

## Managed Referral Program – A Client Story

### Business Pain

- Trouble selling into new and existing markets

### Challenges Contributing to the Business Pain

- Competition aggressively lowered prices
- Increased time/costs in preparing proposals/prototypes
- High-cost sales team “stalling” early- and mid-funnel

### Program and Program Results

- Focus on 3 referral sources
- Conducted scenario planning on how to identify, qualify, and engage with prospective customers
- Referral sources activated and armed within 6 weeks
- New revenues: 30%+
- Reduced time to close a deal: By 49%+

### Company Details

- Privately owned
- Operating for 25 years
- 50+ employees (Canada)
- 15+ employees (US)
- Offerings:
  - Large digital display screens
  - Design, construction and implementation
  - Software and display content
  - Average sale: \$60,000+

envision



**By Andrew Z. Brown**  
**Founder, Bridgemaker Referral Programs**

*"Get Referred is my definitive reference source and practical hands-on workbook for managing and planning my referral programs. I know of no other method that accelerates high-value deals with such consistency."*

ThinData: A Transcontinental Company,  
Executive Vice President, Sales & Marketing, Wayne Carrigan

*"As an enterprise sales executive, I've found immense value in Get Referred. It stands out as a comprehensive guide filled with actionable insights and practical tools to enhance sales processes immediately."*

TruCommerce  
Regional Vice President, Shawn McEwen.