

The Business Benchmark Group Partner program

Over the last 20 years, thousands of small businesses in the Trades and Construction sector have seen huge successes through our programs.

Some of these businesses are probably clients of yours right now.

Meaning you've already had a taste of what our partner program is all about.

Growing your business by growing theirs.

Because for them to grow, they need a supplier like you. One that they can rely on and that is able to meet their increased demand.

They need a supplier to spend their money with.

Why the Business Benchmark Group Partner program exists

We know how to take businesses from being "gun tradies" to best in class business people.

Generating real, repeatable success.

Success that doesn't go unnoticed.

Over the years we've received countless enquiries from B2B companies that realised the value our programs offer.

Having run the Business Benchmark Group Partner program with companies like Rexel, Employsure and HazardCo, we are now opening up the program to a select group who will definitely reap the rewards of participation



What you can expect as a partner

As a partner you're able to give your clients access to an amazing educational program that will not only help them grow and increase their spending with you, it's also a great marketing tool for your business.

Because we are selective with who we partner with and the exclusive nature of the program, it's a great way to differentiate your business and to (re)engage with your clients.

As part of the program we'll help you leverage this opportunity by providing you with all the marketing collateral required.

From social media to flyers.

Which is in addition to handling all the work and costs involved with delivering four amazing events in just the first year.

Throughout the entire program we'll work with your team to maximise effectiveness and to ensure the best possible outcomes for your clients and for you.

Delivering you the results we're known for.

“Thanks to all of you - the event was a great success and you all made the process so easy.”

DARREN HAYCRAFT

LMP ACCOUNTANTS

Benefits to your business

Increased revenue from existing clients

When your clients grow, so does their spending with you. Typically our \$1m + revenue clients will spend 20% on materials, and as their revenue doubles so will their spend with you.

Improved operational efficiency in working with your clients

As your clients become more structured, they become easier to work with, reducing bad debt and stopping credit/debtor issues.

Improved market differentiation helping you win more business

We will help you leverage this exclusive opportunity to (re)engage with existing clients and to attract new ones.

Increased customer loyalty and retention

Instead of simply being yet another supplier, you're seen as actively helping your clients succeed by offering them access to a program none of your competitors can.

In summary

The Business Benchmark Group Partner program is the perfect tool for any B2B business wanting to maximise the value they get from their existing and future clients.

Based on 20 years of experience and having worked with thousands of clients just like the ones you work with every day, we have a proven track record of putting our money where our mouth is.

From increased revenue to the excellent marketing opportunities, the program provides an amazing opportunity to any business that meets our partner criteria.



34% Revenue growth

across our entire client database
in 2020



Rated 4.9

Average rating on Google Reviews



97% of our clients

are now only selling to their most
profitable customers



“I’m so grateful that Rexel put us on to you. It’s been a really good process from the start to now. I can only see good things coming from it.”

RICHARD HUNT

C&R ALL SPARK ELECTRICAL

Join our other amazing partners

