

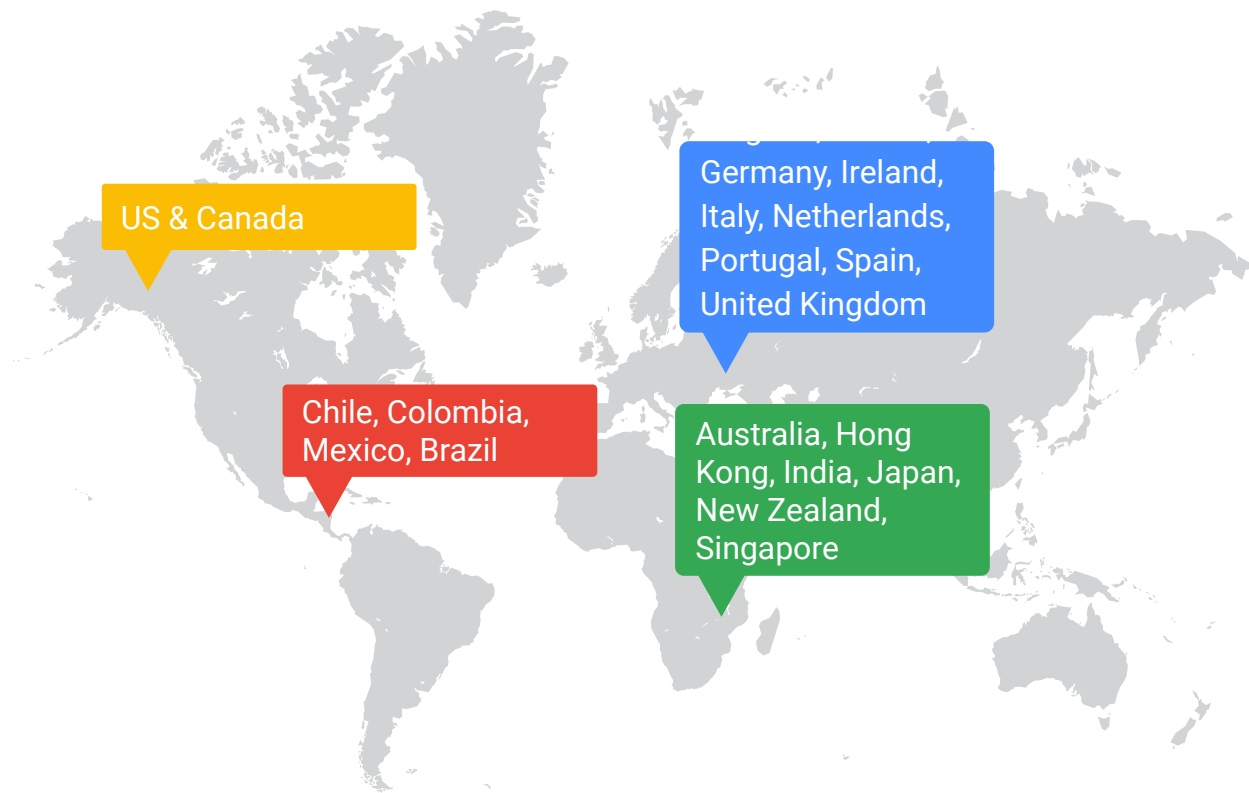
Referral Program Online Meetup

([watch it now](#) and follow along with these slides)



Updated October 2020

Welcome... to our first-ever Global meetup!



Referral Program vision

Prajesh Parekh


G Suite Referral Program Global Leader

How to best position Google Workspace

Delia Cronin

Google Cloud Program Manager

What is Google Workspace?

FILTER	 Product Suite ▼	Basic	Business	Enterprise
Intelligent office suite		✓	✓	✓
Secure cloud-based file storage per user		30 GB	Unlimited*	Unlimited*
Access across devices (computer, phone, or tablet)		✓	✓	✓
Works without an Internet connection		✓	✓	✓
Compatible with Microsoft Office		✓	✓	✓
Centralized administration console		✓	✓	✓
Vault for eDiscovery and archiving			✓	✓
Advanced enterprise controls and customization				✓
Access Transparency				✓

But what is the value of
Google Workspace?

