



# PROVIDE YOUR NETWORK WITH THE POWER OF PABAU

*Pabau Partner Playbook*

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# Introduction

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# What is the **Pabau Partner program?**

The Pabau Partner Program is a way for you to earn commission by introducing people to our market-leading practice management software.

**REFER AND EARN**





# What can you **earn**?

*Example:*

Refer 5 new customers  
to us every month

Total Earnings after 3 years  
£88,025





# How it works

# The Referral Process

## 1 Join the Partnership Program

Sign up as a partner (its free!) and you'll get a unique URL to invite other to try Pabau's market-leading software.

## 2 Get your referral link out there

Using the unique URL, your referrals will gain access to exclusive discounts and benefits (see next page).

## 3 Earn rewards

You will start earning commission from your referrals, even if they don't sign up to Pabau. See page 13 for more details on how much you get paid and when.



## Exclusive **discounts and benefits**

Customers that join Pabau using your unique URL or QR code will be eligible for the following exclusive benefits:



- **3 months free trial**
- **Free onboarding**
- **1 hour free training**

**Average value of  
£500**



# How we help you to get referrals

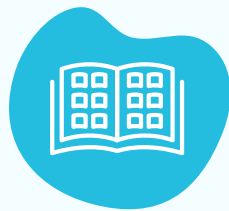
# Pabau Partner Toolkit

When you join the Partnership scheme we provide you with resources and co-branded marketing materials that you can use to help generate referrals.

In addition to your unique URL and QR code, you will also receive:



Roller Banner



A5 brochures



Slideshow



Posters



Templates

## Dedicated **Account Manager**

Each of our Partners receives a dedicated account manager to provide one-to-one support and assist in your referral efforts. If you ever need anything, or have any questions, they will be very happy to help.



**Meet Ellen**  
**one of our awesome Partner Account Managers!**

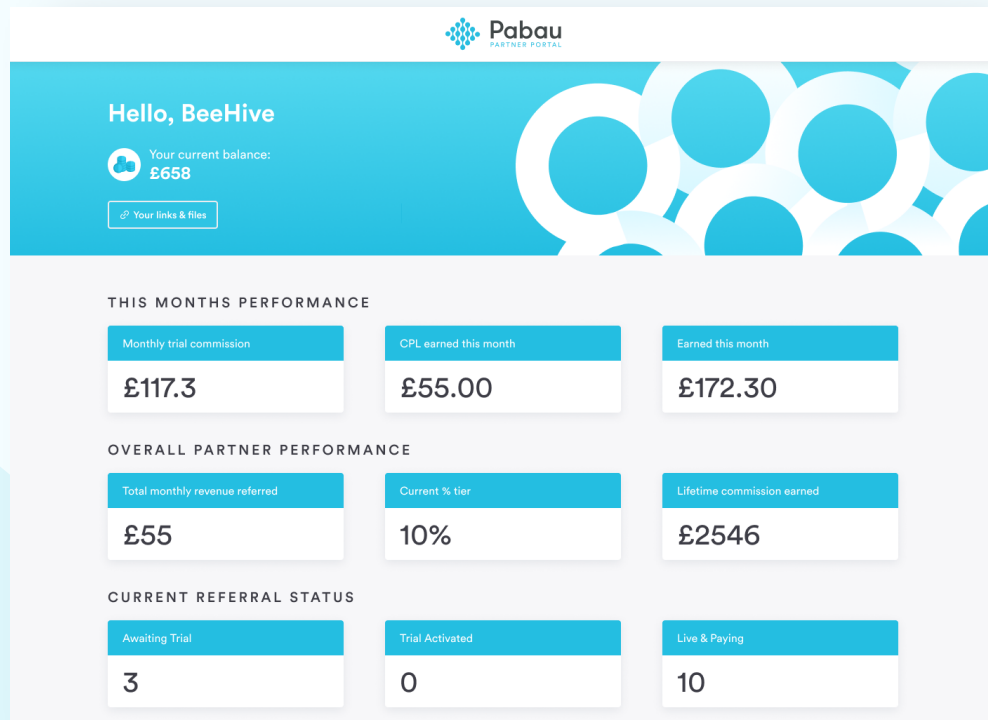
Before coming to Pabau, Ellen was a practice manager at a prestigious aesthetic clinic and has a fantastic understanding of the industry.

# Custom Partner Dashboard

When you sign-up as a Partner, you will receive a login to our custom designed Partner dashboard.

The dashboard provides a crystal clear view of your referrals, where they are in the sign-up process, and the commission that you are generating.

The dashboard is also where you can find your unique URL, all of the resources and co-branded marketing materials, and where you can initiate withdrawal of any commission that you have earned.







# Partner Program Rewards

## How does the **commission** work?

The Pabau Partner Program rewards system is split into two types of payments:

### Commission per Lead (CPL)

You will receive a reward for referring to Pabau **even if they don't subscribe.**

This is our way of saying thank you for giving us the opportunity to sign new business, even if it didn't work out that time.

More info on page 14

### Revenue Share

For the customers you refer that do subscribe to our software, you will **ALSO** receive a percentage of their monthly subscription fee.

The exact percentage will depend on your Partnership Level - the more referrals you make, the greater share of their subscription you will receive.

More info on page 15

# Commission Per Lead (CPL) - the details

We pay a total of **£50 CPL**, depending on how far along the free trial and subscription process the referred customer proceeds.

## Stage 1:

We will pay you a **£5 reward** for every person who comes through your unique URL link or QR code. You will receive this even if they don't sign-up to the 3-month free trial.

