

# Referral Program Designer

Energy, Power & Renewables

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

## Background

Designs a referral program for an energy or solar business — the referrer and referee rewards, the trigger (on installation), channels (WhatsApp, cards) and the economics (reward vs deal value). Use this to turn happy customers into a lead source. Model the reward against your margin.

## Purpose of this tool & output

Turn happy customers into leads

## How the output is used

Use it to turn happy customers into leads — a referral structure, incentives, mechanics and the message to send.

## Important cautions

AI-generated design; model reward against margin.

## Companion documents

- Energy Solution Sales Proposal
- Lead Management System
- Customer Education Kit
- Customer Financing Options Guide
- Energy Business Marketing Plan
- Energy Social Content Planner

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.