

Strategic Partner Guide

2026 – 2027 Edition

Inspire, Innovate, Integrate

Confidential — For Authorised Partners Only
pinetrix.com

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CHAPTER 01

Welcome to the Pinetrix Partner Program

Thank you for your interest in becoming a Pinetrix Strategic Partner. This guide contains everything you need to understand our partner program, sell our services confidently, earn commissions, and build a lasting business relationship with us.

A Message From Our Founder

At Pinetrix, we believe the best business relationships are built on mutual success. Our partner program is not a referral afterthought — it's a core part of how we grow. We've designed it to reward partners who bring genuine value: not just leads, but the right leads, matched to the right services, at the right time. When you partner with Pinetrix, you're not just earning commissions. You're giving your clients access to a team that will make you look good — because our success only happens when your clients succeed. I look forward to building something great together.

Malik — Founder & CEO, Pinetrix

Who This Guide Is For

This guide is for authorised Pinetrix Strategic Partners, including:

Partner Type	Description	Best Fit Services
Marketing / Web Agencies	Digital agencies adding BPO or white-label services	SEO, Digital Marketing, VA, Customer Support
Business Consultants	Independent consultants advising SMBs on operations	Back-Office, VA, Lead Gen, Appointment Setting
IT & Tech Firms	Technology companies whose clients need ops support	Customer Support, Data Entry, Back-Office, GHL Services
Other BPO / Outsourcing	Complementary firms referring overflow or specialist work	All services — white-label available
Industry Associations	Organisations with access to SMB networks	All services — volume referral model
Freelancers & Fractional Execs	Independent professionals with strong client relationships	VA, Appointment Setting, GHL Services

CHAPTER 02

About Pinetrix

Pinetrix was founded in 2022 in Lahore, Pakistan, to help growth-focused businesses across the US, UK, Canada, Middle East and Australia operate more efficiently — without the cost and complexity of expanding in-house teams.

We provide trained, dedicated remote professionals across eleven core disciplines — from 24/7 customer support and medical billing to GoHighLevel automation, lead generation, dispatch, SEO, and data management. Our clients range from solo entrepreneurs to multi-location enterprises.

At a Glance

Founded	2022
Headquarters	Lahore, Pakistan
Business Type	BPO & Digital Transformation
Service Lines	11 core disciplines (including GoHighLevel Agency Services)
Availability	24/7 (by service)
Markets Served	United States, United Kingdom, Canada, Middle East, and Australia
Languages	English (primary), Urdu, Spanish (on request)
Delivery Model	100% remote — dedicated teams per client
Contact	info@pinetrix.com +92 316 4772065 pinetrix.com

Mission & Vision

Mission To empower businesses worldwide with scalable, cost-effective BPO and digital transformation solutions — enabling them to focus on growth while we handle the operations that power it.	Vision To be the most trusted outsourcing partner for small and mid-size businesses across the United States, United Kingdom, Canada, Middle East, and Australia — known for reliability, quality, and measurable business impact.
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Our Values

■ Integrity	We say what we do and do what we say. No surprises, no excuses.
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■ Excellence	Every deliverable is internally reviewed. We don't ship mediocre work.
■ Partnership	We're not a vendor — we're an extension of your client's team.
■ Agility	We adapt fast. Needs change; we move with them.
■ Innovation	We constantly invest in better tools, processes, and training.
■ Accountability	Every team member owns their outcomes and reports on them.

CHAPTER 03

Why Partner With Pinetrix

The global BPO market is growing at approximately 8% annually. Small and medium-sized businesses — your clients — need the operational capacity of large companies but can't afford to hire in-house at US, UK or Australian rates. That gap is your opportunity.

Earnings Potential

Scenario	Monthly Client Value	Your Commission	Annual Earnings
1 Starter client	\$650/mo	\$65/mo (10%)	\$780/yr
3 Standard clients	\$1,200/mo	\$540/mo (15%)	\$6,480/yr
5 Standard clients	\$1,400/mo	\$1,050/mo (15%)	\$12,600/yr
10 clients (mixed)	\$1,200/mo avg	\$1,800/mo (15%)	\$21,600/yr
20 clients (Elite tier)	\$1,500/mo avg	\$6,000/mo (20%)	\$72,000/yr

Note: Commission rates shown are at the Growth tier (15%) except the 20-client example which assumes Elite tier (\$25,000+/mo). See Chapter 4 for full tier details.