## Stage 2:

After signing up to the 3-month free trial referred customers will be offered **complimentary training on the system**. It is only when this training is complete that the 3-month trial is activated and will begin to countdown. When the free trial is activated you will receive an additional **£15 reward**.

## Stage 3:

After the free trial period has finished, the referred customers will be charged for their first monthly subscription payment. At this point you will receive an **additional £30 one-off payment** - bringing the total CPL to £50.

## Revenue Share - the details

Once your referral has made their second monthly subscription payment, you will begin receiving a Revenue Share of all subscription payments they make to us, for a maximum of 3 years.

The percentage of commission will depend on the total subscription payments we are receiving from your referrals.

	<b>Total monthly subscription payments</b>	<b>Revenue Share Percentage</b>
Level 1	£0 - £500	6%
Level 2	£501 - £1,000	8%
Level 3	£1,001 - £2,000	10%
Level 4	£2,001 - £5,000	13%
Level 5	£5,001 - £10,000	15%
Level 6	£10,001 - £20,000	20%
Level 7	£20,001 - £30,000+	30%



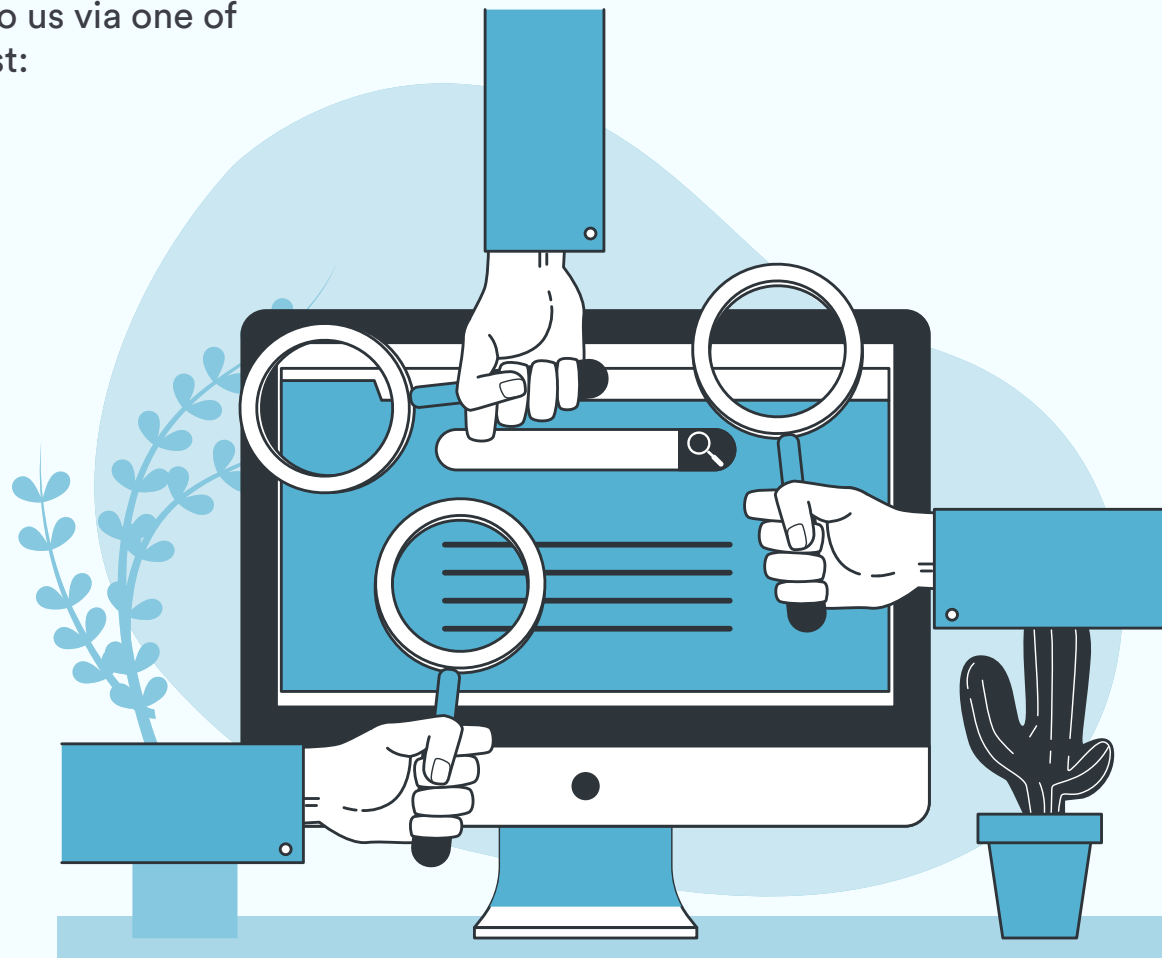
# Next Steps

# How to join the Pabau Partnership Program

If you are interested in joining the Pabau Partnership Program, or have any further questions, please reach out to us via one of the methods below and we will be happy to assist:

 [partners@pabau.com](mailto:partners@pabau.com)

 [pabau.com/partner-program](http://pabau.com/partner-program)





A black and white photograph of two women smiling warmly. The woman on the left is wearing a white sleeveless top, and the woman on the right is wearing a dark, draped top. The woman on the right has her arm around the shoulder of the woman on the left. The background is a blurred outdoor setting.

**You get  
commission**

**They get a  
free trial**

# Contact Us

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 [partners@pabau.com](mailto:partners@pabau.com)

 [pabau.com/partner-program](https://pabau.com/partner-program)

 @Pabau

 @pabausoftware

 @PabauCRM