



# Partnership Options

Unlock new revenue streams and elevate your offerings with TAP Innovations' partnership models. Whether you prefer hands-off earnings through referrals, active engagement with customized marketing support, or full white-label solutions, TAP empowers you to enhance your customer relationships and boost your bottom line. Discover how our flexible partnership options can transform your business model and drive substantial financial returns.

## Passive Partnership

Ideal for Technology Advisors seeking low-risk involvement, this model allows you to earn commissions by simply referring customers to TAP. You provide customer information via a [Dedicated Referral Link](#), TAP handles the rest, and then keeps you informed throughout the sales and project processes. This seamless process comes with no minimum or maximum commitment requirements, no cost, no risk, and an amazing revenue upside for you.

**Success Story:** MLR Tribal Solutions, LLC, struggled with their core business systems until they were introduced to TAP Innovations. We turned their challenges around in one week! Their Technology Advisor initiated this transformation by simply referring us, earning a one-time commission of **\$15,000+** and an ongoing **\$300** recurring monthly. Now in its 27th phase, MLR continues to grow and succeed leveraging TAP's technology, [Read more about their story here](#).

## Active Partnership

Building on the Passive Model, the Active Option invites you to engage more deeply in the sales process, opening the door to higher commissions. TAP equips trusted Technology Advisors with marketing and sales resources including customized email templates, effective verbal scripts, customer success examples, and other marketing/sales materials, enabling you to proactively market and sell TAP Solutions and Services. This approach not only enhances engagement with current customers and prospects but also leverages the familiar ease of our [Referral Link](#).

**Success Story:** When Building Solutions faced a challenge, they turned to their trusted technology advisor and asked, "Do you know of a trusted company that handles integrations or custom app development?" The advisor recommended TAP Innovations and also helped with the sales process. As a result, TAP developed a custom app that resolved their customer's issues and created a new revenue stream with a higher commission for the advisor due to their involvement with the sales process. [Read the full story here](#).

## White Label Partnership

For those who prefer to own the entire marketing and sales process, the White Label Partnership allows trusted technology partners to offer TAP's products and solutions under their own brand. This model supports your existing sales processes and enables them to deliver services directly, leveraging TAP's backend support to enhance your offerings and customer relationships.

**Success Story:** You know when a leading HCM Implementations company wanted to add Document Migration Value to their customers but found themselves limited? Well, we solved that. A leading HCM solutions provider faced this exact challenge and, after signing a white label partnership with TAP Innovations, they have now broadened their portfolio, improved customer retention, and are seeing an average of 5 new customers opt into TAP's White Labeled Solution monthly. [Learn more here](#).

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