

Larcommall.com Business Referral Agent Program

Account Executives are allowed to hire their own work force known as Referral Agents. Referral Agents help promote the business, gain referrals, and help take some of the duties away from Account Executives.

A Referral Agent should have the following responsibilities:

1. generate leads for the Account Executive to follow up on.
2. follow up on potential buyers and send thank you emails to closed accounts.
3. attend weekly conference calls, and get others to join in as well.
4. start-Up their own social networking profiles to help the Account Executive grow their clientele.
5. recruit other Referral Agents.
6. shadow and learn from the Account Executives, so they can be promoted into an Account Executive themselves.

How a Referral Agent should be compensated:

Larcommall.com encourages Account Executives to compensate Referral Agents 25% of the commission earned for each sale. For example, if the Account Manager made \$200 for signing up a new account, then the Referral Agent should receive \$50 of that \$200. However, the compensation is strictly up to the Account Executive. Remember the more the Referral Agent is paid, the harder they will work and the more leads they will generate.

How Account Executives Benefit from Referral Agents:

Referral Agents help lighten the load for Account Executives by generating good leads and prospects. When the Referral Agent generates a lead, the Account Executive responsibility is to close the account. It's simple math, the more leads the Referral Agent generates, means the more opportunities the Account Executive has to close accounts, which equals more money for both parties.