

Referrals Strengthen Referrer-Referee Ties

Why Refer?

1. Professional relationships are strengthened when meaningful and mutually rewarding opportunities are created.
2. A referral serves as an excellent opportunity for you to STRENGTHEN YOUR RELATIONSHIP and allow Cozent to provide expert Oracle support services to an Oracle user whom you know.
3. When someone we've worked with recommends or refers us to someone they know, it transforms both of our relationships in a very positive manner.
4. We believe a referral is the highest honor that our clients and contacts could bestow on our working relationship.

Facts

- ▶ Referrals account for majority of Software & Consulting Purchases.
- ▶ Referrals also account for majority of Hires.
- ▶ Successful referrals strengthen referrer-referee ties.

Ideal Prospect

- ▶ Needs 24x7x365 Oracle Infrastructure Support
- ▶ Needs Ad-Hoc Help for Oracle Projects
- ▶ Considers Building Reporting Solution

Whom To Refer (Our Ideal Client)?

1. Company uses **Oracle Database, E-Business Suite** or **OBIEE** Products.
2. Company Needs Assistance to **Manage its Oracle Infrastructure**.
3. Company Needs its Oracle Infrastructure to Be **Up 24x7x365**.
4. Company Needs **Ad-hoc Help** to Support Oracle Projects.
5. Company Needs Assistance for Building a **Reporting Solution**.

How To Refer Cozent?

Here's what you could say to your contact about Cozent ➡ *"If you are thinking about ways to make your **Oracle Infrastructure More Efficient and Robust**, I'd suggest you contact Cozent. They focus on helping companies **Reduce Oracle Infrastructure Operating Costs**, and on addressing **Corporate Reporting Needs**."*

Steps

Contact
↓
Consult
↓
Contract
↓
Completion

'A SUCCESSFUL REFERRAL'

What Next?

1. When we get the referral from you, we will contact them to introduce ourselves and seek an appointment to better understand **their needs**.
2. We will present a proposal only if we are convinced that we can **meet and exceed their expectations**.
3. Finally, we will keep you informed of the progress of your referral and offer an expression of our thanks for your thoughtfulness and look forward to return the favor.

Thank you and please think of us when you have a referral!