

**SMART**Business

# Affiliate Program

The *Smart* Way to Grow Your Business



## User Guide

### Benefits:

- ✓ Expand your customer base by selling through other peoples' networks
- ✓ Recruit extra salespeople to sell for you without paying extra salaries
- ✓ Increase earnings as others sell your products and services
- ✓ Earn reseller commissions by selling for others
- ✓ Zero/minimal setup costs and quick to launch
- ✓ Boost your product/service range with zero development time or costs
- ✓ Complete turnkey system – all instructions, letters and templates included
- ✓ Foster cooperation, not competition – promote others as they promote you
- ✓ Expand your network and sell more at the same time
- ✓ No cold calling and no magic tricks



e-mail: [info@businessgrow.net](mailto:info@businessgrow.net)  
URL: [www.businessgrow.net](http://www.businessgrow.net)



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## **About Business Grow**

**Business Grow** is an innovative and rapidly growing Tokyo-based content supply company specializing in providing top quality business writing, editing and business promotion services. To date, Business Grow has placed more than 350 articles in Asia-based media, and has assisted businesses as diverse as Nissan Corporation and Oak Lawn Marketing/Shop Japan with Business Grow's custom-designed newsletters, innovative marketing tools and Japan business expertise.

### **Business Grow specializes in:**

- In-house and promotional newsletters and articles
- Business biographies, promotional faxes, press releases
- Customized innovative marketing tools and strategies
- Business promotion throughout Japan's foreign community
- Professional editing, multilingual translation services.

**E-mail:** [info@businessgrow.net](mailto:info@businessgrow.net)    **URL:** [www.businessgrow.net](http://www.businessgrow.net)

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# Cooperation, *not competition*

## INTRODUCTION

**Thank you for requesting Business Grow's Affiliate Program.**

**The key aim of the Affiliate Program is to assist users to build a network of Affiliate companies around their businesses to**

- ✓ Boost revenues by enlisting other companies to sell users' products and services
- ✓ Earn reseller commissions by selling on behalf of other businesses
- ✓ Stimulate cooperation, not competition between companies
- ✓ Quickly expand the product/service range users offer to customers without associated R&D costs
- ✓ Encourage businesses to cooperate, share information, and enjoy shared growth.

To realize the above, the Affiliate Program provides everything necessary – from introduction letters and templates to a strategy outline and clear instructions – to enable proactive business people to promote mutually beneficial B2B partnerships, and reap the rewards.

### **In a nutshell**

**The Affiliate Program** requires users to sign up Affiliates who are willing to promote users' **Product-Service Profiles** – marketing brochures showcasing carefully selected products and/or services – to their customers.

In return, users are required to promote their Affiliates' Product-Service Profiles to users' customers.

Through this reciprocal arrangement, both users and their Affiliates gain access to each other's networks – *containing potentially thousands of new customers* – quickly, easily, and at a fraction of the cost of doing it themselves.