Why Pinetrix Over Other BPO Options

	Pinetrix	Generic Offshore BPO	Hiring In-House (US/AU)
Quality Control	✓ Internal QA every deliverable	Variable	✓ Yes
Dedicated Teams	✓ Named staff, your account only	Often shared	✓ Yes
Onboarding Speed	✓ 5 business days	2–8 weeks	4–12 weeks
Pricing	✓ \$500–\$5,000/mo	\$800–\$6,000/mo	\$4,000–\$15,000/mo
White-Label	✓ Full capability	Rare	N/A
Partner Program	✓ Tiered commissions	None	N/A
GHL Services	✓ Full agency service	Rare	N/A
Reporting	✓ Weekly & monthly	Inconsistent	Internal only
Contract Flexibility	✓ Month-to-month at Starter	Usually 12 months+	Employment law

CHAPTER 04

Partner Tiers & Commission Structure

Our partner program uses a three-tier structure based on cumulative referred revenue. The more you refer, the higher your commission rate — and once you reach a tier, your rate applies to all active referrals, not just new ones.

The Three Tiers

Tier	Name	Cumulative Monthly Revenue Referred	Commission Rate	Additional Benefits
1	Affiliate	\$0 – \$9,999 / month	10%	Partner portal access, sales materials, monthly newsletter
2	Growth	\$10,000 – \$24,999 / month	15%	All Tier 1 benefits + dedicated partner manager, co-marketing support, early access to new services
3	Elite	\$25,000+ / month	20%	All Tier 2 benefits + quarterly strategy sessions, custom SLA, priority onboarding, co-branded proposals

How Commission Is Calculated

Commission is paid on **net monthly revenue received** from clients you refer — the actual amount Pinetrix invoices and collects, after any adjustments.

Example	Detail	Amount
Client monthly invoice	Standard tier, 3 services	\$1,400/mo
Commission rate (Affiliate)	Tier 1 — \$0–\$9,999/mo	10%
Your monthly commission	$\$1,400 \times 10\%$	\$140/mo
Your annual commission	$\$140 \times 12 \text{ months}$	\$1,680/yr

Payment Terms

Payment Frequency	Monthly, within 15 business days of Pinetrix receiving client payment
Payment Method	Bank transfer (international wire) or other method agreed in writing
Currency	USD (default). Other currencies available by arrangement.

Minimum Threshold	Commissions under \$50 in a given month are rolled to the following month
Attribution Period	Commission paid for as long as the referred client remains active with Pinetrix
Chargeback Policy	If a client cancels within 30 days, the commission for that month is reversed
Tax	Partners are responsible for their own tax obligations. Monthly statements issued by Pinetrix.

CHAPTER 05

Services You Can Sell

As a Pinetrix partner, you can refer clients to any of our 11 service lines. Each entry includes the ideal client profile, a discovery hook you can use in conversation, and the pricing range.

SERVICE 01 — CUSTOMER SUPPORT

What it is: 24/7 multichannel customer service team — phone, email, chat, social.

Ideal client: E-commerce, SaaS, healthcare, real estate, service businesses receiving inbound enquiries

Discovery hook: *"How much revenue are you losing from slow or missed customer responses?"*

Pricing range: \$500 – \$3,000/mo

SERVICE 02 — MEDICAL BILLING & RCM

What it is: End-to-end revenue cycle management for US healthcare practices.

Ideal client: Solo practices, group practices, mental health, physical therapy, dental

Discovery hook: *"How much of your AR is sitting in unpaid or denied claims right now?"*

Pricing range: \$600 – \$5,000+/mo

SERVICE 03 — LEAD GENERATION

What it is: Consistent flow of qualified leads matching your clients' ideal customer profile.

Ideal client: B2B companies, consultancies, agencies, SaaS, professional services

Discovery hook: *"What would it mean to have a steady pipeline every single month?"*

Pricing range: \$500 – \$3,000+/mo

SERVICE 04 — APPOINTMENT SETTING

What it is: Outbound outreach that fills your client's calendar with qualified sales meetings.