Shift your mindset to Value

Proprietary + Confidential

Qualification



Discovery

Feature



Value

Pitching



Storytelling

Sales



Consulting

Value over features brings the product to life

Feature

- **30 GB of Storage**
- **Gmail for Business**
- **Google Drive**
- **Gmail Data Loss Prevention**
- Google Hangouts
- Collaborative capabilities
- Control **Google Drive** folder installation

Value

- **Cut cost** with one central enterprise solution
- Email archiving to **prevent data loss** in case of an emergency
- **Build** your business on top of the best enterprise **infrastructure**
- Ability to **work from anywhere**

Storytelling puts the product in their hands

Pitching

“Google Workspace is a cloud storage solution which can store 10,000 documents or 2 million photos. Plus you will have email archiving and advanced admin controls. This includes Organizational units if interested”

Storytelling

“I recently spoke to another medical group who was using the editors to collaborate on their papers which cut down on time spent sharing their papers.

Do you know if you have any shadow IT happening in a similar fashion?”

Become the trusted consultant for your customers

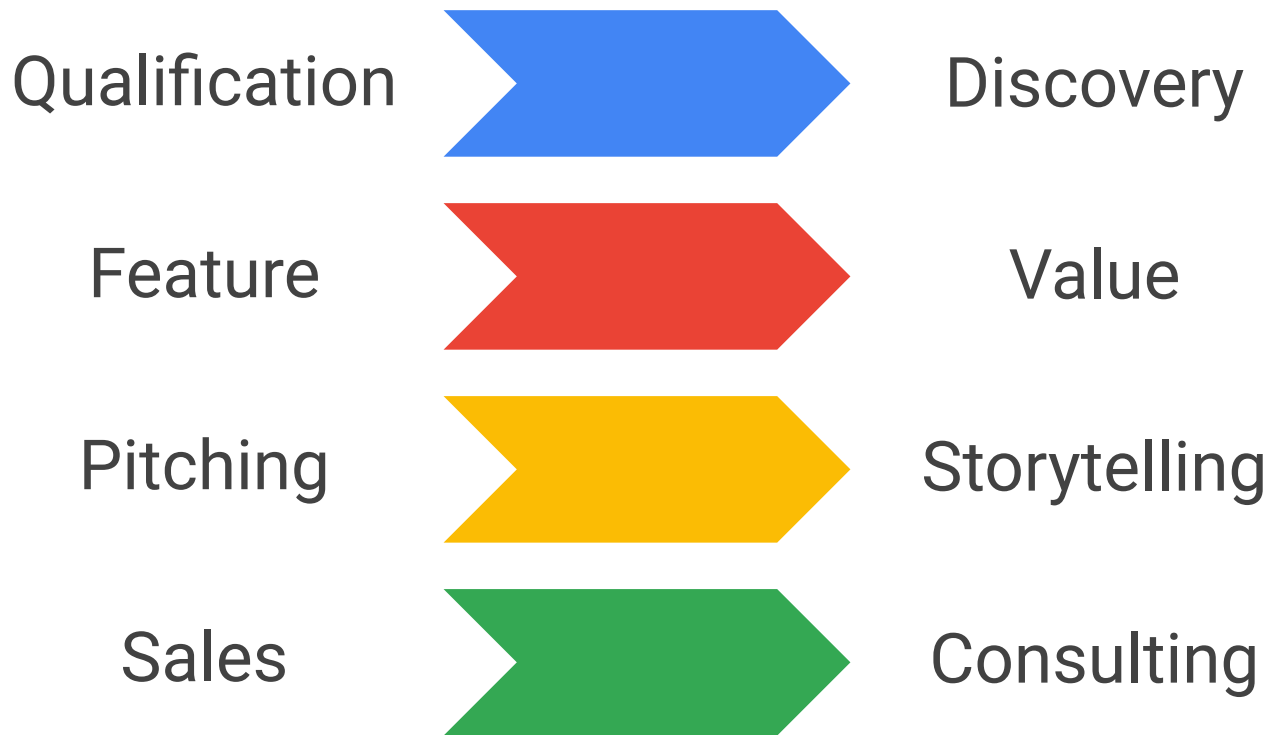
Selling



Consulting



Focus on the value for your customers



Refer like a Pro

Alice Clarke & Shannon Kim

Google Workspace Referral Program, Global Marketing Managers

Workstream

Proprietary + Confidential

Sign-up

How the
program
works

Referral
Resources

Who to
refer

Join the
community

Get
rewarded

Unique Referral Link

Resource Referral Site

Resource Referral Site

Promotion codes

Referral Opportunities

Referral Opportunities

Referring world-wide

Basic Questions

Basic Questions

Tip #1

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How the Referral Program works

Google Workspace Referral Program: How does it work?



