



Refer & Earn: Grow Your BTA Network!

If you are looking to grow your network of dealer peers — and earn some extra money at the same time — the Business Technology Association (BTA) recently announced a new referral program for BTA dealer members. For every dealership you refer that joins BTA, you will earn \$500. The process is simple. In fact, there's only one step: Tell your office technology friends about BTA and ensure they put your name or your company name in the referral section of the BTA membership application when they apply.



There are only two rules to the program: (1) Only dealer members may participate — vendor members are not eligible to receive the \$500 referral payment; and (2) the referred dealership must not have been a BTA dealer member in the last year.

I'm sure you have many reasons for joining BTA and maintaining your membership, but if your dealer friends need more convincing, send them a couple of the following testimonials from members about why they joined the association and the benefits it offers them.

■ “David Clearman, who has been a part of the association for many years (he's currently with Konica Minolta) ... told me, as a dealer, I have to be part of BTA ... Shortly after attending the Orlando event [as a non-member], I spoke to [BTA Member Sales Representative] Brian Smith on the phone and I was sold. Membership isn't too expensive and in the last few months I've definitely made my money back ... just with the knowledge I've gained ... Now I have the BTA group behind me. I can call up a BTA member and they'll walk me through an issue that I have, or [how to do an] implementation or how to make our business grow. So it was definitely

the best recommendation I've had since I got into the copier industry.” — *Thiago Pagotto, Gold Coast Technologies Inc., Pompano Beach, Florida*

■ “I've actually made great friends and relationships [through BTA] ... and it's great being able to bounce ideas and strategies off of others on how I'm running my business versus how they are running theirs on anything from employee compensation plans to ‘What do we think about this manufacturer or this technology?’ ... Really, it's about the community for me. If you're isolated on an island in our industry and ... you're dependent solely on what you're being provided from your manufacturer dealer network, you're missing out on 80% of the bigger picture. And that's what you can really take advantage of [as a BTA member] ... Each of us in the dealer community can also share our own experiences and become resources for each other. That you don't get with any other association I've been a part of.” — *Jayson Beasley, 1 Touch Office Technology, Torrance, California*

■ “The biggest reason why we're a BTA member is we have to stay up to date with current best practices. [BTA] brings the best minds of the industry together who think at a level way above everybody else and we're able to pick their minds to ultimately serve our customers with the current best practices. And if we're not serving our customers with the current best practices, we're not going to have them as customers. So that's why we're a BTA member after all these years.” — *Kevin Marshall, Copy Link Inc., Chula Vista, California*

Help us spread the word about BTA, expand your dealer network and get rewarded for your efforts. Learn more at www.bta.org/Refer and send your non-member friends to www.bta.org/JoinBTA to fill out an application. ■

— Adam Gregory

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