



**CUSTOMER  
OBSESSING**

# REFERRAL PROGRAM PARTNER GUIDE



## INTRODUCTION

At Customer Obsessing, we believe in the **power of relationships, trust, and shared experiences**. We are delighted to extend a heartfelt welcome to you as **potential champions of our mission to spread customer centricity!**

Whether you're a former customer who has experienced firsthand the value of our services or a supportive community member or connection who appreciates what we do - we know you are the cornerstone of our success, and **we invite you to be an integral part of our journey.**

We understand that great recommendations come from genuine experiences, and that's why we've created our **Referral Program**. It's an opportunity for you to **share your enthusiasm and insights with those in your network who could benefit from our services.**

This one-page guide is designed to provide you with all the information you need to get started and make the most of our Referral Program. Whether you're reconnecting with us or joining our community for the first time, you're already a vital part of our story, and we're excited to work together to achieve our common goals. **Thank you for considering becoming a referral partner. Your support means the world to us, and we look forward to the possibilities our collaboration can bring.**

## OUR REFERRAL PROGRAM AT A GLANCE

### Your Role

Position us to potential clients within your network and create valuable leads for us.

### Your Benefit

Earn 5% of the revenue you help generate, up to €1500, by referring us into your network.

*All reward amounts specified in the Program are exclusive of any taxes, including personal income taxes or Value Added Tax (VAT)*

### Your Support

Get all you need in our partner guide or contact us anytime via mail or LinkedIn.



## REWARD CALCULATOR

In order to make our relationship mutually beneficial, we want you to **earn 5% of our consulting fee as your referral reward**. This amount is capped at €1500/\$1500 and is calculated based on the initial Statement of Work signed between us and your lead.

### Let us give you an example....

*You generate a lead for us in the form of a befriended CRO/VP of Customer Success that brings us on for an initial gap analysis alongside a first project to increase the customer centricity in their team. The engagement spans a period of 3 months and we bill them our regular fee of €30K/\$30K (€10K/\$10K per month). This means you'll get the maximum amount of €1500/\$1500 after both parties signed this SOW payable over the project term of 3 months at €500/\$500 per month.*

## HOW IT WORKS

### 1 Recommend our services to your network.

Who in your network could benefit from our services? Any leaders that are new in role or want to propel their personal and team growth? We invite to use the breakdown of our ideal customer profile and consulting packages to identify opportunities that you are aware of within your network.

### 2 Share your unique referral link or code.

We ask you to follow our simple Referral Tracking process outlined below. It doesn't take more than 5 mins for you to let us know your referral contact, alongside any context that help us to understand they use case best.

### 3 Earn rewards when your referral becomes a clients:

We kick the conversation off with your lead based on the context provided. As soon as your referral becomes a client, you'll be eligible for the referral reward and you'll receive your benefit asap.

## REFERRAL TRACKING

To ensure a seamless referral process, we've made it easy for you to submit your leads. We've created a dedicated referral submission form that allows you to provide us with all the essential information about your referrals.

- 1. Access the Referral Submission Form:** Click on the following link to access our Referral Submission Form: [Insert Referral Submission Form Link].
- 2. Complete the Form:** Fill out the form with the necessary details about your referral. We appreciate as much context as possible to understand your connection and the prospect's needs.
  - **Contact Information:** Include the prospect's name, email address, and phone number. If available, please provide additional contact details.
  - **Connection:** Tell us about your relationship or connection with the prospect. This helps us understand the context of the referral.
  - **Context:** Share any relevant information about the prospect's business, challenges, or specific areas of interest that you believe are important for us to know.
- 3. Submit the Form:** Once you've completed the form, click the submit button to send us your referral. Our team will receive the information and take it from there.

### What Happens Next:

- Our dedicated team will reach out to the prospect you referred promptly.
- We'll leverage the context you provided to engage with the prospect effectively, understanding their unique needs and challenges.
- As soon as your referral becomes a client, you'll be eligible for the referral reward as per our program terms.

## HOW TO POSITION CUSTOMER OBSESSING

Our Mission is to bring Customer Centricity into every organization in the world! We empower organizations to maximize the value they bring by connecting everyone in the idea of customer centricity.



