

How to spot the right business and introduce them to Adfin

You'll likely already know a few businesses that fit. Adfin suits anyone who invoices their customers and wants to get paid faster.

Here's what a good referral looks like:

GOOD BUSINESSES TO REFER

- ✓ **Invoices its customers**
Sends a bill and waits to get paid, rather than taking payment on the spot
- ✓ **Wants to get paid faster**
And spend less time chasing
- ✓ **Uses GoCardless or Stripe**
Often paying more than they need to
- ✓ **Bills on a recurring basis**
Retainers, memberships or monthly fees
- ✓ **Needs to collect one-off invoices easily**
Things like project fees, deposits or final bills
- ✓ **Loses hours chasing late payers**
Or has a pile of overdue invoices
- ✓ **Has grumbled about fees**
Or being charged for failed payments

The more of these that ring true, the better the fit.

Industries that tend to fit:

Professional services, construction and trades, freelancers, consultants, distributors, and any business billing on a recurring basis.

MAYBE NOT A GOOD FIT...

Businesses that get paid on the spot, like cafés and shops, online stores and anyone outside the UK (we cover the Channel Islands via a separate route, but can't onboard elsewhere yet).

Introducing them

1. Make the intro

Loop in your account manager (grab a template from the [support centre](#)), with a line on how Adfin's helped you.

2. We run the demo

We'll show them how Adfin could work for their business.

3. Share your link

When they're ready, they sign up through your link and we take care of onboarding and everything else.

Make it count

Always introduce them through your referral link (under "Earn £200" in your dashboard, or at referrals.adfin.com) so the reward lands for you both.