

## 2Referral Program Infographic – Construction, Transportation, Real Estate, Online Retailers

This Sales Call **Infographic** is designed to assist you during a sales meeting, email exchange, or blog post shared with a current customer to encourage them to recommend RingCentral to other businesses.

Frame number/art direction	Text
Frame 1	
<Illustration> Something that represents the Construction, Transportation, Real Estate, Online Retailers ... and RingCentral	You've probably built your own business by word-of-mouth. Just like us.
Frame 2	
<Illustration> Target audience (small biz owners) talking on a variety of phones/screens.  Professional societies, office suppliers, service professionals (bankers, accountants, facilities managers)	Maybe you know another local business who needs an easy, affordable, and reliable all-in-one phone system.
Frame 3	
<Illustration> ? RingCentral sign-up illustration	Share your secret to good business communication by introducing them to RingCentral.
Frame 4	
<illustration> sign up + gift card	We'll make it easy: just <a href="#">register for a referral</a> account and we'll give you \$100 in eGift cards for each person you recommend who becomes a RingCentral customer.
Special offer	Refer at least two people by April 30 and we'll send you an additional \$50, just for providing the introduction. When your referrals join RingCentral, we'll give them \$50, too!
Close/footer legalese	Interested in learning more? Go to <a href="http://ringcentral.com/refer">ringcentral.com/refer</a>
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