GUIDELINES:

LEAD TYPES

• We are primarily seeking referrals for companies or organizations in need of tech talent management solutions, including but not limited to:

  • *Software development firms*
  • *Technology startups*
  • *IT consulting firms*
  • *Digital agencies*
  • *Tech-enabled businesses across various industries*

• Ideal leads may have specific talent management challenges such as talent sourcing, recruitment, onboarding, performance management, or workforce optimization.

REFERRAL SUBMISSION PROCESS

• Referrals can be submitted through our dedicated referral inbox. *(paul.salazar@variacode.com)*

• Referrers should be a warm intro email between prospects and our sales team. Please include company name, segment, and possible needs.

QUALIFICATION CRITERIA FOR ELEGIBLE REFERRALS

• Referrals must be companies or organizations that are actively seeking tech talent management solutions or facing challenges related to talent acquisition, retention, or development.

• Referred companies should have decision-making authority or influence over their talent management initiatives, such as HR managers, talent acquisition leaders, or senior executives responsible for HR strategy.

• Referrals should be legitimate and not previously engaged with Variacode within the past 12 months. Duplicate or invalid referrals will not be eligible for rewards.

GUIDELINES:

QUALIFY ASSURANCE

• All referrals will be reviewed and vetted by our internal sales and marketing teams to ensure they meet our qualification criteria and align with our target market.

• Referrers may be asked to provide additional information or context about the referred company to help facilitate the qualification process.

COMMUNICATION AND FOLLOW-UP

• Referrers will receive confirmation of their referral submission 5 business days after submission.

• Upon successful conversion of a referral of a qualified lead into a closed business, referrers will be notified and rewarded accordingly as per the established incentive structure.

CONFIDENTIALITY AND DATA PRIVACY

• Referrers should respect the confidentiality and privacy of the referred companies and refrain from sharing sensitive or proprietary information without consent.

• Variacode will handle all referral information and data in compliance with applicable data protection and privacy regulations, ensuring the security and confidentiality of all parties involved.