 2:00 p.m. AEST | 12:00 p.m. SGT | 9.30 a.m. IST

ISV Partners - Signing up for the Partner Community

11 Since you are looking to become an ISV partner, please select "Join Partner Program" and proceed to fill out the requested information. Make sure to select the "AppExchange ISV Partner" option.

Quick Tip: You will not be bound to the information provided in the partnership signup form. It is solely for the purpose of our business development team to better understand your product.

ISV Partners - Signing up for the Partner Community

12 After filling out the form, there will be a few agreements to review and accept. Once complete, your application will be sent for review. It is important to select the "AppExchange Partner" option in this process in order to properly process your submission.

13 As an AppExchange Partner, your application should be approved within minutes. You will receive a welcome email containing your username and password to log in. Upon signing in, make sure to fill out your profile. You can also add other members from your organization under the "Manage Users" tab.

Signing up for the Partner Community
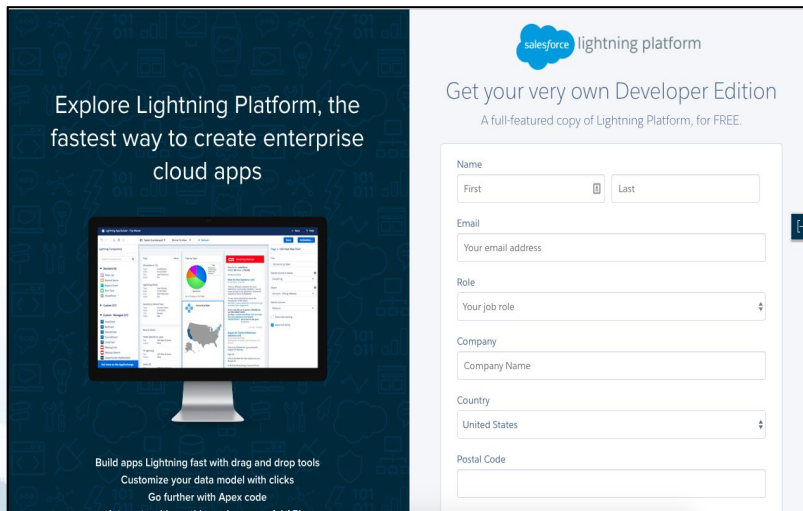
For Consulting Partners
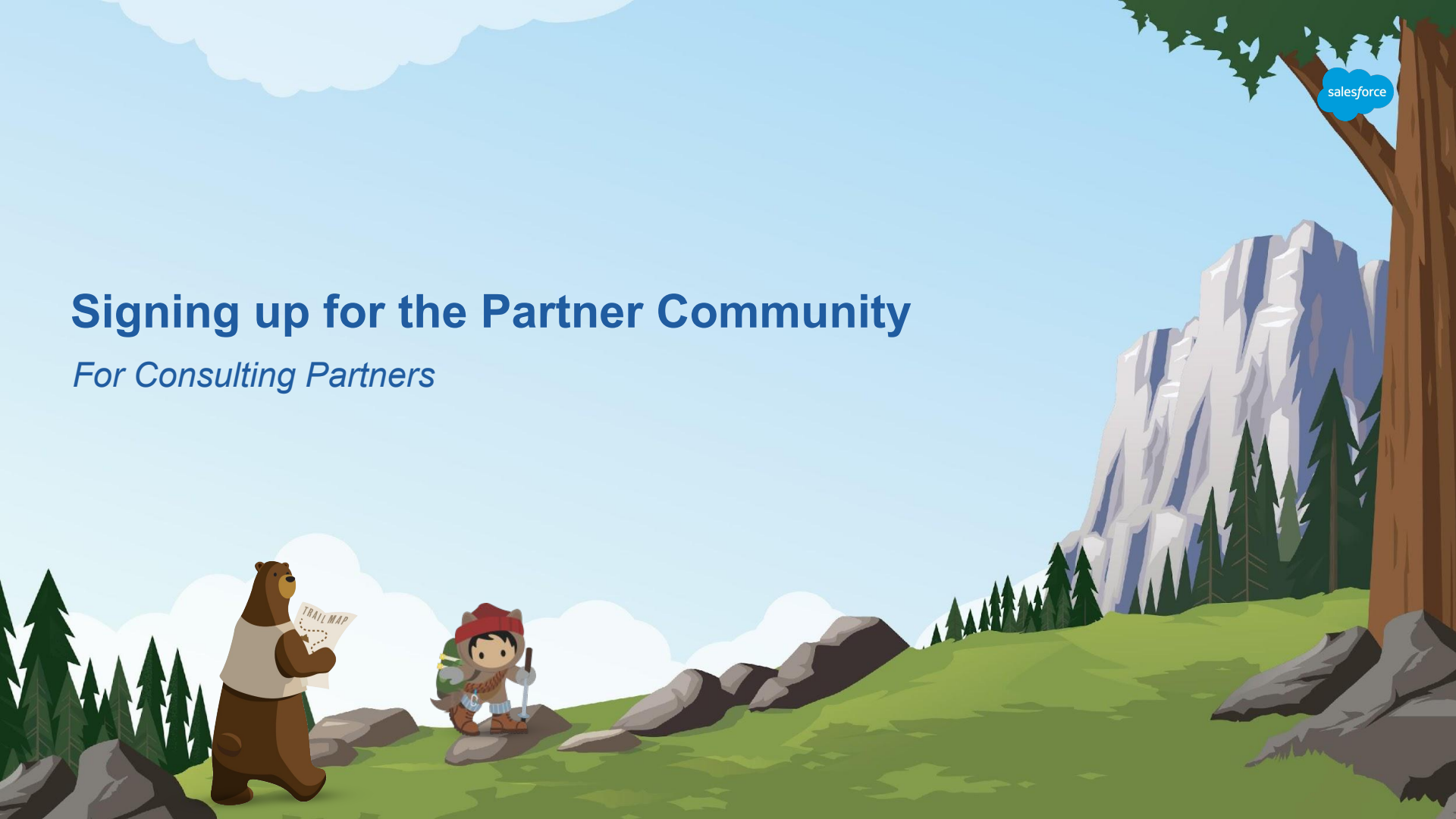
Consulting Partners - Signing up for the Partner Community

