

## Fulcrum Referral Plan

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**The Fulcrum Group Referral Program is designed to reward you for referring companies to us that you believe would benefit from our Executive Coaching, Organizational Development, and Training Services.**

**The most successful sales leads come from satisfied customers.**

With this idea in mind, we have created the Fulcrum Referral Program where its benefits encourage customers to refer names of other businesses who may be looking for performance development tools and services.

Everyone is eligible to participate, regardless of the business relationship, and as a bonus, they will receive a referral fee cheque when the sale closes. The referral fee rewards the effort of referring prospects and encourages customers to refer leads to The Fulcrum Group.

Under the program, the referrer will be paid a referral fee equal to 5% of the actual sale price of the contract, which is net of any promotions or discounts.<sup>1</sup>

You can earn a generous referral commission for each company you refer that becomes a customer of The Fulcrum Group.<sup>2</sup>

Participation in the Customer Referral Program is easy. If you know of a business that can take advantage of The Fulcrum Group's services, simply contact us today and we can help you figure out next steps.

**The Fulcrum Group's Referral Program is designed to show our appreciation and thank you for referring companies to us that you believe would benefit from our services.**

To reap the rewards from the Referral Program, all you need to do is tell your business associates about The Fulcrum Group, or, we can contact them directly and mention that provided our information for possible follow up. That's it – either partner with us to sell, or provide us with the qualified info and you'll be added to our Referral Partners network.

**Contact Us today at:**

**1.866.807.8305**

[improve@thefulcrumgroup.ca](mailto:improve@thefulcrumgroup.ca)

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<sup>1</sup> If your referred business associate becomes a customer within 180 days from the referral, you qualify for the full referral portion of program. Referral commissions are paid after the referred customer's first payment for service is received by The Fulcrum Group, and the amount is based on the initial face value of the contract or project.

<sup>2</sup> The referral must be made prior to the prospect contacting The Fulcrum Group through existing corporate marketing or partner marketing and referral efforts, and they cannot be listed as an existing lead in our database.



**Ready to Provide information to us to follow up with Directly?**

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We'd be pleased to help you establish whether there are any needs we can address in the referring organization.

Not to worry, should your lead result in business for us, you will still qualify for the full referral amount.

**Your Information**

<b>Name:</b>	
<b>Company:</b>	
<b>Job Title:</b>	
<b>Telephone:</b>	
<b>Email:</b>	
<b>Address:</b>	

**Customer Refer to Us**

<b>Company:</b>	
<b>Contact Person:</b>	
<b>Job Title:</b>	
<b>Telephone:</b>	
<b>Email:</b>	
<b>Remarks/Requirement/Referrer Relationship:</b>	

**Thank-you for your patronage!**

**The Fulcrum Group**