1. **What is the Inner Circle Program?**
   It is an incentive program designed to reward eligible Comcast employees who refer Comcast Business and/or Comcast Spotlight services and products. Management reserves the right to determine what constitutes as a valid lead. See terms & conditions for details.

2. **When did the Inner Circle program launch?**
   May 5, 2014. It replaced the 1+1=BEN Program for Business Services referrals. As of November 7, 2018, employees can also refer Comcast Spotlight products and services.

3. **How do I submit a referral?**
   You must be logged into the Comcast Network. You can access the Comcast Biz Leads portal and submit a referral by visiting InnerCircle.cable.comcast.com or by going to ComcastNow and searching “Inner Circle”.

   *Note: Comcast Spotlight Employees select Comcast HQ for Division when prompted.*

4. **What are the employee qualifications to refer a customer?**
   - Employee has Active Status
   - Employee cannot be in a commission Comcast Sales role
   - Has not exceeded maximum reward
     - $6,000 / Calendar Year
     - 20 Referrals / Month

   See official Terms and Conditions for full eligibility criteria

5. **What are the Comcast Spotlight - Advertiser qualifications for employee payout?**
   - Inactive Advertiser – Cannot have been on air within the last 12 months
   - Sign a 3 month contract within 90 days of the referral date
   - Been on air for a minimum of 1 day of contract.
   - **Do I have to know a Prospect that I am referring?**

   The program is designed for you to recommend individuals within businesses to Comcast Business/Comcast Spotlight as a good “Sales Prospect” – you should be referring people that you know would be interested in our products and services.

6. **What does Comcast Business/Comcast Spotlight offer?**
7. **What is the referral reward?**
   You will receive $150 on your next paycheck for each business that you refer to:
   - Comcast Business that installs our services within 90 days
   - Comcast Spotlight that signs a contract within 90 days of your referral and remains an advertiser for 30 days

   See official Terms and Conditions for full eligibility and reward requirements.

8. **Is this program voluntary?**
   Absolutely. This program is completely and strictly voluntary.

9. **Can I solicit potential customers and submit their name as part of this program?**
   - No. No employee is permitted to solicit customers for this program
   - Door to door solicitation is strictly prohibited
   - This program is designed to identify people you may know who have expressed an interest in services provided by Comcast Business or Comcast Spotlight (e.g. friends, neighbors, family)

10. **Can I perform work in order to identify names of prospects?**
    - No. You should not be performing any work whatsoever on this program, other than submitting the web form of potential customer.
    - This program is only designed for you to submit the names/information of individuals or businesses that you already know who have expressed an interest in Comcast Business services

11. **When will I see the reward?**
    The $150 Reward will appear as soon as practicable applicable after the referred customer has met the requirements of the Program.

12. **Is there a limit to how many businesses I can refer?**
    Yes. Employees can make up to 20 referrals per month and can earn up to a maximum of $6,000 per calendar year by participating in the Comcast Employee Inner Circle Business Referral Program.

13. **What if my referred customer is eligible for a payout based on the requirements for both Comcast Business AND Comcast Spotlight?**
    You will be compensated for both rewards (total of $300), as long as the client has maintained service/remained on air for at least 30 days as the requirements specify.

14. **What happens after I submit a referral to the Inner Circle Program?**

    **Comcast Business Referrals:**
    - Your Comcast Business prospect will be forwarded to a designated Sales team in Salesforce
    - The goal is to have your prospect contacted within 48 hours
After determining if the business is interested in Comcast Business services, a survey may need to be done to determine if Comcast has a network nearby.

- It generally takes approximately 5 business days for this process.
- If construction is not required to get the network to the building, installation should occur within 5-10 business days.
- If construction is necessary, it could take up to 90 days before installation occurs.
- You can keep track of your status at all times by going to InnerCircle.cable.comcast.com.

Comcast Spotlight Referrals:

- Referrals will be downloaded and scrubbed against our CRM.
- Demand Generation separates responses into viable/not viable and will distribute to Sales.
- Viable contacts will be updated daily in SalesLook with lead source change for tracking.
- Tracking will occur to flag any status changes on viable accounts.
- If active, check referral date against new client date for validation (Confirm schedule created within 90 days/Active schedule for 30 days).
- Verify billing is in good standing and employee meets requirements for payout.
- Payment will be approved in Inner Circle portal.

You can keep track of your Referral status by going to InnerCircle.cable.comcast.com.

15. **What if two people submit the same referral?**
   If duplicate referrals are submitted, the referral that was submitted first, according the date and time stamp from the web site, would dictate who qualifies for the reward.

16. **What if my referral leads to multiple installations and/or contracts due to multiple locations, franchises, etc.?**
    Each referral is only eligible for one reward or payout.

17. **Can I see the programs Terms & Conditions?**
    Yes. Official Terms and Conditions of this program can be viewed by going to InnerCircle.cable.comcast.com.

18. **Where Can I go if I have additional questions?**
    Reach out to your Region / Division Point.