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The Art of Affiliate Etiquette

Paul Pasternak of Legends Limousine
Billy Placier of Commonwealth Worldwide
Quentin Shackelford of All Class Limo

Moderated by Tom Halsnik of Walsh Chauffeured Transportation

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Welcome & Thank You to Our Sponsors

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There are no “rules” for affiliate work, but there are best practices.

Using industry best practices increases your inbound affiliate work and makes your outbound affiliate work more profitable.

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Sourcing and Trading Affiliate Work

- **Best Places to Grow Affiliate Business**
- **One-Off Affiliate Trips vs. Long-Term Relationships**
- **Top 3 Qualifiers for Choosing Affiliates**

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Communicate, Communicate, Communicate

- **Communication Practices for Streamlining Affiliate Work**
- **Communication Failures**

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Rates

- **Farm-Out Profit Margin Goals**
- **All-Inclusive Rates**
- **Billing Discrepancies**

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Setting Expectations

- “Pet Peeves” with Affiliate Work
- Non-Negotiables for Sending Farm-Outs
- Sensitive and Unique Situations

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Setting Standards

- **Affiliate Agreements and Insurance**
- **Billing**
- **Representation of Affiliate Companies**

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Questions?

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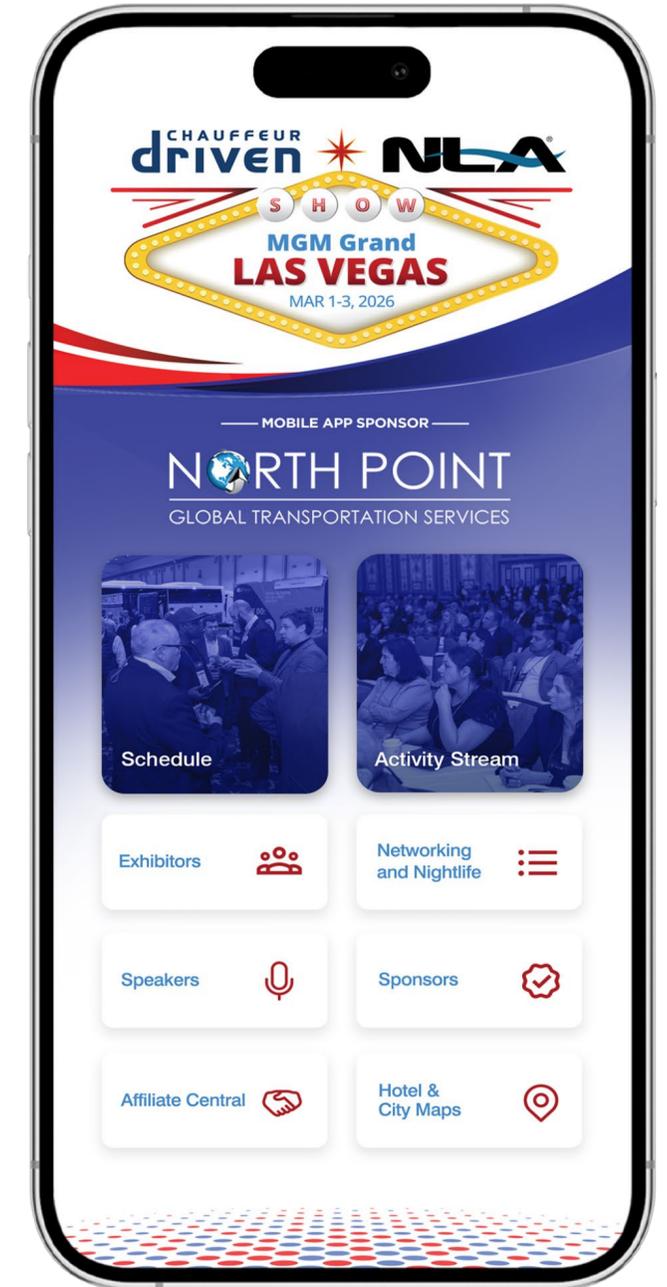
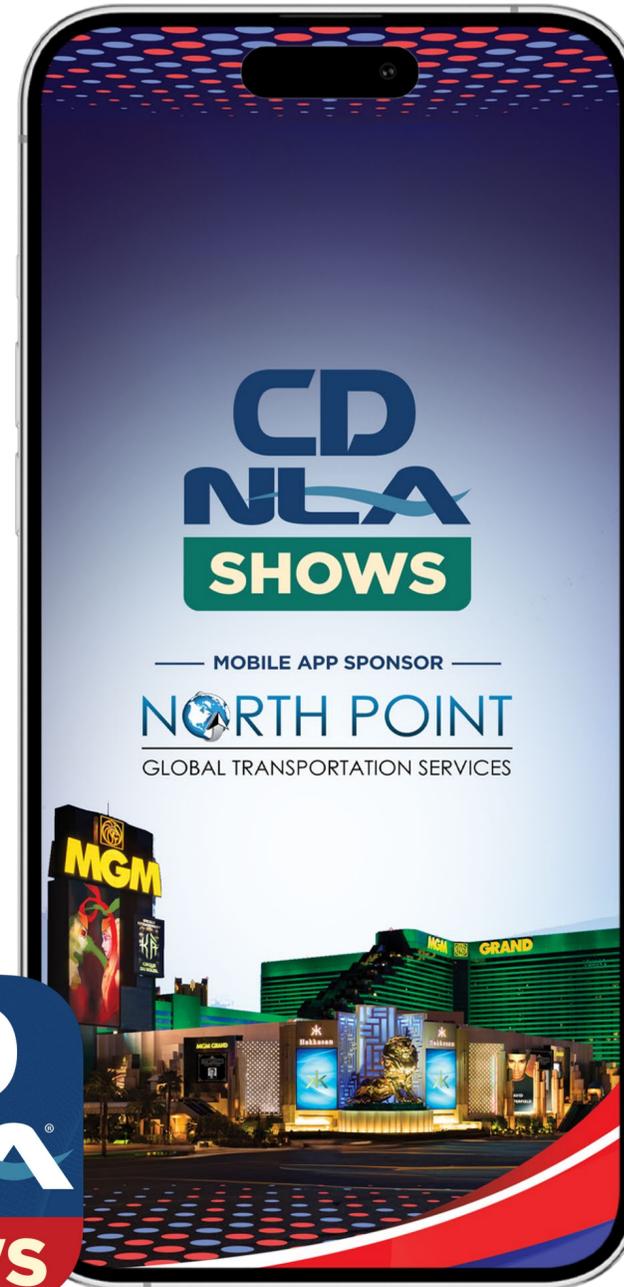


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