

The Referral Generator™

Develop an army of referral partners who will bring you clients in exchange for a small revenue share



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Partner Recruiting

Attract your ideal Partners

2

Partner Onboarding

Teach them how to promote you

3

Partner DEALS

Work with partners to close more deals

4

Partner RESULTS

What you can both expect

Partner Recruiting

Attract your ideal partners

A

Who are your Ideal Partners?

First, we'll help you determine which type of partners work with the customers that are the best fit for you.

B

Partner Outreach

We'll leverage our Partner Database of 50,000+ potential partners and introduce you to the best ones. On average, we'll make 10-12 quality partner introductions every month.

Partner Onboarding

Teach them to promote you

A

The Partner QuickStart™

We'll show you how to run new partners through our proprietary QuickStart Program, designed to have them actively promoting your solutions in as fast as 30 days of becoming a new partner.

B

Partner Rewards

We'll help you determine the commission levels you should offer to each type of Partner, and how often to pay them.

Partner DEALS

Nurture & Educate Partners

A

The Partner Marketing Materials™

We will use any of your existing marketing materials, website content, and other resources to help the new partner promote you and generate leads.

B

The Partner Appreciation Program™

We'll create a Rewards & Recognition Program that awards your top performers and keeps them motivated.

Partner RESULTS

What you can expect

A

Partner Expectations

The average partner will typically send you 6-8 highly qualified introductions per year. Most of these close at over a 50% rate!

B

Average Deal Size

Statistics show that the average deal size from referrals is 45% greater than deals from cold leads, since the increased trust means they will often start with a larger package rather than starting small.

Program Recap

A turn-key partner program

- **The Ideal Partner Profile™**
- **Partner Outreach**
- **The Partner Qualification Process**
- **The Partner QuickStart™**
- **Partner Rewards**
- **Partner Goal Setting**
- **The Partner Success Portal™**
- **The Partner Nurturing Campaign™**
- **The Partner Appreciation Program™**
- **Power Prospecting™ Training**
- **The Partner Marketing System™**
- **Done-For-You Options**