



CRM Referral Program The Details

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www.ccc24k.com

Traditionally, our best source of new business is referrals from existing clients and from our Referral Partners. This CRM Referral Program formalizes a system that we have used for many years, but it also provides substantial rewards to those who participate.

This is a national program with up to 300 active Referral Partners. We have to limit ourselves to this number because there is a considerable amount of administration that we do and we need to ensure that we handle referrals properly from our end and that we are only working with serious and active Referral Partners.

Who is Eligible to Participate?

Our clients are small to mid-size businesses and individual departments of larger companies. So, in general, our Referral Partners are those people who regularly come in contact with these kinds of companies. More specifically, our Referral Partners have relationships with Executives or Sales, Marketing and Customer Service Managers at these kinds of companies.

If you have relationships with:

- Executives
- Sales Managers
- Marketing Managers and/or
- Customer Service Managers

or *you are an existing client of ours*, you are eligible to join our Referral Partner Program. There is no fee to join and there *is* money to be made.

How you Register Referrals

Our website has a section for Referrals. We prefer that you submit your referral directly from this area. Please add www.ccc24k.com/partner-referral.htm to your *Favorites* list.

If you prefer, you can

- fax your referrals (860-721-7904)
- email your referrals to sales@ccc24k.com or
- call us at 860-529-6232

Each of the three methods above (faxing, emailing and calling) creates the possibility of errors creeping into our system, so we really prefer you to fill out the web form and then, if you like, call us to discuss any further details.

Tracking our Progress

Shortly after you register a referral, we will follow up with you. You'll see how close you are to receiving your fee.

The Referral Fee Itself

The Referral Fee is a percentage of the initial deal we close with the client. That percentage typically runs from 3 to 9% of the deal. Our typical CRM engagement nets a referral fee just under \$4,000. SAGE CRM engagements provide the highest referral fees.

Description	Referral %
GoldMine dBase software	3.00
GoldMine SQL software	5.00
FrontRange Maintenance	3.00
SAGE CRM software	8.00
SAGE Maintenance	4.00
GoldMine consulting	7.50
SAGE consulting	9.00

A typical CRM engagement involves the sale of software, maintenance and consulting. The average SAGE CRM system has 33 users and might very well result in the following:

Description	Total Fee	Referral Fee
Server and Individual Software for 33 users	\$30,000.00	\$2,400.00
Required 1st Yr Maintenance	\$5,400.00	\$216.00
Consulting	\$24,000.00	\$1,920.00
Total Fees	\$59,400.00	\$4,536.00

Getting Paid

Referral fees become due when we close the business. When you initially sign up as a Referral Partner, you will select one of five payment options. This becomes your default payment option, although you can change the type of payment on a deal by deal basis.

The five payment methods you can select are:

- 1) Send a check directly to me
- 2) Send a check to my company
- 3) Credit my company's account with contract time equivalent to what we would have been paid
- 4) Give the discount to my referral
- 5) No referral fee is necessary

By the way, our typical CRM deals average around \$50,000.

The Fine Print and the Gotchas

- You are not eligible for a referral fee for business we do with your employer.
- Employees of Computer Control Corporation or of our vendors are not eligible.
- If you send us a referral to a client or prospect we are already actively engaged with, there is no referral fee, but we will say thank you.
- If two or more people send us the same referral, we will decide how to allocate the resulting referral fee and the decision of the judges is final.
- We don't care where we send the Referral Fee, but please don't ask us to do anything unethical with it.