Ideal client: Sales-driven organisations — insurance, real estate teams, B2B services, consultants

Discovery hook: *"Your sales team should be closing — not prospecting. What if their calendar was full every Monday?"*

Pricing range: \$500 – \$4,000/mo

SERVICE 05 — SEO SERVICES

What it is: Organic search growth through technical SEO, content strategy, and link building.

Ideal client: Local businesses, SMBs, e-commerce, professional services, SaaS

Discovery hook: *"What percentage of your website visitors are coming from organic search?"*

Pricing range: \$500 – \$5,000+/mo

SERVICE 06 — DIGITAL MARKETING

What it is: Full-funnel digital marketing: paid ads, social media, email, and content creation.

Ideal client: SMBs wanting to grow online presence without building an internal marketing team

Discovery hook: *"If you could double your marketing output at a third of the cost, what would you do with the difference?"*

Pricing range: \$600 – \$5,000+/mo

SERVICE 07 — VIRTUAL ASSISTANCE

What it is: A dedicated VA who functions as an extension of your client's team.

Ideal client: Entrepreneurs, executives, small teams, healthcare providers, real estate agents

Discovery hook: *"What tasks are taking up your time that someone else could handle better and cheaper?"*

Pricing range: \$500 – \$3,000/mo

SERVICE 08 — BACK-OFFICE SUPPORT

What it is: Bookkeeping, HR admin, payroll support, compliance, and internal reporting.

Ideal client: Growing SMBs, startups, agencies, law firms, healthcare offices

Discovery hook: *"Are back-office tasks slowing down your growth?"*

Pricing range: \$600 – \$5,000+/mo

SERVICE 09 — DISPATCH SERVICES

What it is: 24/7 logistics dispatch coordination for trucking, HVAC, plumbing, field services.

Ideal client: Trucking companies, HVAC, electrical, plumbing, any business dispatching people or vehicles

Discovery hook: *"What does a missed dispatch call or a routing error cost your business?"*

Pricing range: \$600 – \$4,500/mo

SERVICE 10 — DATA ENTRY & MANAGEMENT

What it is: Accurate, fast data entry and database management so systems stay clean and current.

Ideal client: Healthcare, legal, logistics, retail, financial services — any high data-volume business

Discovery hook: *"How much time does your team spend entering or cleaning data a trained specialist could handle?"*

Pricing range: \$400 – \$3,000+/mo

SERVICE 11 — GOHIGHLEVEL (GHL) AGENCY SERVICES

What it is: Full-service GHL setup, automations, funnels, pipelines, reputation management and white-label agency delivery.

Ideal client: Real estate agents, home services (HVAC/plumbing), healthcare practices, coaches, insurance brokers, agencies reselling GHL

Discovery hook: *"Are you using GoHighLevel yet? If not, you're leaving leads and revenue on the table every day."*

Pricing range: \$497 setup / \$997 growth / \$500/mo management

CHAPTER 06

How the Sales Process Works

From identifying a prospect to receiving your first commission — follow this six-step process.

01**Identify the Opportunity**

Spot a client who fits one of our ideal client profiles — struggling with operations, customer service, admin overload, or growth bottlenecks.

- Look for clients spending time on tasks that don't require their expertise
- Industries with high volume: healthcare, real estate, e-commerce, logistics, agencies
- Ask: 'What operational challenge is costing you the most time or money right now?'

02**Register the Lead**

Before approaching the client, register the lead at partnerships@pinetrix.com. This protects your commission and avoids conflict with other partners.

- Email: partnerships@pinetrix.com
- Include: Company, Contact, Service interest, Expected close date
- Lead registration locks attribution for 90 days

03**Discovery Conversation**

Have an initial conversation to understand their needs. Use the discovery hooks from Chapter 5. Don't promise specific pricing — that's Pinetrix's job.

- Use the discovery hooks from Chapter 5
- Understand: How many people? What tools? What's the current pain?
- Don't promise specific pricing or timelines

04**Introduction to Pinetrix**

Once qualified, introduce Pinetrix via warm email introduction, three-way call, or share our materials and let us follow up.

