

# \$\$\$ --- CXDNA Partner Referral Program -- \$\$\$

## Easy as 1 – 2 - 3



### 1 Identify Prospects

Identify a Customer Relationship Management Institute LLC (CRMI) non-client (**CRMI clients are not eligible**) organizations that maybe a candidate for our services. Email a friend/acquaintance at that organization introducing CRMI's Customer – Employee experience services (NorthFace ScoreBoard Awards - CEMPRO) that your organization has reviewed, include a link to CRMI's website and include cc to CRMI Referral Coordinator, Diane Rivera, [drivera@crmirewards.com](mailto:drivera@crmirewards.com).

### 2 Earn Bonus Ten Percent (10%)

CRMI will contact your referral and provide additional information on our services and notify you via email that your referral has been registered. If your referral purchases CRMI services, within one (1) year from registration date, we will send Referral Service Bonus 10% email (10% of purchase amount – first 12 months from initial invoice date) to be paid thirty (30) days from receipt of client's payment.

### 3 Earn Double Bonus Twenty Percent (20%)

CRMI will double your Referral Service Bonus, (twenty percent (20%) for each referral account that purchases CRMI services), beginning with the third (3<sup>rd</sup>) account within a calendar year. If your referral purchases CRMI services, within one (1) year from registration date, we will send Referral Service Bonus 20% email (20% of the purchase amount – first 12 months from initial invoice date) to be paid thirty (30) days from receipt of client's payment.



Exceeding Customer Expectations  
- One Experience at a Time<sup>SM</sup>

CRMI is your Customer Experience Management (CEM) partner. Empower your organization with the knowledge and training for delivering the ultimate customer experience. Build loyalty, drive revenue and maximize client satisfaction with a proven CXDNA Playbook Strategy that results in your organization's CXDNA Ultimate Ecosystem<sup>SM</sup>.

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