1

If you don't already have a Partner Business Org, make sure to sign up with a brand new Salesforce username. Even if you already have a Salesforce username due to your customer relationship with us or via a developer org, avoid using existing credentials during the partner signup process. Click "Get a Salesforce Username."
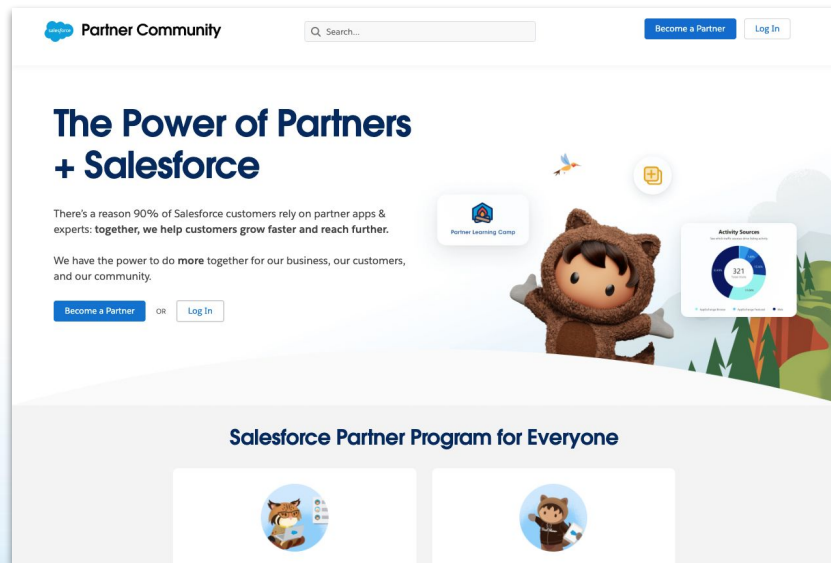
p.force.com/freeorg

2

Select "Join now" from the top right hand corner of the Partner Community homepage.
Then "Join the Partner Community"

p.force.com

Consulting Partners - Signing up for the Partner Community

3 Select "Join the Partner Community."

4 Select "Log in with Salesforce" and proceed to enter your Salesforce org credentials to proceed.

Consulting Partners - Signing up for the Partner Community

5 You will then be asked to either identify yourself as an existing partner, or if you are new to the partner program, please select "Join Partner Program."