Share your unique referral link with your contact (that is not already using Google Workspace)

After clicking on your unique referral link, your contact signs up for a Google Workspace trial and during sign-up they enter your promotion code for their discount

During the 14 day trial your contact sets up their Google Workspace with new accounts for their employees

The company has been a paying Google Workspace customer with multiple users for over 90 days

You'll receive an email requesting your payment information so we can pay you your referral bonus!

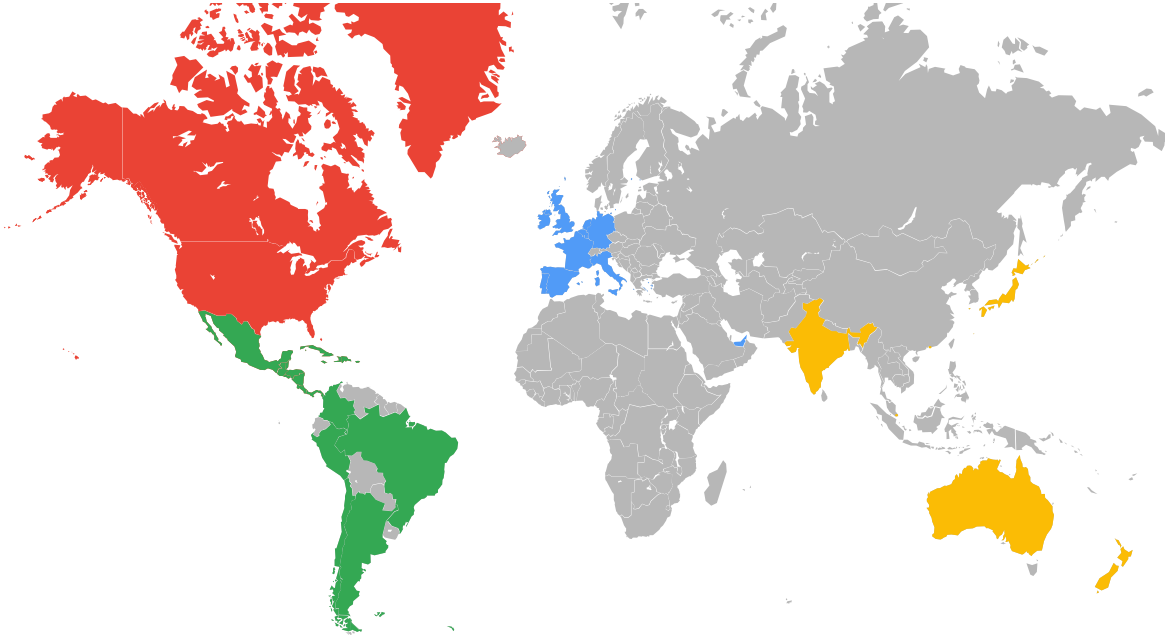
Your referral bonus will be deposited directly into your bank account the following month

*or equivalent value in your country

Promotion codes:

- Are for Google Workspace Business Starter or Business Standard
- Should be shared **selectively and directly** to your referral
- You can request a maximum of 100 promotion codes per year
- **DO NOT** publicly distribute promo codes on your blog, social media, or other third party websites!

You can refer customers in other countries!



World-wide referrals

Your referral bonus will be based on the [country where your referral resides](#).

The referral bonus will be deposited directly into your bank account according to the amount and currency listed above.



Promotion codes

Promotion codes are **based on Region**. If you need promotion codes for other regions please [contact us](#).

Tip #2

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Be familiar with the resources

Resources to help you make referrals

Your go-to portal:

<https://refergoogleworkspace.withgoogle.com/>

We have the following resources for your convenience:

- [Digital Buttons](#) - Add one in your email signature or website
- [Web and Social media templates](#) - Great ideas on how to spread the word in your Social platforms.
- [Learning resources for Google Workspace](#)
- [FAQs](#) and other resources

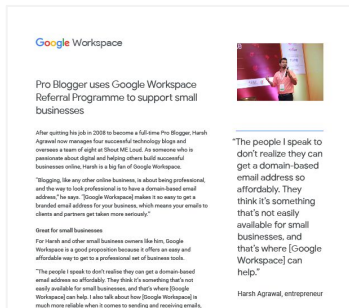


We also have a Resource site different languages:

<https://g.co/gsuite/referralresources>

Videos, Success Stories and more!