- Warm email: CC info@pinetrix.com and make the introduction
- Three-way call: we join a call with you and the client
- Share materials: send the Service Catalogue or Company Profile

05**Pinetrix Takes Over**

Pinetrix handles the full sales conversation: discovery call, custom proposal, pricing, and close. We update you on progress at every step.

- We'll send updates after each touchpoint
- You're welcome to stay involved — or step back
- We never undermine your relationship with the client

06**Deal Closes — You Earn**

When the client signs and pays their first invoice, your commission clock starts. Payment within 15 business days each month, for as long as they stay.

- Commission confirmation sent by email
- Payment within 15 business days of client payment
- Monthly partner statement shows all active referrals and earnings

CHAPTER 07

Marketing & Sales Support

You don't have to sell Pinetrix alone. We provide a full suite of sales support materials to help you open doors, build credibility, and close deals.

Sales Materials Available to All Partners

Service Catalogue	Full details of all 11 services with pricing — ready to share with prospects
Company Profile	Professional corporate brochure covering who we are and how we work
Capability Statement	Government and enterprise-format overview for formal procurement
GHL Services One-Pager	Dedicated one-page overview of our GoHighLevel agency services
Email Templates	Proven cold outreach templates for each service category
Proposal Template	Co-branded proposal template for your sales conversations
Partner Presentation Deck	Ready-to-use PowerPoint for introducing Pinetrix in meetings

Co-Marketing Support (Growth & Elite Partners)

- Joint LinkedIn posts and social media content featuring your partnership
- Co-branded PDF proposals with your logo and Pinetrix branding combined
- Guest features in Pinetrix partner newsletter
- Referral link / partner landing page on pinetrix.com
- Collaborative webinars and educational content for your client base
- Custom pricing packages for your most active client segments

CHAPTER 08

Partner Onboarding Process

Becoming a Pinetrix partner is straightforward. We get you active and earning as quickly as possible — while making sure the foundations are solid.

Your Onboarding Timeline

Day 1	Application & Agreement	Complete the partner application and sign the Referral Partner Agreement. Confirmation within 48 hours.
Day 2	Welcome & Access	Receive your Partner Welcome Kit and access your digital sales materials library.
Day 3–4	Orientation Call	30-minute call with your Partner Manager. We walk through the program and align on your first target client profile.
Day 5	First Lead Registered	Register your first lead before your first week is complete — even if early-stage. Registering protects your attribution.
Week 2	First Joint Sales Activity	We'll support your first deal — three-way intro call, co-branded proposal, or shared email campaign.
Month 1+	Ongoing Partnership	Monthly performance reviews, commission payments, and continued marketing support.

CHAPTER 09

Reporting & Performance Tracking

As a partner, you'll always know exactly where your referred clients stand, what you've earned, and what's in your pipeline.

What You Receive Monthly

■ Partner Commission Statement

All active referrals, monthly invoice amounts, commission rate, and total earned

■ Lead Pipeline Update

Status of all registered leads: new, in discussion, proposal sent, won, or lost

■ Client Health Summary

For active referrals: brief notes on client satisfaction and relevant changes

■ Program Newsletter

Partner news, new services, market insights, and upcoming opportunities

Partner Dashboard (Growth & Elite)

Growth and Elite partners have access to a real-time dashboard showing referral history, current tier status, earnings to date, and projected annual earnings.

Dashboard Module	What It Shows
Active Referrals	All currently active clients and their monthly value
Commission Summary	MTD, QTD, and YTD earnings
Lead Pipeline	Status of all registered leads
Tier Progress	Current tier and progress toward next — Affiliate → Growth (\$10K) → Elite (\$25K)
Payment History	All commission payments received, with dates and amounts
Client Retention Rate	% of referred clients still active after 3, 6, 12 months

CHAPTER 10

Partner Code of Conduct

Our partner program is built on mutual trust. The following standards protect your reputation, your clients' trust, and the integrity of the Pinetrix brand.