6

7 **Existing partners:** We'll email your Partner Community admin to send you an invite to join the Partner Community and you'll be all set!

New partners: You must provide your company information in the form shown below and select SI/Consultant as your partner type.

Consulting Partners - Signing up for the Partner Community

8 For new partners, after filling out the initial form, you must then review and accept the Compliance Certification & Salesforce Partner Program Agreement. Once your request has been submitted, one of our Enrollment Specialists will reach out (via email) and guide you on next steps within a few days. You will then have 30 days to complete & submit the Partner Application Business Questionnaire & Due Diligence Packet.

9 After our business and legal teams have approved your application, you'll be able to access the Partner Community. You'll receive a welcome email with instructions to sign in, Make sure to use your Salesforce org credentials to log in. From there, you are all set as a new partner!

Partner Program Agreement

Complete Salesforce Partner Program Agreement

Please review the Salesforce Partner Program Agreement before proceeding.

☐ I am legally eligible to represent this company and make administrative decisions about our internal users and decisions

☐ I have read and consent to the terms expressed in the Salesforce Partner Program Agreement

Quick Tip:
The average timing of compliance review is 6 weeks. Review time may vary depending on the circumstance. Please make sure to submit a complete application to prevent any delays.

Consulting Partners - Signing up for the Partner Community

10 Welcome to the Partner Community!
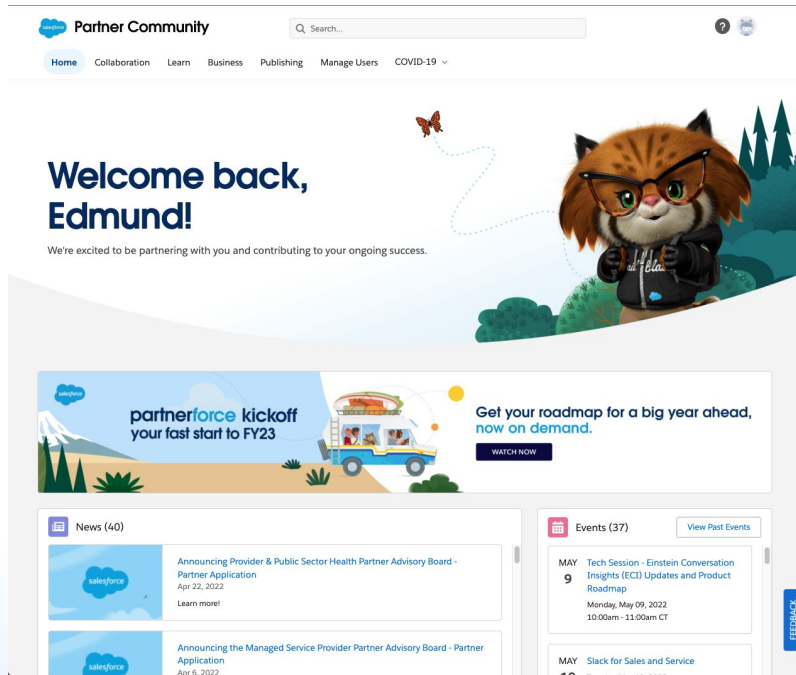
Having trouble signing into the Partner Community?

