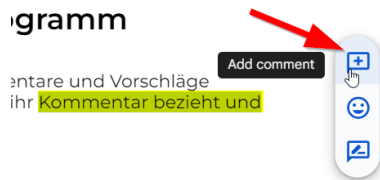


DIANA | Referral program templates

Note: You cannot edit anything in this document, but you are welcome to leave **comments and suggestions**. To do so, simply mark the relevant area to which your comment refers and then click on the "Add comment" button on the right:



Email templates

Procedure:

1. Copy template (Personal or Formal)
2. Create a new email message and paste the copied template (you are welcome to use the formatting)
3. Replace [placeholder] and adjust the content if necessary
4. Add contact email AND add our sales manager Ms. Ester in CC:
valentina.ester@dianaelectronic.de
5. Submit and you're done 😊

Email #1 - Personal

Subject: Do you already know DIANA?

Email Text:

Dear [name of the recipient],

I hope you are doing well.

Today I would like to recommend the company DIANA and an exclusive discount campaign. DIANA stands for **high-quality LED industrial luminaires** "Made in Germany" and has been a driver of innovation since 1979. Over **4,000 LED variants** in their portfolio and **800+ OEM projects** confirm DIANA's expertise.

For whom is DIANA the best choice?

- **Quality, durability and reliability** play an important role in the selection of LED lighting.

- Need for **machine lights, signal lights, workplace lights, camera lights** or **UV processing lights**.
- A **custom LED solution from a one-stop shop** is needed.

As a thank you for my recommendation, you will receive an **exclusive discount of 30% on your first order** (excluding services).

With this email, I am happy to put you in touch with **Ms. Ester, the sales manager at DIANA**. She will be happy to get in touch with you to answer all your questions in an initial consultation.

Ms. Ester, you can contact [recipient's name] at [e-mail address] or [telephone number].

I am convinced that you will be just as impressed with DIANA as I am.

Yours sincerely

[Your name]

P.S. You can find more information about DIANA on their website: <https://diana-leuchten.de/>

Email #2 - Formal

Subject: Do you already know DIANA?

Email Text:

Dear [name of the recipient],

I hope you are doing well.

Today I would like to recommend the company DIANA and an exclusive discount campaign. DIANA stands for **high-quality LED industrial lights** "Made in Germany" and has been a driver of innovation since 1979. Over **4,000 LED variants** in their portfolio and **800+ OEM projects** confirm DIANA's expertise.

For whom is DIANA the best choice?

- **Quality, durability and reliability** play an important role in the selection of LED lighting.
- Need for **machine lights, signal lights, workplace lights, camera lights** or **UV processing lights**.
- A **custom LED solution from a one-stop shop** is needed.

As a special benefit for my recommendation, you will receive a 30% discount on your first order (excluding services).

I put **Ms. Ester, Sales Manager of DIANA**, in CC so that she can contact you directly to discuss your individual needs.

I am convinced that you will be just as impressed with DIANA as I am.

Kind regards

[Your name]

P.S. Further information on DIANA can be found on the website: <https://diana-leuchten.de/>

Chat templates

Chat #1 - Group chat

Procedure:

1. Create a new group in Whatsapp
2. Add your contact and our sales manager Ms. Ester with the number +49 160 3049 610
3. Copy and paste template
4. Replace [placeholder] and adjust the content if necessary
5. Submit and you're done 😊

Chat Text:

Hi [recipient's name],

I would like to recommend **DIANA** today, the company for **high-quality LED commercial lights** "Made in Germany".

DIANA impresses with:

- **Quality, durability and reliability**
- **Driving innovation since 1979: 4,000 LED variants** in their portfolio and **800+ OEM projects**
- **Exclusive special solutions from a one-stop shop**

- **Comprehensive product portfolio:** Machine lights, signal lights, workplace lights, camera lights, UV process lights and much more.

Exclusively for you: As a thank you for my recommendation you will receive **30% discount** on your first order (excluding services).

Ms. Ester, DIANA's sales manager, is also in the group and will be happy to take care of your needs.

Further information: <https://diana-leuchten.de/>

Best regards

[Your name]

Chat #2 - Single chat

Procedure:

1. Copy template and paste into chat from contact
2. Replace [placeholder] and adjust the content if necessary
3. Send chat message
4. In addition, send a **message to Ms. Ester via email** with the contact details of the referral.
Note: Step #4 is important so that we can track the recommendation and include it in the reward level

Chat Text:

Hi [name of the recipient],

I would like to recommend **DIANA** to you today, the company for **high-quality LED commercial lights "Made in Germany"**.

DIANA convinces through:

- **Quality, durability and reliability**
- **Driving innovation since 1979: 4,000 LED variants** in their portfolio and **800+ OEM projects**
- **Exclusive special solutions from a one-stop shop**
- **Comprehensive product portfolio:** Machine lights, signal lights, workplace lights, camera lights, UV process lights and much more.

Exclusively for you: As a thank you for my recommendation, you will receive **30% discount** on your first order (excluding services).

I have also informed Ms. Ester, the sales manager at DIANA, so that she can contact you directly.

Further information: <https://diana-leuchten.de/>

Best regards

[Your name]

Email message to Ms. Ester: valentina.ester@dianaelectronic.de

Hello Mrs. Ester,

I have sent a recommendation message via chat.

Here are the contact details of the recipient to follow up:

Name: [contact name]

Phone: [Contact office phone or cell phone]

Email: [contact business email]

Kind regards

[Your name]