



Wind River Referral Rewards Program

Wind River is piloting a new customer referral rewards program with a direct benefit to you. Our goal is simple: find more clients that look like our current customer base. We believe you may have friends that meet this criteria.

Specifically, clients who:

- Provide quality service to their customers and desire the same from their vendors
- Have a level of complexity to their business (not the “small sale” repetitive retail market)
- Appreciate transparent, stable and competitive pricing
- Process more than \$500,000 in credit card volume

As you know firsthand, businesses are saturated with calls and are skeptical about the payment industry. We are asking you to assist in breaking through this noise by making a Wind River introduction.

What’s in it for me?

For each referral that becomes our customer you will receive a \$250 gift card. We hope you will find this to be a simple straight forward way to say thank you and we appreciate your referral.

What do you need to do?

Consider the following groups to identify qualified prospects:

- **Your best customers:** A great way to elevate the conversation and develop deeper loyalty.
- **Vendors:** Those who serve you well tend to desire the same from their vendors.
- **Service Clubs:** Rotary, Lions, Chamber of Commerce, Associations & Banks. If you would like WRF to provide a payment industry overview for your organization, give us a call.
- **Businesses you frequent:** Owners love to hear from happy customers, especially if they have great ideas.

Making the Wind River Referral – it’s this easy!

1. Identify the list of names that you would like to refer
2. Contact your Wind River salesperson or relationship manager
3. Discuss your relationship with the referrals, and the timing of your call and email to them to introduce Wind River
4. Wind River staff will follow up, and keep you in the loop on their progress

Your story will resonate with others! Including a few points about your positive experience with Wind River will bring credibility to your message. You can use this for your call and email template:

Dear Jane,

I’m emailing to introduce Wind River Financial, our credit card processor of __ years that has added value to our business in such a way that I felt it would be worth your time to have a conversation with them.

Wind River helped us (pick which bullets apply):

- Improve our service where we finally have a credit card processor that we trust
- Minimize our financial risk of a data breach, as well as our brand and reputation
- Find the right technology solution to meet our needs as well as our customers
- Understand our costs with protection from future rate creep

I encourage you to take (John’s) call when he reaches out next week. Please don’t hesitate to reach me in the meantime.

Regards,
Client Name

You may not know

Did you know Wind River:	What’s the impact of that?
Is family owned and committed to staying family owned.	They understand the small & mid-size business challenges, risks and what it takes to compete against the giants.
Has retained over 90% of their customers annually for over 15 years.	Clients have reasons to stay.
Is a top 50 processor nationally.	They understand complexity and chances are have helped others like you.
94% of all their transactions get the best rate possible from the card brands.	Ensure your fees are as competitive as possible.

Contact us today to learn more about how you can lower your annual credit card fees while helping another business benefit from Wind River’s services the same way you have!