Partner Type	Common Issues
Consulting	Certification requirement has not been met
Consulting	Annual Program Fee Purchase Order (PO) has not been signed and received
Consulting	Due Diligence requirement has not been met
ISV & Consulting	We don't recognize your account (If you selected "My Company is Already a Partner")
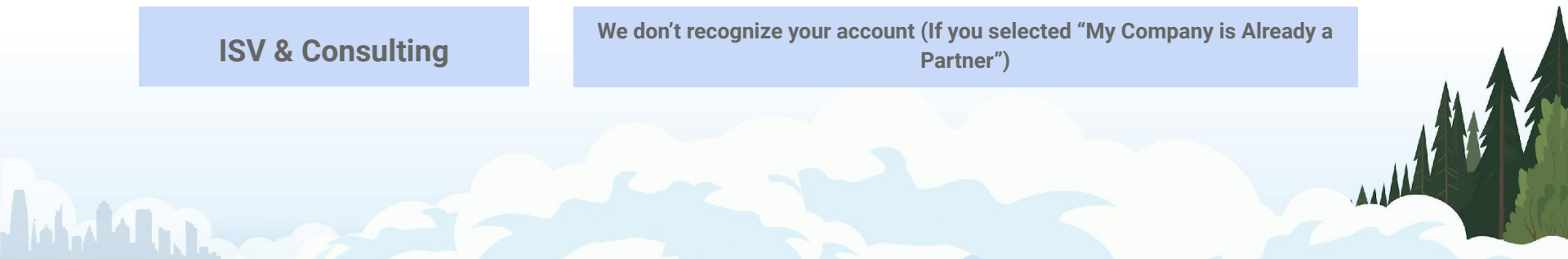
Navigating the Partner Community
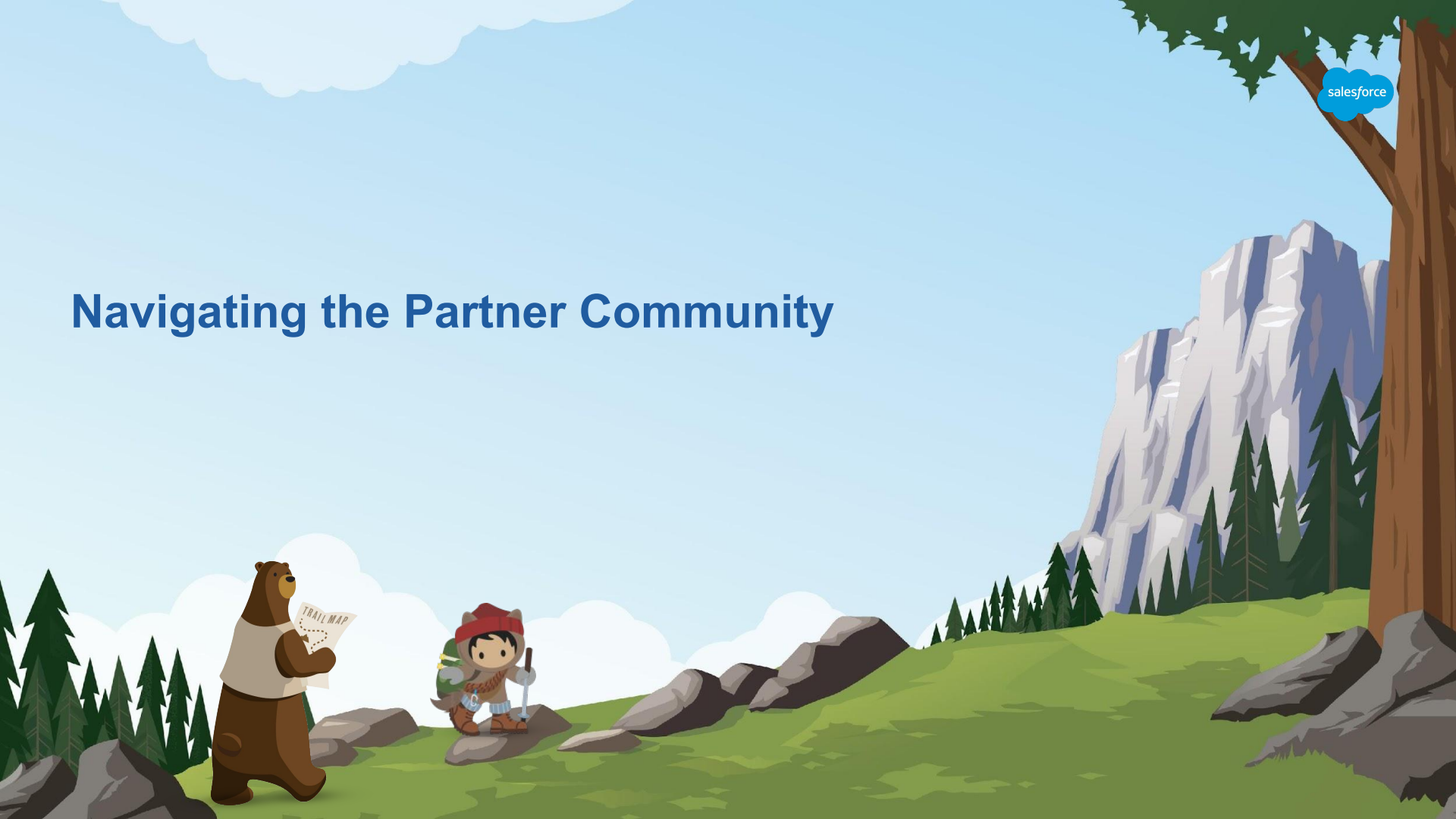
Home Page: Contents