### Our ideal lead type

- **CEO / Founder: Ready to scale their business** - Interested in improving or establishing a post-sales team, holds a significant position within the company to implement changes and drive initiatives effectively, has a growth-oriented mindset and recognizes the importance of customer-centric strategies
- **CCO, VP/Director/Head of Customer Success or Services: Protects and grows existing revenue** - Responsible for customer satisfaction and retention & growth, holds leadership role in post-sales organization, is the driving force behind growing from within the existing customer base
- **CRO, VP/Director/Head of Sales or Revenue: Generates net new business through expansion** - Interested in expanding their teams' skills for upselling and cross-selling to existing customers, understands the potential for revenue growth from long-term relationships, open to or responsible for cross-functional collaboration along the customer journey

### Our ideal customer industry

We developed our framework over the last 20+ years within the tech sector, hence it is mainly focused on **high tech companies of all sorts**. Our deep roots lay in High Tech Companies (e.g. SaaS, PaaS, CPaaS, Robotics, eCommerce, Dev Ops, IoT), who serve enterprise, mid market & developer customer types. We also support Companies in Transformation (e.g from Hardware/On-Premises/BPO to SaaS/Subscription).

However we see fit for our framework in practically **all customer facing industries that are aiming to increase their revenue growth, customer satisfaction and loyalty**.

### A classic consulting engagement for us

- Usually our starting point of every engagement is a thorough **gap analysis of the team/organization to be improved**. This can be as focused as a **1 day workshops, priced at €6K**, and as complex as a **4-12 week research project, priced between €15K-40K**
- Based on our research, we provide our customers with a **current and future state report** that contains **recommendations for improvement initiatives**. Those are usually bundled in **1 to 3 main projects with optional add-ons** such as employee engagement activities, systems analysis & tool recommendations.
- A **selection of our main projects** are:
  - Customer Success Strategies & Soft Skills
  - Organizational Design, Role Mapping and Career Pathing
  - Voice of the Customer Concept & Operationalization
  - Customer Journey Mapping
  - Systems Strategy/Analysis in all of our practices
  - Employee Engagement & Team Building
  - Executive Coaching & Mentoring

### What formats & results our customers can expect

During our engagement, we work with the following **meeting formats**:

- Team-wide learning workshops, each 60-90 minutes, usually bi-weekly
- Collaborative working sessions with smaller task forces for each process under optimization, each 60-90 mins, usually weekly
- Regular executive check-ins and project plan reviews, 30-45 mins, usually monthly

As a result of our engagement, we **deliver the following artifacts**:

- Team Charter incl. roles & responsibilities
- Process Flow Charts & Playbooks
- Communication Scripts & Templates
- Customer Journey Map(s)
- Org Chart(s) and Career Development Framework(s)

## TERMS & CONDITIONS

### 1. Eligibility:

Participation in the Customer Obsessing Referral Program ("Program") is open to individuals and entities worldwide who wish to refer potential clients to Customer Obsessing ("Company"). By participating in the Program, you agree to abide by these Terms and Conditions.

### 2. Referral Process:

To refer a potential client to the Company, you must use the designated referral form provided to you by the Company. The referral process includes submitting the necessary information about the prospect through the Company's referral submission form.

### 3. Referral Rewards:

3.1. Referral rewards are earned as follows:

- Referrers will receive a percentage of the revenue generated from their referred clients, as specified in the Program description.
- All reward amounts specified in the Program are exclusive of any taxes, including personal income taxes or Value Added Tax (VAT).

3.2. The Company reserves the right to modify the referral reward structure at its discretion, with advance notice provided to referrers.

### 4. Reward Payout:

4.1. Referral rewards will be paid out in accordance with the terms outlined in the Program description.

4.2. All reward payouts are exclusive of tax. Referrers are responsible for paying any personal income taxes or VAT associated with their rewards in compliance with their local tax regulations.

### 5. Compliance:

5.1. Referrers must adhere to all applicable laws and regulations in their respective jurisdictions when participating in the Program.

5.2. Referrers must not engage in any fraudulent, deceptive, or unethical practices to obtain referrals or rewards.

### 6. Termination:

The Company reserves the right to terminate a referrer's participation in the Program at any time for any reason, including, but not limited to, violations of these Terms and Conditions or any fraudulent activity.

### 7. Program Changes:

The Company may modify or terminate the Program, including reward structures and terms, at its sole discretion. Referrers will be provided with advance notice of any such changes.

### 8. Contact and Support:

For inquiries or assistance related to the Program, referrers can contact [hello@customerobsessing.com](mailto:hello@customerobsessing.com).

### 9. Privacy:

Referral information and data collected through the referral submission form will be processed in accordance with the Company's Privacy Policy.

### 10. Governing Law:

These Terms and Conditions shall be governed by and construed in accordance with the laws of Germany, without regard to its conflict of law principles.

### 11. Agreement Acceptance:

By participating in the Program, referrers signify their acceptance of these Terms and Conditions.