Watch videos about Google Workspace, or success stories from other referrers to see how they became successful referring Google Workspace



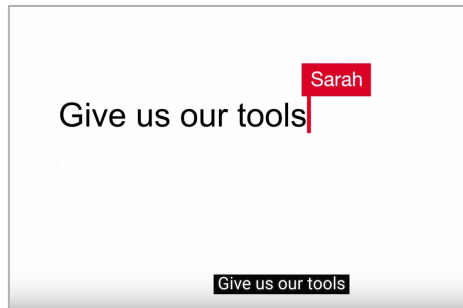
Referral Program success stories



Businesses that are using Google Workspace



How does Google Workspace work?



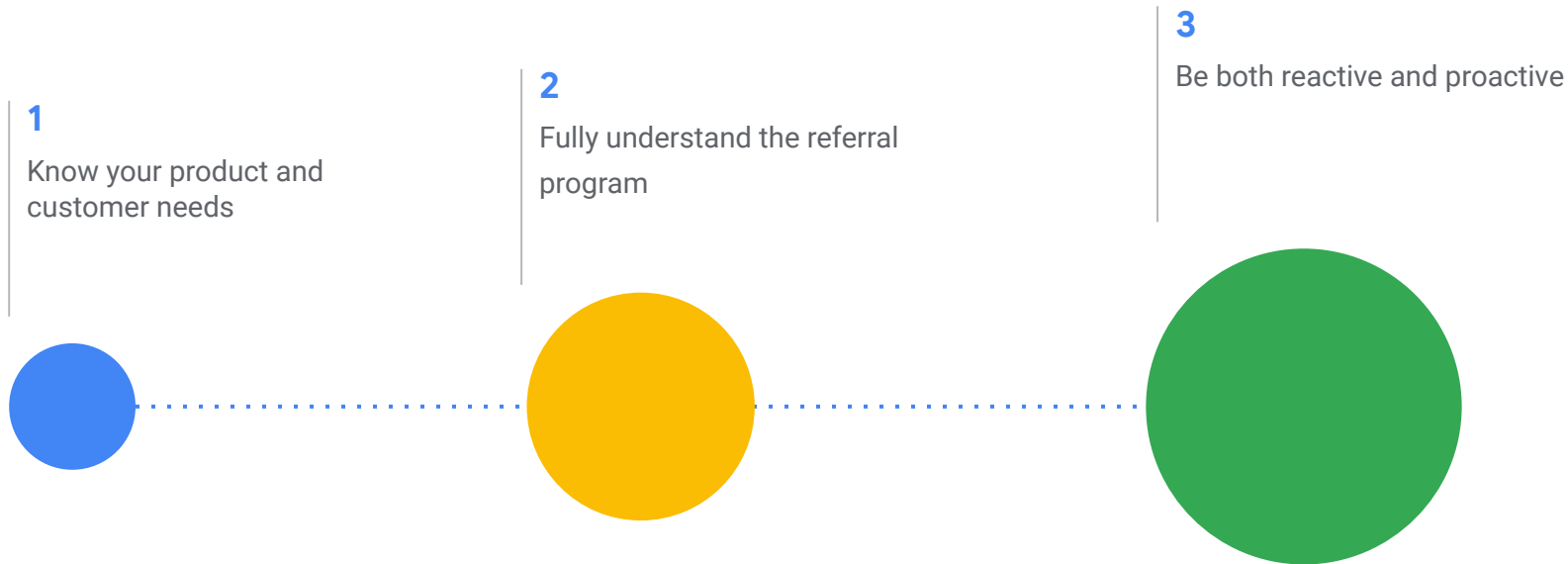
Collaboration with Google Workspace

Tip #3

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Identify who will benefit from
Google Workspace


Identify moments to refer in 3 steps



Referral Opportunities

Look and start a conversation with people you know or businesses who you identified will benefit from Google Workspace efficiency, safety and the right tools.

Available in all languages. [Check the resource site](#) for the recommendations based on your country.



Tips for successful recommendations

- 1 Identify people who have unprofessional emails or use a web mail system
- 2 Recommend Google Workspace to entrepreneurs and independent professionals
- 3 Seek companies who handle business that need extra mobility and tools that aren't associated with a specific device
- 4 Develop your own website to demonstrate the benefits of Google Workspace
- 5 Emphasize that Google Workspace eliminates the inconvenience of server crashes, spam, lack of space and poor storage capacity
- 6 Mention the ease and usability of the Google Workspace tools
- 7 Explain how the characteristics and advantages of Google Workspace offset other costs
- 8 Talk about problems that can be solved by using a suite of integrated tools

Basic Questions

These questions may help you identify if your contact will benefit from Google Workspace

Once you know how their business works and what issues they have, come up with solutions based on all that Google Workspace has to offer

Available in all languages. [Check the resource site](#) for the basic questions based on your country.