Partner alerts

Time-sensitive updates/ changes that impact partner technology or operations.

Events calendar

Partner-specific events, webinars, and opportunities

Most recent Chatter posts

A live feed of Chatter posts from the Partner Community

Partner news

Important product and program news and announcements

@partnerforce Twitter feed

Follow us for all partner ecosystem happenings

Thought-leadership blog

Important product and program news and announcements

Home   Collaboration   Learn   Business   Publishing   Manage Users   COVID-19 ⌄

Home: Find out about the latest partner news and events

Collaboration: Follow topic-specific groups, engage with fellow partners and Salesforce employees, and post questions

Learn: Access enablement resources, documentation, and additional content to help guide you through your partner journey

Business: This is where consultants can register leads, track opportunities, and manage implementation projects

Publishing: Create/manage your listing, manage trial templates, access listing analytics, and more

Manage Users: Only Partner Community admins have access to this tab in order to add/remove users, and provide user permissions

COVID-19: All COVID-19 related info

Quick Tip:
Your must have the the "Manage Listings" permission enabled in order to access to the publishing tab. Reach out to your admin in order for them to provide access.

Collaboration

☀ **Post in the Community**

☀ **Check your messages**

Search

☀ **Search bar** ──────────────→

☀ **Filter by content type**

Quick Tip:
Search returns results from the Partner Community, Trailblazer Community, and AppExchange.

Learn

Education: Journey Content

☀️ Find ISV and Consulting-related content to guide you through your journey by clicking into "Program-specific Resources" under "Program Information" on the education homepage

☀️ After reaching either the Consulting or ISV journey page, you will find educational content to help you through every phase of the life cycle

PROGRAM INFORMATION

General Resources

Partner Program
Training Options
ISV Technical Success Center
AppExchange Checklist
Roadmap Webinars
ISV TE Guide
Office Hours

View More

Program-Specific Resources

| APPEXCHANGE PARTNERS | CONSULTING |

Resources for partners delivering services to Salesforce customers.

Plan - Getting Started, Consulting Program, Training Options
Build - Certifications, Training Org, Resources
Sell - GTM Contacts, Products, Industries
Market - Badges, PR Guidelines, AppExchange Listing
Manage - Releases, Pilots, Roadmap Webinars, Support Options

View More

Education · Consultants

AppExchange Partners | Resellers | General Topics

OVERVIEW   PLAN   BUILD   SELL   MARKET   MANAGE

Plan Your Practice

New! Partner Learning Paths
Tools & resources to grow your skills as an expert adviser for customer success

Salesforce Jumpstart: Getting Started as a Consulting Partner
On-boarding and success training for new consulting partners

Consulting Partner Basics Trail
Plan, build, and manage your business as a consulting partner

Official: Partner Community Group (login required)
Follow this group and setup the Email Daily Digest

