

AcceleTrex continued (2 of 3): What's in it for "Market Experts" and Listing Vendors

Context: Exceptional IT leaders, practitioners, vendor customers, and sales professionals with 15-20+ years of experience, quickly understand next-generation technology.

AcceleTrex, a 7x24 referral exchange, refers to these individuals as Market Experts (MEs).

Market Experts do not engage in direct sales, although some have over 20 years of professional selling experience. Their expertise and relationships are equivalent to intellectual property; personal source-code that cannot be replicated or stolen, but with trust, shared. **AcceleTrex enables Market Experts to "license" this expertise via referrals, and vendors compensate in the form of Personal Recurring Revenue (PRR).**

Personal Recurring Revenue, internally known as "Mailbox Money," is generated through referrals that lead to transactions. The ME's incentive is straightforward: 10% of top-line revenue for the duration of the contract. The advantage for listing vendors lies in market access. There is a clear distinction between an **"Addressable Market" vs. "Accessible Market"**. Addressability refers to Gartner's predicted yearly spend. Accessibility is the vendor's share of the addressable market (real opportunities). Market Experts trusting your technology enable honest, intelligent discussions that address real-time problems: **Your Accessible Market!**

Market Experts play a crucial role in transforming unknown entities into recognized and reliable ones. Trust is essential in facilitating this transition. AcceleTrex has automated and simplified a traditional method of business growth through "Trusted Referrals." By collaborating and supporting one another, vendors, clients, and MEs achieve mutual growth and benefit financially in the process.

Vendors, RSA is 7 weeks away. Your relationships and customers are ready to support your success. Let's activate them. Tom@AcceleTrex.com

Market experts, please email me to discuss the exchange. If you have been in the industry for 15-20 years, we are likely 1 or 2 degrees of separation apart. Tom@AcceleTrex.com

P.S. Deposits are made via ADP as 1099 independent contractors, with earnings reported to the IRS annually. No paperwork for either vendors or Market Experts.