

Share the Magic

Project Coordinator Quick Guide

REFERRAL REWARDS SUMMARY

What is in it for them?

- \$100 for consultation
- \$250 for completed job
- \$100 to Post & Tag KM on Facebook

What is in it for their friend?

- 15% off their project

REFERRAL CONVERSATION TIPS

Beginning of job **Plant the seed early!**

- Has anyone explained our referral program to you yet?
- You can earn up to \$350 for each referral. It's a win-win for everyone!"

Middle of Job

- We work hard to earn your referral by delivering a great project. When you recommend us, you're helping friends and you get rewarded. Our referral program lets you earn up to \$350!"

End of job **We Work Hard to Earn Your Referral!**

- I bet you're looking forward to hosting family and friends in your new kitchen!"
- If you like to share your recommendations, don't forget you can earn up to \$350 and a discount for them."
- Another way to share is to post your kitchen on Social Media and you can get rewarded with a \$100 Gift Card."

Service call

- If you're happy with our work and know someone planning a project, you get rewarded up to \$350 and your friend gets 15% off their project."
- "We also do other spaces such as bath remodel, in case you didn't know."

EFFECTIVE TALKING POINTS:

Highlight Rewards:

"Everybody wins - both you and the person you refer."

Simplicity:

"Referring is easy; you fill out the form and we handle everything."

Create Value:

"If you loved your project, share it with friends."

Appeal to Emotion:

"We can help your loved ones transform their spaces too."

Email any questions to referrals@kitchenmagic.com