

THE PARTNER PROGRAM GUIDE

# Turn “how’s the team doing?” into a service line.

StaffHero gives HR consultants a productized employee-listening diagnostic for clients of 25–200: anonymous pulse surveys, a plain-English Leadership Brief, and a client who finally acts on feedback. You charge for the engagement; we pay 35% of everything they pay us — for as long as they stay.

<b>35%</b> LIFETIME RECURRING	<b>10% off</b> YEAR ONE, FOR YOUR CLIENT	<b>\$750–\$2,500</b> YOUR OWN SPRINT FEE	<b>Monthly</b> PAYOUTS · \$50 MINIMUM
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### WHAT'S INSIDE

- 02 Same program. Different jobs.**  
The two tracks compared — and the money: what each client is worth, when it matures, how it pays out.
- 03 Your code & the People Risk Sprint**  
The 10%-off named code your clients will thank you for, plus a week-by-week runbook for a 2–4 week paid diagnostic.
- 04 What partners get**  
Playbook, templates, brand kit, public samples, hands-on help — and how attribution keeps your deal yours.
- 05 Ground rules & how to join**  
Six compliance rules that protect your commission, and the three-step application.

### WHAT YOU'RE RECOMMENDING

An anonymous monthly pulse — 6 questions, under 3 minutes: the certified eNPS® question plus 5 rotating drivers drawn from 35 research-backed questions across 19 engagement drivers. Every round feeds a plain-English AI **Leadership Brief** that tells leadership what's at risk and what to do next. Flat plans \$99–\$299/mo, never per-seat.

	eNPS®	RECOGNITION	WORKLOAD	GROWTH
Engineering	+64	+53	-14	+38
Sales	+62	+52	+34	+4
Support	+51	+36	+2	+56
Operations	🔒	🔒	🔒	🔒

Operations has 4 responses — below the 5-response floor, so every cell stays locked. Anonymous to the employer, enforced in code: results appear only once 5+ people answer; written comments only at 7+.

### THE MOTION YOUR CLIENT BUYS

- 1 Monthly pulse**  
6 questions plus an optional comment box, under 3 minutes — anonymous to the employer, enforced in code.
- 2 Leadership Brief**  
Plain English: what's at risk, what to do next — every issue tagged.  
**RED** **AMBER** **GREEN**
- 3 One visible action**  
Leadership acts, the team hears it came from their feedback, and next month's pulse gets more honest.

*Lean teams don't buy another HR platform.  
They buy an answer to “what's really going on?” — and you deliver it.*

Licensed NPS® vendor · Bain-approved	Free to explore, pay to launch · no card	60-day money-back guarantee
Setup in under 15 minutes		

## THE TWO TRACKS

# Same program. *Different jobs.*

One application form covers both tracks. The difference is the work: Certified HR Partners implement with their clients and stay involved; Classic Affiliates publish and recommend.

	CERTIFIED HR PARTNERS	CLASSIC AFFILIATES
Who it's for	HR consultants, fractional HR leads, and agencies who implement with clients	Bloggers, newsletter writers, LinkedIn and YouTube creators with an audience
Commission	<b>35%</b> of every payment, lifetime	<b>25%</b> of every payment, lifetime
What you do	Run the engagement: qualify, set up, launch the first pulse, read out the Leadership Brief, land the first action	Publish and recommend: share your link or named code with your audience
How you join	By application — every one reviewed personally	Open application

**Do both? One account covers both — at 35%.** Certified HR Partners earn the top rate on everything they refer: implementation clients and content-driven referrals alike.

## THE MONEY

## Money in the bank, not list price.

### Commission base

Your percentage applies to cash actually collected — net of discounts, refunds, and taxes. Taxes and VAT are handled automatically at checkout, so the base is always clean.

### Maturation & refunds

Commissions mature 60+ days after payment, mirroring the 60-day money-back guarantee. If a payment is refunded, the commission auto-adjusts — no surprises later.

### Payouts

Monthly, \$50 minimum, via PayPal or Wise. Under \$50, the balance rolls forward to the next month — nothing expires.

### Upgrades

When a client grows from Starter to Growth or Scale, your commission follows the new payment amount automatically. Their growth is your raise.

## WHAT ONE CLIENT IS WORTH — BILLED ANNUALLY, AFTER THEIR 10% YEAR-ONE DISCOUNT

PLAN	ANNUAL PRICE	YOUR YEAR-ONE COMMISSION (35%)	EVERY YEAR AFTER
<b>Starter</b> · up to 50 people	\$990/yr	<b>\$311</b>	<b>\$346</b>
<b>Growth</b> · up to 100 people	\$1,990/yr	<b>\$626</b>	<b>\$696</b>
<b>Scale</b> · up to 200 people	\$2,990/yr	<b>\$941</b>	<b>\$1,046</b>

### A WORKING BOOK OF TEN

Three clients on Starter, six on Growth, one on Scale — all billed annually.

