



BRIDGEMAKER

REFERRAL PROGRAMS

The Fastest Path to Revenue

We **increase the volume of referred business you receive** so that you can quickly and cost-effectively meet your ambitious growth targets.

Customized B2B Referral Programs that:

- Increase **velocity of sales**
- Increase **volume of sales**
- Increase **value of sales**

OUR PRODUCTS BUILD BRIDGES

I still find myself pleasantly surprised at how quickly deals can progress when we leverage the right referral sources.

– Mark Wilson, President, Envision

By implementing a customized action plan for harnessing referral sources we'll grow even faster and more cost-effectively

– Zahra Rawjee Mana, Co-CEO, Uzenzele



Your Company

Building strong bridges between you and your referral sources



Explore BRP

A readiness assessment of your company's data, processes, tools, culture and people for managing a structured referral program.

Action BRP

A customized B2B referral program plan specifying activities, budgets, timetable, success measures and accountabilities.



Your Referral Sources

Building strong bridges between your referral sources and your targeted companies



Fastest Path to Revenue

Implementation and management of your customized referral program defined by your goals in Action BRP.



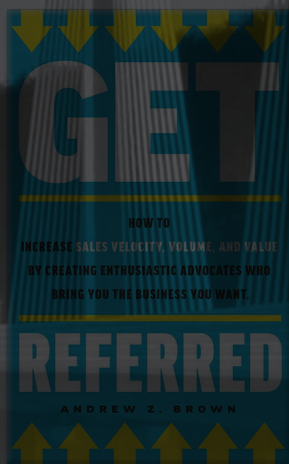
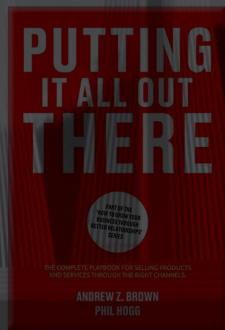
Your Targeted Companies

- All products are customized to your organization
- All products are 'stand-alone' so you buy only what you need
- All product pricing is guaranteed so there are no unexpected costs

RESULTS FROM CUSTOMIZED B2B REFERRAL PROGRAMS

- Volume of Sales: Increased referral-generated sales between 300% and 700%
- Speed of Sale: Reduced time-to-close by more than 50%
- Customer Acquisition Costs: Reduced by over 40%

THOUGHT-LEADERSHIP



Playbooks on building profitable relationships with:

- Referral Sources
- Strategic Alliances
- Sales Channel Partners

Available at



CLIENTS



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