

# *Wheeler Multimedia Consulting, Inc.*

## *Referral Profile Form*

### Who to Look For:

- Business Owners
- Business Managers who do not have internal web development personnel.
- Any business who wants to start or enhance their online learning systems.
- Graphic Designers who do not do their own coding.
- Video producers who want to add their videos to their client's web sites.
- Freelance or in-house marketing directors.

### What to Listen for:

- We need a web site.
- We are having trouble with our web site.
- Flying our personnel to trainings has become very expensive.
- Our web site needs work.
- We would like to be able to change the content of our web site ourselves.
- We need someone to produce the elements for our integrated marketing program.

### Ideal Prospect Description:

- Graphic Designers who want to offer web design services.
- Training companies who want to take their video training online.
- Small or Medium sized business who want a custom made web site.
- Marketing Directors at small and mid-size businesses who want a web site and collateral.

### What to say to that Prospect:

- I know a firm that is very experienced.
- What kind of budget are you working with? I know someone who can make it happen and you won't have to go overseas.
- How quickly do you need it? I know someone who is very responsive.

### Strategic Alliances:

- Graphic Designers
- Video producers
- IT Professionals who do not offer web design services.