

8.1.5 Sharing your referral code with other pro shops

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account

Spectre Cloud's **referral programme** rewards existing subscribers for introducing other pro shops to the platform. When a new shop signs up using your referral code, both your shop and the new subscriber receive a benefit — typically a billing credit applied to a future invoice. This page covers where to find your referral code, how to share it effectively, and what to expect when a referral converts.

□□ How the Referral Programme Works

Every active Spectre Cloud account has a unique referral code. When a new shop enters that code during sign-up, the referral is recorded against your account. Once the new shop completes sign-up and their first billing cycle, the referral benefit is applied — to their account, to yours, or to both, depending on the current programme terms.

- □ Each Spectre Cloud account has **one unique referral code** — it does not change and does not expire while the account is active.
- □ There is **no limit** on the number of referrals you can make — every qualifying sign-up earns a benefit.

-  The referral code can be shared with any pro shop that does not already have a Spectre Cloud account — it cannot be used to create a second account for an existing subscriber.
-  Referral benefits are applied automatically after the qualifying conditions are met — no manual claim is needed.

⚠ **Verify with Spectre team:** Confirm the current referral benefit amount and structure — specifically whether the credit applies to the referrer, the new subscriber, or both, and what the qualifying conditions are (e.g., first billing cycle completed, subscription active for 30 days). Update this page with the verified terms before publishing.

Finding Your Referral Code

On Desktop

1. Click your **pro shop name** in the top-right corner to open the profile menu.
2. Select **Account** or **Account Settings** from the dropdown.
3. Navigate to the **Referral** or **Referral Programme** section.
4. Your unique referral code is displayed here, along with a copy button and a pre-formatted share link.
5. Click **Copy Code** or **Copy Link** to copy it to your clipboard, ready to paste into a message or email.

On Mobile or Tablet

1. Tap your **pro shop name** or profile icon in the top-right corner.
2. Select **Account** or **Account Settings**.
3. Scroll to the **Referral** section.
4. Tap **Copy Code** or **Copy Link** to copy your referral code or share link.

 **Note:** The referral section may also show a summary of your referral history — how many shops have signed up using your code and what credits have been applied to your account as a result. Check this section periodically to confirm referrals have been recorded correctly.

Sharing Your Referral Code

Your referral code is most effective when shared with context — a brief explanation of what Spectre Cloud does and why the receiving shop might benefit from it, not just a bare code. The following approaches work well in practice:

Direct message or email to a specific shop

The most effective referral is a personal one — reaching out directly to a shop owner or manager you know, explaining what Spectre Cloud has done for your operation, and including the code as an invitation rather than a promotional blast.

- ☐ Mention a specific feature or workflow improvement that has made a difference in your shop — a concrete benefit is more convincing than a general endorsement.
- ☐ Include the direct sign-up URL (cloud.spectrebowling.com) alongside the referral code so the recipient can act immediately.
- ☐ Follow up once if you do not hear back — a second message a week or two later is reasonable; more than that risks the relationship.

Industry events and pro shop gatherings

IBPSIA events, regional bowling association meetings, and pro shop operator meetups are natural settings for sharing Spectre Cloud with peers. Having the referral code ready to share — written on a card, in a note on your phone, or as a saved message draft — means you can respond immediately when the conversation naturally reaches the topic of shop management software.

- ☐ Print a small card with your referral code and cloud.spectrebowling.com to hand out at events — simple, professional, and actionable.
- ☐ If you give a demonstration of Spectre Cloud to another shop owner, have the referral section open at the end so sharing the code is a natural final step.

Social media and online pro shop communities

If your shop has a social media presence or you participate in online pro shop operator communities, sharing your referral code in those channels reaches a wider audience than direct outreach alone.

- ☐ Use the pre-formatted share link from the Referral section — it includes the referral code automatically and links directly to the sign-up page.
- ☐ Frame the post around your own experience with the software rather than as a generic promotion — posts that share a real perspective perform better than posts that read like advertisements.
- ☐ Do not post your referral code in contexts where it could be used by non-pro-shop businesses — the programme is designed for bowling pro shop operators and referrals from outside the industry are unlikely to qualify.

☐ Tracking Your Referrals

The Referral section of your Account Settings shows a record of referrals associated with your code. Use this to confirm that referred shops have been recorded correctly and that credits have been applied as expected.

Status	Meaning
Pending	A shop has signed up using your code but has not yet completed the qualifying conditions for the credit to be applied
Qualified	The qualifying conditions have been met — the credit has been or will be applied to your account on the next billing cycle
Credited	The referral credit has been applied to your account and is visible on your billing history
Expired	A sign-up was started using your code but was not completed within the required window — the referral does not qualify for a credit

⚠ **Verify with Spectre team:** Confirm the referral status labels match the current Spectre Cloud UI exactly — and add or remove statuses from the table if the app uses a different set. Also confirm the qualifying window for a pending referral to convert before it expires.

☐ Making the Most of the Referral Programme

- ☐ **Share your code at the point of enthusiasm** — when a fellow shop owner asks what software you use or expresses frustration with their current setup, that is the moment the referral is most likely to convert. Have the code ready to share immediately rather than promising to send it later.
- ☐ **Be specific about the benefit to the new shop** — rather than saying "it's great," tell them which part of your workflow it improved. The oval calculator, the spec sheet history, the Arsenal — whichever feature solved a real problem for you is the feature most likely to resonate with a peer.
- ☐ **Mention the free trial or entry-level pricing** — the barrier to trying Spectre Cloud is low. Reminding the receiving shop that they can sign up for `$29.99 USD/month` and cancel anytime removes a significant hesitation point.
- ☐ **Check your referral history periodically** — a pending referral that has been sitting unqualified for several weeks may mean the new shop started the sign-up process but did

not complete it. A quick follow-up message can get them over the line.

- ☐ Do not represent the referral benefit inaccurately when sharing your code — tell the receiving shop what they will receive based on the current verified programme terms, not an inflated version of it.

☐ Referral Credits and Billing

Referral credits are applied to your Spectre Cloud account and deducted from a future invoice automatically. They do not require any action on your part once the qualifying conditions are met.

- ☐ Credits appear as a line item on the invoice to which they are applied — you can verify a credit was received by checking your billing history in the Account section.
- ☐ If a credit you expected has not appeared after the qualifying conditions were met, check the Referral section first to confirm the referral shows as Qualified or Credited. If it still shows as Pending after several billing cycles, contact Spectre Cloud support.
- ☐ Credits apply to the core subscription charge — confirm with the Spectre team whether credits also apply to plugin charges or only to the base plan fee.

Related Sections

- 8.1.1 — Updating your pro shop name and display information
- 8.2.1 — Subscription plans — what is included and how to change
- 8.2.2 — Adding and removing plugins
- 01.8 — Entering a referral code during sign-up

☐ **Tip:** The pro shop industry is a small, well-connected community — word of mouth from a trusted peer carries more weight than any advertisement. A genuine recommendation from one shop owner to another, backed by a referral code and a real account of what the software does for your operation, is the most effective way to grow a programme that benefits everyone who participates in it. Share the code when it comes up naturally, be honest about what the software does and does not do, and let the product make the case.

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