

*"We rely on it
and
the client relies on it!"*

Simon Wade – Clicks Marketing

WorksIQ Partner Program

Our partner program is currently open to Digital Marketing Agencies and consultants who provide digital marketing services e.g. PPC, SEO, Website Design, etc.

We promise to keep our partner program as fair and as simple as we can so you can concentrate on growing your business and forming longer lasting relationships with your clients. As a WorksIQ partner you can get free software, discounts, training, support and more.

Status	Starter	Bronze	Silver	Gold
Clients (number of live client databases)	0	1-4	5-19	20+
Discounts on client licences	-	15%	20%	25%
Free licences to manage your agency	2	5	10	15
Free help and support	Yes	Yes	Yes	Yes
1-to-1 web-based training sessions to get you started	Yes	Yes	Yes	Yes
Free listing and back links on our partner directory	Text Only	Yes	Yes	Yes
Lead referrals	-	Yes	Preferential	Preferential

Status

Partner status is based on the number of live client databases you manage.

There's no fee to get started. We are here to help you make money, not charge you to take part!

Free Licences

Free licences are for use on your own data e.g. to track and manage leads for your own business. If you wish to use the system to track client data (e.g. leads from their website) then you will need at least one client licence for that client (even if you are the sole user of that licence).

Support

Support for WorksIQ typically falls into two camps:

1. Questions like “How do I.....?” these are a great relationship building opportunity for you and we expect you to handle these. For example if a client asks “How do I add a new product to my drop down?” that probably also means a new product needs adding to website, social media posts are needed to announce the new product and new Google Ads are needed to generate leads. It’s a great services opportunity and it just fell in your lap! And don’t worry, the question itself is generally straightforward and you can always search our support pages or call us if you don’t know the answer.
2. Technical issues. We will take care of technical issues that are reported to us. Other than gathering information and checking for known bugs there’s probably not much you can do to resolve the issue. Chances are, if there is a problem with the system or your client finds a bug then we probably know about it already. We even review the system daily looking for issues that may not have been reported. We may broadcast priority messages direct to any system user but in general we will try to use you as the conduit because again it is another opportunity for you to engage with your client.

Payments / Invoicing

We try to make things as simple and as fair as possible.

1. You will get 1 invoice from us at the end of each month regardless of how many active clients you have. We will provide a summary of clients and licences so we are both clear about who owes what.
2. Supplying the client’s CRM provides you with an additional lever to encourage your clients to pay their invoices on time. We understand that some clients may fall into arrears with you (for your own services and our CRM) or may default altogether e.g. fall into administration. Within reason we will try to support your position with the client and will credit off specific invoices where your costs cannot be recovered. All we ask is that you notify us as soon as you become aware of a potential problem.

Lead Referrals

We talk to lots of small businesses so we are likely to spot opportunities for your services. Keep us informed of your capabilities and territories and we will try to pass leads your way. Partnership is a two way thing so we will try to pass leads to you and hope that you will introduce your clients to WorksIQ in return.

Next Steps

Get your free CRM today by visiting www.worksiq.co.uk/crm-for-agencies

If you have any questions then please call us on +44(0) 118 978 6161 or email sales@worksiq.com

N.B. These notes describe the guiding principles that we try to work to. For full terms and conditions please see our standard terms and conditions of business. Last updated: 01-Oct-2014.