

# Salesformics Launches Partner Programme; Delivering New Revenue Opportunities for Individuals and Small Businesses

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Salesformics, the popular CRM, sales and marketing automation solution for small businesses, is pleased to announce today a new Partner Programme that offers an attractive return for individuals and small businesses involved in sales and marketing consultancy, tactics, coaching, technology and strategy.

Rewarding partners with a recurring share of customer revenues, Salesformics aims to become the standard recommendation for sales and marketing professionals, coaches, commentators and consultants.

The Salesformics Partner Programme offers two partnership levels; Advocate and Champion.

## Advocate

Advocate level suits individuals that speak or write about sales and marketing topics that would like to recommend a CRM, sales and marketing automation solution designed specifically for small businesses. Advocates would usually have an active and engaged email database, a good following on social media, a popular blog and/or a membership group and want to spread the word about Salesformics. There are no targets involved at Advocate level.

Advocates earn a percentage of every monthly payment from their signups. While other partnership or referral schemes may pay a one-off 'finder's fee', Salesformics want to ensure that our Partners earn a commission for every month that their signups continue to pay for the solution. The opportunity to build a great annuity stream is excellent.

## Champion

Champions are typically individuals or companies that supply sales and/or marketing advice to small businesses and want to install Salesformics as the standard CRM, sales and marketing automation solution at their customer sites.

Salesformics can offer a lot of value to business coaches, sales and marketing consultancies and other related businesses by:

- Helping to show the results of their sales and marketing strategies through the Salesformics dashboard
- Delivering an easy-to-use solution for automating their tactics and ideas
- Providing the customer's salespeople with a leading CRM to help them close more business

Champions earn a high percentage of every monthly payment from their signups. They also receive a free licence to use Salesformics to help grow their business and test their sales and marketing automations before implementing them at their client sites.

Champions have an achievable target to reach each year in order to maintain Champion status and continue to use Salesformics without charge.

“We wanted to ensure that we keep the bar low for both Advocates and Champions. It is important that sales and marketing professionals and commentators see how easy it is to recommend and get rewarded for a solution that really can help small businesses sell more and market better”, states Stewart Rogers, Head of Product at Salesformics.

“Our winning combination of CRM, sales and marketing automation with company dashboarding is compelling for both customers and partners alike. Because Salesformics is cost-effective and as easy to use as a search engine, it is a great fit for smaller businesses that can't afford the current crop of marketing automation tools, or those that find CRM and sales force automation products too complex”, Rogers continues.

“Our new Partner Programme not only allows coaches, business consultants, bloggers, authors, trainers and sales-related organisations to benefit financially from recommending Salesformics, we believe that it can help them strengthen and retain long-term relationships with their clients, contacts and audience”, Rogers concludes.

Salesformics Advocates and Champions have access to a full online dashboard that shows the number of leads, sales and payments at any time, as well as an ever-expanding array of sales tools and opportunities for co-marketing.

Future partners should contact Salesformics now via <http://salesformics.com/contact/> (<http://salesformics.com/contact>). After submitting their details, interested parties will receive more details of the commission levels plus instructions on how to sign up to the programme and access their Partner Dashboard.

#### About Salesformics

Salesformics is a division of VL Digital Limited with offices in Portsmouth and London, UK. Salesformics' mission is to provide an effective, easy-to-use sales & marketing automation solution and make it available for every company, removing the usability and price barriers associated with the marketplace. A sales and marketing automation solution for salespeople, marketers, managers and business owners, our 'software as a service' (SaaS) product allows businesses to keep in touch with their prospects and customers, know what clients and contacts are saying about them online and automate repetitive but important sales and marketing tasks.

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