



FOR PSA MEMBERS: **GAUTENG - PRETORIA AREA**

13-08-2026

Get rewarded with *TBFS*



The PSA, in collaboration with the Union's business partner, **TBFS**, is pleased to announce the launch of a two-month **Lead Generation Proof of Concept (POC)** aimed at giving selected shop stewards the opportunity to assist in generating new business leads whilst testing a new lead-generation process in the PSA.

0860 101 003

Who can participate?

A maximum of **50 PSA shop stewards** will be selected to participate in the pilot project. Participation will be limited to **the first 50 shop stewards who register** using the link following link: [TBFS Referral Pilot Project – Fill out form](#)

How will the project work?

The pilot project will run from **1 September 2026 to 31 October 2026**. Selected shop stewards will be required to identify and submit potential new business leads during the two months. Each participating shop steward will be required to submit **TEN leads over the two months**. Only leads that are **validated and successfully converted into captured new business** policies will qualify for an incentive.

Incentive

Participating shop stewards will receive **R100 for every lead that results in a successfully captured and validated new policy sale**. Incentive payments will be processed **weekly**, subject to the lead being validated and the new business policy being successfully captured.

Training and launch

The first 50 selected shop stewards will be required to attend a short **training workshop at the PSA Provincial Office in Pretoria**, hosted by **TBFS**. The workshop will provide participants with the necessary information and guidance on:

- How the lead generation process works;
- How to submit leads;
- How leads will be tracked and validated;

- How successful conversions will be recorded; and
- The incentive payment process.

The final date of the training and official launch will be communicated to the selected participants.

Limited to 50 shop stewards

This is a **Proof of Concept**, and participation is therefore limited to **50 shop stewards**. If you are interested in being part of this pilot project, **register as soon as possible**. Once the first 50 qualifying shop stewards have registered, registration will close.

Scan here to participate



Be one of the first 50 shop stewards to participate in this exciting new initiative that can pave the way for all PSA shop stewards and members.

Any member who wishes to join *TBFS* can call/*WhatsApp* on **0860 101 003**.

Employees who want to join the PSA can contact any of the following PSA Organising/Marketing Officers:

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