What Partners Must Do

- ✓ Register leads before introducing Pinetrix to protect your commission attribution
- ✓ Represent Pinetrix services accurately — no overstatements or false promises
- ✓ Ensure all prospect data shared with Pinetrix is collected with proper consent
- ✓ Respond to Pinetrix communications within 48 business hours when a deal is in progress
- ✓ Keep client and Pinetrix business information strictly confidential
- ✓ Report any client complaints or concerns to your Partner Manager promptly

What Partners Must Not Do

- ✗ Claim to be a Pinetrix employee or represent Pinetrix formally without written permission
- ✗ Promise specific pricing, timelines, or outcomes without confirming with Pinetrix first
- ✗ Approach Pinetrix clients directly for unrelated commercial purposes
- ✗ Share confidential Pinetrix pricing, process, or commercial information with competitors
- ✗ Use Pinetrix branding or logos without prior written approval for each intended use
- ✗ Engage in deceptive, coercive, or pressure-based sales tactics
- ✗ Refer clients whose business is illegal, unethical, or contrary to Pinetrix values

Termination

Pinetrix reserves the right to terminate a partner agreement with 30 days' notice for any material breach. Pending commissions for the current month remain payable. No future commissions are payable after the termination date.

CHAPTER 11

Frequently Asked Questions

Q: Do I need to be a Pinetrix client to become a partner?

A: No. You can refer clients without being a client yourself. However, many of our best partners start as clients — experiencing our service firsthand makes you a much more credible advocate.

Q: Can I refer clients outside the US?

A: Yes. We serve clients in the United States, United Kingdom, Canada, Middle East, and Australia. If your client is in a different market, contact us and we'll assess feasibility.

Q: What happens if a client I refer already knows Pinetrix?

A: If the client has already had contact with Pinetrix, attribution may not apply. This is why registering leads early is critical. We resolve attribution disputes case by case, fairly.

Q: Can I refer a client to multiple services?

A: Yes — and you should. Multi-service clients generate higher monthly revenue, which means higher commissions for you and more value for the client.

Q: Can I offer my own discount to close a deal?

A: No — only Pinetrix can authorise pricing adjustments. If you believe a pricing exception would help, discuss it with your Partner Manager before making any commitment to the client.

Q: How long does attribution last?

A: 90 days from the registration date. If the deal doesn't close within 90 days, re-register with a status update. Active clients generate commissions indefinitely once live — no expiry.

Q: What if a client cancels?

A: Commissions stop from the month following cancellation. If they cancel within the first 30 days, the commission for that month is reversed.

Q: Can I white-label Pinetrix services?

A: Yes — at any tier, with the white-label add-on. All work delivered under your brand with no Pinetrix mention. Contact your Partner Manager for setup.

Q: Do you offer GoHighLevel services through the partner program?

A: Yes. GHL Agency Services is now Service 11 in our catalogue. You can refer clients needing GHL setup, automations, funnels, or ongoing management — and earn commissions on those engagements just like any other service.

Q: Is there a minimum referral requirement?

A: No. There's no minimum to maintain partner status. However, partners with no activity for 12 months may be moved to inactive and will need to re-apply.

Q: Who do I contact if I have a problem?

A: Affiliate tier: info@pinetrix.com with 'PARTNER' in the subject line. Growth and Elite: contact your dedicated Partner Manager directly.

Q: What markets do you currently serve?

A: Our primary markets are: United States, United Kingdom, Canada, Middle East, and Australia. We are continually expanding — if your client is elsewhere, contact us to discuss.

CHAPTER 12

Contact & Next Steps

You've read the guide. Here's how to turn that into action.

Your Next Steps

This week	Email info@pinetrix.com with subject 'PARTNER APPLICATION' and include your name, company, and a brief description of your client base
Within 48h	Receive your Partner Agreement and Welcome Kit from our team
Day 1	Sign the agreement and schedule your orientation call
Week 1	Register your first lead
Month 1	Close your first referral and receive your first commission

Contact Directory

Purpose	Contact	Response Time
Partner Applications	info@pinetrix.com (subject: PARTNER)	48 hours
Lead Registration	partnerships@pinetrix.com	24 hours
Commission & Payment	Your Partner Manager / info@pinetrix.com	24–48 hours
Sales Support / Co-Pitch	Your Partner Manager	Same day
Technical / Client Issues	info@pinetrix.com	24 hours
General Enquiries	info@pinetrix.com	48 hours

Ready to Partner?	info@pinetrix.com	pinetrix.com
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