

— THE PROCESS —



01 Introduce

Make introductions to businesses or pass along contact info to LūME directly and we take it from there.



02 Execute

We do all of the work for you. We'll drop your name to get the meeting and our services sell themselves.



03 Get Paid

When the business you refer partners with LūME, you receive a referral fee. It's as simple as that.



Digital Services

- ✓ Website Development
- ✓ Pay Per Click (PPC)
- ✓ Reputation Management
- ✓ Search Engine Optimization
- ✓ Content Marketing
- ✓ Social Media
- ✓ Geo-Fencing
- ✓ Call Tracking & Reporting
- ✓ Programmatic Advertising

Sales Consulting

- ✓ B2C Sales Consulting (ROI)
- ✓ Committed Seller 1:1s (B2B)
- ✓ Personalized Infographics
- ✓ Individual (Remote) Sessions
- ✓ Team (Remote) Training
- ✓ On-Site Consultations
- ✓ Facilitate SWOT Analysis
- ✓ Identify Process-Flow Gaps
- ✓ Custom Sales Strategies

Stats

- Salespeople who exploit referrals can earn **4x to 5x more** than those who don't.
- **84% of buyers** kickoff a buying process with a referral.
- 92% of buyers trust referrals from **people they know**.

Call or Refer Online | (404) 585-8251 | Referrals@LumeSales.com

How to identify good referrals

- **Keywords:** “need more phone calls for my business”, “business is growing”, “business is slow”.
- **Social Media:** “ISO” posts (in search of), raving that a business interaction was great or sharing about a negative experience.
- **Networking Groups:** if you attend networking groups, this is something you are already familiar with.



Referrals received via
REFERRALS@LUMESALES.COM
will be contacted within
ONE BUSINESS DAY

The expectations:

- We call and email the contact you provide us
- Your referrals can expect the white-glove experience
- We treat them professionally, consult – no hard sales tactics

The benefits:

- Payoff a bill, go out on a date, supplemental fun money, etc.
- Leverage relationships to provide high-quality services to businesses you know
- Help jumpstart the small/medium business economy during and post-Covid-19 | we can truly help

The payouts:

- Sales Consulting and Website Referrals receive 10% referral fee = **up to \$500**
- Purchaser spends between \$1,001–\$5,000/monthly spend = **10% of 1 month spend Referral Fee**
- All marketing and consulting budgets higher than \$5,001 monthly will be **customized payout amounts**

The terms:

- *All payouts are made within 30 days of the date the contract is executed
- *6 month to 36 month contract terms available | negotiated by LūME Sales & Marketing Agency
- *While we have decades of proven results, digital marketing results are not a guaranteed service(s)

With over 20+ years of business consulting and digital marketing experience, we take your referrals very seriously. Having consulted for over 3,300+ businesses, we have our finger on the pulse of today's competitive digital landscape. You can trust our advice and we are confident you will love the results.

Our agency was built on the backbone of our sales consulting methodology. To Educate, Identify and Understand. If nothing else, rest assured your referral will get a good education. Then, we work to identify if we are mutually a good fit. Lastly, we focus on understanding what they want in a partner so we can deliver!

Bruce G. Leffler, Founder
LūME Sales | Marketing