

## What You Should Know As A Referral Partner

### What's in it for You

There are three main reasons that you may want to refer business to our company.

- 1) **Become a trusted advisor.** If you are not already doing this, this could differentiate you from your competition. By helping your clients with multiple best-of-class solutions, you become known as a trusted advisor, and not just a sales person. This helps build your stature and increases your value to your clients! Just think from your own experience . . . Would you rather talk with someone who has your best interests in mind, or someone who is just trying to sell you something?
- 2) **Pocket some cash.** And depending on your company guidelines, there could even be financial benefits to you when a client you send our way decides to use our services! We currently offer 10% of the client's fully paid services as a thank you for referring them to us!
- 3) **Get some business from us too!** Many times, the road goes both ways. In the discussions we have with our potential customers, we may find we are unable to meet their needs, yet we always want to offer a solution. This is where we refer business to you.

### Words to Listen for from your Prospects or Clients

- I don't have the skill set to make it all happen.
- We don't have the resources.
- I don't know where to start.
- This project is too big!
- Planning this event is taking over my life!
- Dealing with all these vendors (or family members) is driving me crazy!

### Words to Say

"I know an event planner you might want to talk to. Her name is Carol Lathrop. She works with organizations to help them create their vision through awesome events. Would you mind if I introduced you via email? Or I can send you her contact info . . ."

"I know she offers a free consultation."

## How to Sign Up

To sign up as a referral partner, send an email to Carol at [Carol@IMESevents.com](mailto:Carol@IMESevents.com) or call her at 303-332-2547.

**You can count on us to treat your referrals with the same high level of service that IMESEvents has become known for.**

**We look forward to partnering with you in the near future!**

**The team,**



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