**[Company Name & Logo]**

**Our Internal Referral Program**

Definitions:

Referral Source = Current client making the referral

Referee = New client getting referred

Incentive = Reward

# Referral Source Incentive Type

Explanation of what the incentive or reward is for the referral source (Ex: Cash, Free Services, Tangible Gifts or a combination)

If you chose free services or tangible gifts, please write what they are for at least the first three here as well.

# Referee Incentive Type

Explanation of what the incentive or reward is for the referee (Ex: Cash, Free Services, Tangible Gifts or a combination)

# Average Lifetime Value of Your Clients =

Average number of months for your clients x monthly payment + average amount of additional products or upsells (If Applicable)

# Referral Source Incentive Value

Explanation of the value or dollar amount of the incentive or reward

# Referee Incentive Value

Explanation of the value or dollar amount of the incentive or reward

# Referral Source Fulfillment Time Period

Explanation of how and when you will fulfill the promised reward or incentive. When will your clients receive it? Immediately? The following month? Etc.

# Referee Incentive Fulfillment Time Period

Explanation of how and when you will fulfill the promised reward or incentive. When will your clients receive it? Immediately? The following month? Etc.

# Who is Responsible for Fulfillment?

Write the name or position in your company that is responsible for making sure all incentives are fulfilled in a timely manner.