The same book as a Classic Affiliate: \$4,475/yr at 25%.

## \$5,630

your first year, at 35% — after the clients' 10% discount

## \$6,260/yr

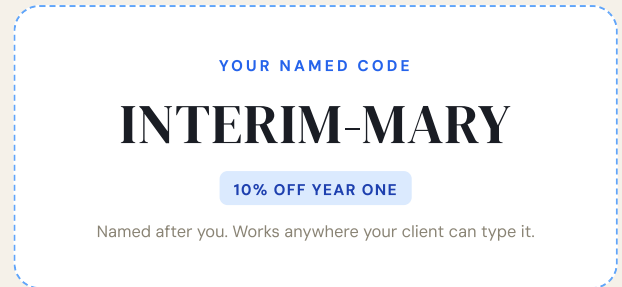
every year after, for as long as they stay

YOUR PARTNER CODE

# Give your clients a *gift*, not a pitch.

- ✓ It works **spoken aloud in a meeting** — no link, no click. Your client types it at checkout and the discount applies.
- ✓ To your client it reads like **your negotiated rate** — you arrive with a benefit in hand, not a pitch.
- ✓ It **stacks with your 35%** — the 10% comes out of our side, not yours.
- ✓ First-time customers only, **one code per partner** — scarcity is what keeps it feeling like a favor.

Prefer a link? Your dashboard gives you one of those too, with a 90-day cookie — code and link credit the same account.



THE PEOPLE RISK SPRINT

# A packaged engagement you can sell *next week*.

A 2–4 week diagnostic you run on top of StaffHero — scoped, priced, and repeatable. The client gets an honest read on their team; you get a productized entry point that leads naturally into ongoing advisory work.

- 0 WEEK 0**  
**Qualify & scope**  
 Confirm the fit — 25–200 people and a leadership team willing to act on what it hears. Agree your fee, set the calendar, send the intro email from the kit.
- 1 WEEK 1**  
**Set up**  
 Create the workspace, import the team, schedule the round. Setup takes under 15 minutes — most of week one is the CEO announcement that makes the pulse land well.
- 2 WEEK 2**  
**First pulse — target 70%+ response**  
 6 questions plus an optional comment box, under 3 minutes to answer. The round stays open 7 days with one reminder 2 days before close. Anonymous to the employer, enforced in code.
- 3 WEEK 3**  
**Leadership Brief readout — 60–90 minutes**  
 Walk leadership through the plain-English Brief: what’s strong, what’s at risk, and the recommended next moves. This meeting is where your expertise earns its fee.
- 4 WEEK 4**  
**Land ONE visible action & close the loop**  
 Pick a single change the team will actually notice, ship it, and tell the team it came from their feedback. One kept promise is worth ten action plans.

**\$750–\$2,500**

People Risk Sprint, end to end

**\$500–\$1,500**

standalone Brief readout

**\$300–\$1,500<sub>mo</sub>**

ongoing advisory retainer







**These fees are yours.** You invoice the client directly and keep 100% — on top of your 35% commission on their StaffHero subscription.

**After week 4, the Sprint doesn’t end — it renews.** The pulse keeps running every month, and each new Leadership Brief arrives ready for your commentary. That is the retainer conversation, and it has a natural yes.

WHAT PARTNERS GET

# You bring the clients. *We bring the rest.*

Everything below ships with your approval email. The goal: your first client engagement should feel like your tenth.

 <p><b>People Risk Sprint playbook</b></p> <p>The full week-by-week runbook from page 3 in reusable form: scoping questions, meeting agendas, and the readout structure.</p>	 <p><b>Templates &amp; scripts</b></p> <p>Client intro email, CEO announcement email, 3 LinkedIn posts, FTC disclosure lines, and 7 objection one-liners — copy, paste, adapt.</p>	 <p><b>Brand kit</b></p> <p>6 logo files plus an approved-claims sheet, so everything you publish stays on-brand and compliant without checking back with us.</p>
 <p><b>Public samples</b></p> <p>A real sample Leadership Brief at <a href="https://staffhero.com/sample-brief">staffhero.com/sample-brief</a> and Team Digest at <a href="https://staffhero.com/sample-team-digest">/sample-team-digest</a>. Show, don't tell — no signup needed.</p>	 <p><b>Hands-on help</b></p> <p>The StaffHero team works your first client with you — setup questions, privacy questions from the client's team, launch timing — until the first pulse is live.</p>	 <p><b>Partner dashboard</b></p> <p>Every referral, every payment, and every pending commission — visible in one place, updated as money moves.</p>

