



## **INC Referral Program**

In an effort to attract new business, maintain its long term business goals, and most of all, give back to its loyal contacts and frequent business partners, Innovative Network Concepts (INC) as of February 2007 has introduced a business referral bonus program. This program will include all aspects of INC's services including, but not limited to ARIN requests, one-time projects, and monthly retainer clients. Referral incentives will be separated based on the type of business generated as follows.

### **ARIN requests**

INC's ARIN request service involves assisting the customer with an in depth analysis of its current IP utilization as well as dealing with the, often difficult to deal with, ARIN IP request process. INC and its experienced staff have been doing this for a number of years. Companies essentially know when they need to apply for ARIN IP space and for this reason the sales process is not highly involved. INC will give a referral bonus of 10% of the total revenue generated for each ARIN request sale generated, up to \$200 in some cases.

### **One-time projects**

From time to time INC encounters the potential client that does not express the need for full-time retainer consultation service, its niche product. For these companies, INC offers a one-time project service. The sales process for these types of clients is a bit more involved on INC's part. One-time project revenue is a small portion of INC's total revenue and is sometimes complex, thus it is not a heavily marketed service. INC will give a referral bonus of 10% of total man-hour revenue generated for each one-time project sale generated, from \$45-\$300.

### **Monthly Retainer Clients**

INC's niche product is its monthly retainer consultation service. The main selling points of this service are INC's availability and expertise. This service includes 24x7x365 network support as well an expertise you will find nowhere else. Even moderately qualified personnel demand \$100,000+ in most of today's markets. Any size company can benefit from this expert service, from small startup companies that may not even employ a staff, to very large companies who are looking for advice beyond their in-house staff's knowledge.

Retainers are INC's main revenue source. For this reason, referral bonuses for monthly retainer clients generated have been set very aggressively compared to other bonuses. INC will give a referral bonus of 75% of first month's revenue generated for each monthly retainer client sale generated, up to \$1800!

### **Notes:**

- Referral bonuses generated via sales of monthly retainer client contracts will be paid over a period of two months, payable one month after each client payment is received by INC.
- All other referral bonuses will be paid one month after client payment is received by INC.
- Any other type of revenue generated from referrals will be paid on a case by case basis.
- Referrals should be sent to [sales@inconcepts.biz](mailto:sales@inconcepts.biz) or [cbp@inconcepts.biz](mailto:cbp@inconcepts.biz)