



SALESFORCE TO SHOPIFY SALES BATTLECARD

COMPANY OVERVIEW

Shopify Platinum Partner CQL has deep technical expertise that sets us apart from other agencies. Our work with numerous Salesforce clients and our legacy in custom development have uniquely positioned CQL to support SFCC to Shopify migrations—even the most complex and customized ecosystems.

KEY SERVICES

- Unified Commerce Vision & Consulting
- ROI & TCO Modeling
- Website & POS UX and Design
- Digital Branding
- Shopify Builds & Support
- Growth Optimization: CRO, SEO, Analytics
- OMS, ERP, PIM, and POS Implementations

OUR DIFFERENTIATORS

- Consultative Approach
- Intricate TCO & ROI Modeling
- Tailored Solutions
- Strategy Led, KPI Driven Migrations
- Guided replatform experience
- Integrated, multi disciplinary approach to unified commerce

HOW WE WIN

- Show that we have the most depth & longest history of SFCC/Shopify experience, with differentiators, numbers, and clients
- We ask questions other agencies don't
- We don't just replace platforms, we enhance your solution and build for growth

BY THE NUMBERS

30+

Years as a Thriving
Commerce Agency

19+

Years in Shopify, with
94+ Certifications

16+

Years in Salesforce,
with 7 Certified Devs

3K+

Site & POS
Launches

93%

Projects Delivered
on Time

95%

Projects Delivered
in Budget

OUR CLIENTS

TARGET AUDIENCE

- Retail Brands
- Mid-Market to Enterprise Clients
- \$125M+ Annual Revenue
- Footwear, Consumer Electronics, Fashion/Apparel, Sporting Goods, Consumer Products

HOW TO ADDRESS THEM

- Shopify-only agencies aren't experts. We have SFCC Clients, and 12 Certified SFCC Devs cross-trained in Shopify
- CQL gets the "help us" call in complex builds
- We offer a premium price, however, the biggest price difference is due to lack of consulting and scoping.

COMPETITOR CLAIMS

- "We have expertise in SFCC"
- "We can handle complex builds"
- "We can do it for less"

WHY WE LOSE

- Client Decision Delays
- Pricing
- Inaccurate Scoping by Competitor

SFCC CLIENTS



SFCC TO SHOPIFY MIGRATIONS