OBJECTION HANDLING

## Three common objections, answered.

<p><b>“Will people actually be honest?”</b></p> <p>“Results appear only once 5+ people answer, comments only at 7+ — enforced in code, not policy. Your team can read how it works at <a href="https://staffhero.com/for-your-team">staffhero.com/for-your-team</a>.”</p>	<p><b>“We already run an annual survey.”</b></p> <p>“An annual survey tells you what last year felt like. A monthly pulse catches this month's problem while it's still small — six questions, under three minutes.”</p>	<p><b>“What if the scores are bad?”</b></p> <p>“A low score you can see beats a problem you can't. The Brief pairs every red flag with a recommended next move — that's the work, and it's billable.”</p>
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ATTRIBUTION BASICS

## Your deal stays your deal.

<p><b>1 Your named code wins at checkout</b></p> <p>Spoken, typed, or forwarded — when your code is used, the referral is yours. No cookie needed, no link required.</p>	<p><b>2 Links carry a 90-day cookie</b></p> <p>B2B decisions take time. A click on your link keeps the referral yours for a full quarter, even if they sign up weeks later.</p>	<p><b>3 Working a deal privately? Register it</b></p> <p>Email the company name to <a href="mailto:partners@staffhero.com">partners@staffhero.com</a> before the deal progresses: 90 days of protection, with one extension on demonstrated progress.</p>
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This page is the plain-words version. The full attribution rules — and everything else contractual — live at [staffhero.com/partners/terms](https://staffhero.com/partners/terms). Quick answers to the twenty most-asked questions: [staffhero.com/partners/faq](https://staffhero.com/partners/faq).

**One bookmark covers this whole page.** The playbook, templates, brand kit, and both public samples live in the partner resource hub — updated as the product evolves.

[staffhero.com/partners/resources](https://staffhero.com/partners/resources) →

**Tax basics.** US partners submit a W-9 (non-US partners: the W-8 equivalent) before their first payout. US partners earning \$600+ in a year receive a 1099-NEC. The program is open internationally — payouts arrive via PayPal or Wise wherever you are.

GROUND RULES

## Six rules. All of them *protect your commission.*

Nothing exotic — these are the norms of a program built on professional trust. Breaking them is the only way to lose a referral you've earned.

1

**Disclose, always**

An FTC-compliant disclosure in every placement — posts, emails, videos. The partner kit includes ready-made lines.

2

**No bidding on brand terms**

Don't bid on "StaffHero" or its misspellings in paid search. That traffic was coming anyway — it earns no one a commission.

3

**No coupon, deal, or cashback sites**

Your code is a professional courtesy, not a promo listing. Codes found on deal sites are retired.

4

**No fake or incentivized reviews**

Genuine recommendation only. Never pay for, seed, or reward positive reviews — anywhere.

5

**No self-referral**

Your code is for clients and your audience — not your own workspace or companies you control.

6

**Approved claims only**

Stick to the approved-claims sheet in the brand kit — especially on anonymity, where precision is the product.

**The claim that matters most — anonymity, said the approved way:** "Anonymous to your employer, enforced in code: results appear only once 5+ people answer, written comments only at 7+, no IP logging, no device fingerprinting." Mechanics over superlatives — precision is what makes the claim credible to a skeptical team.

HOW TO JOIN

## Five minutes now. A revenue line for years.

1

**Apply**

One form, five minutes, no scoring bot — every application is read personally. Reply by email within a few business days.

2

**Get set up**

A dashboard invite, your named code — the **INTERIM-MARY** pattern — and the full partner kit land in your inbox.

3

**First client, together**

We work your first client with you — hands-on until the first pulse is live and the Leadership Brief is in your hands.

**Have a specific client in mind?** Say so in the application — we'll prioritize the review and register the deal to you from day one.

**What we look for:** you work with leadership teams in the 25–200 range, you can name a first client or an audience, and you're comfortable holding the readout meeting. That's it — no certifications, no quotas, no exclusivity.

READY WHEN YOU ARE

### Bring StaffHero to your clients.

One application covers both tracks. Free to explore, pay to launch — your client can see the product in demo mode before a dollar moves, and every subscription is backed by a 60-day money-back guarantee.

35% lifetime · 10% off year one for your client · payouts monthly, \$50 minimum

[staffhero.com/partners/apply](https://staffhero.com/partners/apply) →

Questions? [partners@staffhero.com](mailto:partners@staffhero.com)