

# AWS Marketplace Stakeholders

This guide will share which stakeholders you should engage with to successfully list and sell on AWS Marketplace and when to engage them.

## AWS Marketplace Lead

Alliance and/or go-to-market lead who is dedicated to driving listing/sales process in AWS Marketplace. This should be a point of contact for all things AWS Marketplace who can support identifying and engaging with the stakeholders needed to support AWS Marketplace.

- + **When to engage:** Engage with your Partner Development Manager if you are looking to develop an AWS Marketplace strategy.
- + **Resources:** [AWS Marketplace ISV Journey](#)

## Executive Leadership

Executive and sales leadership teams need to understand the value of AWS Marketplace and how implementing core strategies can lead to higher win rates, faster sales cycles, and larger deal sizes.

- + **When to engage:** Prior to registering as an AWS Marketplace Seller. Work with AWS to pitch to your c-suite the value of AWS Marketplace and steps it takes to be successful.
- + **Resources:** [Forrester TEI Study](#)

## IT/Technical Contact

We recommend Sellers create an AWS Account ID that is unique for their AWS Marketplace transactions. You can work with your IT department to help you set up this account.

- + **When to engage:** Prior to registered as an AWS Marketplace Seller. You will want your unique AWS Account ID to register with. Best practice is to assure that the registration is completed from a company email that is not tied to an individual such as [billing@company.com](mailto:billing@company.com) or [AWS@ISV.io](mailto:AWS@ISV.io) instead of [john@isv.com](mailto:john@isv.com)
- + **Resources:** [AWS Marketplace Permissions](#)

## Legal Contact

As you register for AWS Marketplace, you'll need to accept the AWS Marketplace Seller Terms. Have them review as you register. Additionally, if you are looking to expedite the procurement process, you can leverage the Standard Contract for AWS Marketplace which streamlines the contracting process for customers.

- + **When to engage:** Share the AWS Marketplace Seller Terms as you are registering as an AWS Marketplace Seller.
- + **Resources:** [AWS Marketplace Seller Terms](#) | [Standard Contract for AWS Marketplace](#)

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This guide will share which stakeholders you should engage with to successfully list and sell on AWS Marketplace and when to engage them.

## Tax Contact

Prior to selling paid software and professional services products on AWS Marketplace, you will need to provide tax and bank account information. You'll want to engage your tax team to help set this up and understand how tax works on AWS Marketplace.

- ⊕ **When to engage:** Once you are registered as an AWS Marketplace Seller.
- ⊕ **Resources:** [AWS Marketplace Tax Help](#) | [Getting started as a Seller](#)

## Sales Operations

Sales operations teams are ones who will be dedicated to owning the operations for AWS Marketplace private offer transactions. This team should be engaged to develop an offer creation process and workflow to make it easy for your sales teams to transact via AWS Marketplace.

- ⊕ **When to engage:** Once you are ready to start transacting in AWS Marketplace.
- ⊕ **Resources:** [AWS Marketplace Private Offers](#)

## Finance Operations

Finance operations support tracking transactions and disbursements in AWS Marketplace transactions to ensure financial reconciliation.

- ⊕ **When to engage:** Once you have started transacting on AWS Marketplace, have them involved in reviewing reporting for Collections and Disbursements.
- ⊕ **Resources:** [Dashboards for finance operations](#)

## Marketing

Engage with your Marketing team to help drive customer awareness and lead generation to your product listing page once your listing is live. This can include adding messaging to your webpage to building go-to-market campaigns to drive traffic to your webpage.

- ⊕ **When to engage:** Once your listing is live and you are ready to drive traffic to your listing.
- ⊕ **Resources:** [AWS Marketplace GTM Academy](#) | [MP Prime Program](#)

### Executive

CEO, CTO

To understand value to implement org-wide

### IT/Technical

AWS Admin

To support AWS Account ID set up and permissions

### Compliance

Tax, legal

To review Seller Terms and provide tax and banking information

### Operations

Sales, Finance

To support transaction workflow from offer creation to disbursements

### Go-To-Market

Marketing

To drive traffic and visibility to your Marketplace listing