Basic questions to start a successful recommendation

Asking the right questions is the key to generating good references.

- 1 Which email platform do you use? Do you have owned or leased servers?
- 2 Why don't you have an email with your own domain?
- 3 Have you considered the benefits if your email was @mycompany.com?
- 4 Does your company have problems with spam, data loss or instability in network connection?
- 5 Does your company have a cloud storage solution?
- 6 Would you like to ensure the safety of your data?
- 7 Do your employees waste a lot of time performing IT tasks?
- 8 Would you like to have the IT services of a big company without investing in infrastructure or maintenance?
- 9 Could your employees benefit from a better communication platform?
- 10 Would you like to give your team the tools to increase productivity and effectiveness?
- 11 Does your company have employees who travel or work remotely, who also need to stay up to date and connected with the office?
- 12 Do your employees use an online calendar that can be updated in real-time to organize their activities and help schedule optimal meeting times?
- 13 Would you like access to your work documents and your company email from anywhere and from any device, even when traveling?
- 14 Can your employees benefit from working on the same documents or presentations simultaneously rather than sending files back and forth?
- 15 Does your company need large storage capacity?

What to share with your contacts

One Pager *Handout*

Summary of the key benefits businesses
love about Google Workspace

You can:

- Print to give it to your prospect
- Send it by email after casual chats
- Post it to your website or blog

Available in all languages. [Check the resource site](#)
with for the One Pager in your referral's country

Google Workspace

Everything you need to get anything done, now in one place

Whether you're at home, at work, or in the classroom, it's the best way to create, communicate, and collaborate. Google Workspace seamlessly brings together messaging, meetings, docs, and tasks—all built with trusted Google security and running on the cleanest global cloud.

Familiar tools; fewer distractions; more time to make it happen.



Look professional with Gmail

Get custom email (you@yourcompany.com) and more than 30 GB of inbox storage. Compatible with Microsoft Outlook and other email clients.



Smart scheduling with Google Calendar

Schedule meetings at times that work for everyone. Get reminders directly in your Gmail inbox.



Store and share in the cloud with Google Drive

Save work files in Google Drive, access them from any device. Collaborate in real time.

14 DAY
FREE TRIAL

Try Google Workspace free of charge for 14 days

Google Workspace helps you and your team work together and get things done from anywhere.

Professional email addresses, online storage, shared calendars, video meetings and more. Plus create, edit and share files on the go from your phone, laptop or tablet.



You are never alone with 24/7 support — you are only ever one phone call away from Google experts with advice and support.



Starting at \$6 (USD) per user, per month, you can bring your team together with professional email, online storage, video meetings and more.

More than 5 million businesses use Google Workspace

Promotion Code Redemption Handout

Provide your contact a 10% off their first year of Google Workspace

(Promotion codes are for either:

Business Starter or Business Standard edition)

First paste your promotion codes in the text field on the PDF and save the file.

Then either:

- A. Send it by email after casual chats
- B. Print to give it to your prospect

Available in all languages. [Check the resource site](#) with for the Promotion Code Redemption PDF in your referral's country.

Note: Promotion codes are **based on Region**. If you need promotion codes for other regions please [contact us](#).



ry + Confidential

A special offer for you

10%

off per user for the first year of Google Workspace

Get started now and save.

How to redeem your offer:

1. Choose your Google Workspace edition
2. Provide the requested information to sign-up for your free trial
3. When prompted to enter your payment information before completing your trial sign-up, enter your promotion code

(Please note that you must enter your code during your trial sign-up before you checkout)

[Sign up now so you don't miss out.](#)

Need a hand?

Call the Google Workspace support team at 1-877-355-5787 or visit our [Help Center](#).

Please see promotion code [terms of service](#).

*Subject to acceptance of the Google Workspace terms and conditions.

Google Workspace

For more information visit workspace.google.com

Workspace

Tip #4

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Join the referral community

Stay up to date and join the referral community

This community will provide you with current information about the Google Workspace and the Google Workspace Referral Program

Be the first to hear about:

- New updates
- New Features
- Referral tips
- New Campaigns
- Promotions you can share with your referral

Communicate:

- Ask questions
- Read other members' comments and questions
- Engage and communicate with other members

FOLLOWING



Make sure to Follow & click the Blue bell. This way, you will always get notifications from us.

Questions about getting paid for your referrals?

Check these FAQs for more information

Thank You!