Official: Consulting Central Group (login required)
Follow this group specifically designed for Consulting Partners

Partner Program Information
Understand the partner program, policies, benefits and guidelines

Partner Account Manager
Find your primary contact for working with us

Monthly Technical Updates (Success Community login required)
Learn about technical news and announcements

Partner Training Options
Access all of the available training options for partners

Define Your Practice
By Industry, Products, Market Segment, Region

Partner Newsflash

With the Salesforce Partner Program, you are partnering with the leader in Enterprise Cloud Computing. We want to help you build a successful consulting practice with proven strategies, tips, and techniques through each phase of the partner lifecycle:

Plan > Build > Market > Sell > Support

The Plan phase involves on-boarding, understanding key program elements, and defining your practice.

Plan

Additional Resources

AppExchange - browse all apps and list your app
Partner Learning Paths - dedicated, mobile-optimized learning experience for our implementation partners
Customer Community - Help & Training, Answers, Ideas, & more
Developers - technical documentation and resources
Environment Hub - manage orgs & create new orgs
Partner Blog - thought leadership and best practices
Topics (A-Z) - jump directly to a specific topic
Twitter @partnerforce - follow us for live updates

Education · AppExchange Partners

Consultants | Resellers | General Topics

OVERVIEW   PLAN   BUILD   DISTRIBUTE   MARKET   SELL   SUPPORT

Plan

AppExchange (ISV) Trailblazer Checklist
Browse the checklist to find the step that matches where you are in your journey

Build Apps as an AppExchange Partner (ISV) Trail
Get the tools you need to build and sell your app with the Partner Program

Partner Community - Getting Started
Learn how to make the most of the Partner Community

Official: Partner Community Collaboration Group
Follow this group and setup the Email Daily Digest

Partner Program Information
Understand the partner program, policies, benefits and guidelines

Partner Account Manager
Find your primary contact for working with us

AppExchange Partner Program
Learn about program requirements and new benefits

AppExchange Partner (ISV) Roles
Staff the proper roles in order to be successful

Monthly Technical Updates (Success Community login required)

With the Salesforce Partner Program, you're not just building an app, you're building a business. As a recognized cloud computing leader, with an ecosystem of over 3,000 partner apps, we want to help you build a successful business with proven strategies, tips, and techniques through each phase of the partner lifecycle:

Plan > Build > Distribute > Market > Sell > Support

The Plan phase involves taking training, understanding the many resources available to you, engaging in a Business Review and Technical Review with our program staff, and deciding if third-party ISV Services could help you to achieve your business goals.

Plan

Additional Resources

AppExchange - browse all apps and list your app
Customer Community - Help & Training, Answers, Ideas, & more
Developers - technical documentation and resources
Environment Hub - manage orgs & create new orgs
Partner Blog - thought leadership and best practices
Topics (A-Z) - jump directly to a specific topic
Twitter @partnerforce - follow us for live updates

Support

Quick Tip:
Unable to resolve your issue via our support resources? Select "Log a Case for Help" to submit a ticket to our Support team.

Support: Severity Level Definitions

Severity Level	Description
Level 1 - Critical	**Critical production issue affecting all users, including system unavailability and integrity issues. No workaround available.**
Level 2 - Urgent	**Major functionality is impacted or significant degradation issues are being experienced. Issue is persistent and affects many users. No reasonable workaround available.**
Level 3 - High	**System performance issue or bug is affecting many, but not all users. Short-term workaround is available, but not scalable.**
Level 4 - Medium	**Routine technical issue, information needed for application capabilities, navigation, installation, or configuration. Bug affecting small number of users. Workaround available.**

Quick Tip:
Critical level 1 cases can be submitted through the phone via Salesforce Global Support.
You can find the phone number here.

Recommended Resources

Collaboration Groups	Education Pages	Webinars
Official: Partner Community >	General Partner Program Overview >	Tech Talks >
Alerts for Partners >	Partner Branding Guidelines >	
Official: Consulting Central >	Releases for Partners >	
AppExchange & ISV Technical Enablement >	Security Review Overview >	
ISV Business Enablement >		