

BUSINESS REFERRAL NETWORK FOR IMPROVED PRODUCTIVITY

ABSTRACT

5 A system and a network of business referrals linking manufacturers, distributors,
wholesalers and retailers and sales personnel in the retailers, all of whom are registered
in the business referral network and system, all using a global communications network,
for the manufacturer to communicate directly with the sales perosnnel in the retailers
marketing, promotional, product information and selling programmes. The network
would synergize and add-value to the programmes of the manufacturers. In turn, the
10 sales personnel are rewarded with monetary and non-monetary awards and recognition
for their selling and product knowledge efforts. There would be increased productivity
and motivation of sales personnel and increased return on sales, marketing and
promotional costs for the manufacturers.

15 (Fig 1)