

Customer Referral Program: Implement a customer referral program to incentivize existing customers to refer new customers.

**1. Define Our Goals:**

- A. The goal is to acquire new customers to expand our customer base and increase sales.

**2. Design the Program:**

A. How It Works:

1. UC Referral Program: Existing customers can refer a company to purchase Ultra Carbide products.
2. The referred company completes the New Customer Application and makes a purchase: The company purchases Ultra Carbide products online.
3. Reward Redemption: Both the referrer and the new customer receive a reward.

B. Rewards:

1. Referrer Reward: For each successful referral that results in a purchase, the referrer receives a 10% discount on their next purchase of Ultra Carbide products.
2. New Customer Reward: The new customer receives a 10% discount on their first purchase of Ultra Carbide products.

C. Terms and Conditions:

1. Rewards are valid for one year from the date of issue.
2. Rewards cannot be combined with other offers or discounts.
  1. Customers with an existing discount receive up to 15% discount on their next order for every 3 qualified new customers.
3. Ultra Carbide reserves the right to modify or terminate the referral program at any time.

**3. Promote the Program:**

- A. Email campaigns, social media, and on our website. Clearly explain how the program works and the benefits of participating.

**4. Track Referrals:**

- A. Track referrals and purchases through a unique referral code or link for each referrer. Ensure that rewards are redeemed promptly after a successful referral and purchase.

**5. Monitor and Adjust:**

- A. Monitor the performance of our referral program regularly and make adjustments as needed to improve its effectiveness.

**6. Thank and Engage Referrers:**

- A. Show appreciation to customers who participate in the referral program. A simple thank-you email or a personalized message can go a long way in building loyalty.

**7. Measure Success:**

- A. Measure the success of our referral program by tracking the number of referrals, new customers acquired, and sales generated through referrals.

By following these steps, we can create a successful customer referral program that helps us increase sales and build a loyal customer base.