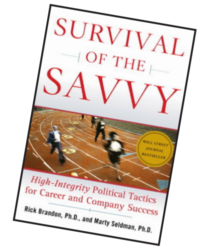
organizational savvy



Affiliate Consultants Certification FAQ's

October 3-5 in New York, NY **or** **October 24-26 in San Francisco, CA**

Why Should I Become an Organizational Savvy Licensed Broker?

- To add to your client list and revenue.
- To expand your product offerings.
- To be part of a prestigious cadre of learning professionals.
- To gain access to an easy-to-sell course that is respected by scores of Fortune 500 companies.
- To become Master Trainer certified to conduct Train-the-Trainer sessions for your own staff or client trainers.

How Do I Benefit As a Licensed Broker? Your wholesale Licensing and Materials Fee gains you a profit of $100-$175 per participant, plus whatever trainer delivery fee you charge. You'll add this in-demand program to your offerings, but have no obligaion to sell it. Brokers report that they can get in the door easier with this unique, provocative, and intriguing topic, and then can position their other programs.

What is My Investment to Become a Licensed Broker? You pay $1,950 for a 3-day *Affiliate Consultant Certification Workshop*, where you'll learn to sell and teach the course. We'll discount your Participant Licensing and Materials Fees by 20% until you earn back $1,200, making the net investment only $750.

Why Is *Organizational Savvy* So Easy to Sell? The content is unlike commonplace training topics such as communication skills, working styles, presentation skills, etc. *Organizational Savvy* is truly a one-of-a-kind course addressing a cutting edge competency. "Navigating organizational politics" grabs training managers' attention, jazzes up their curriculum, and raises their eyebrows ("There's actually a course on company politics?!") You'll have little competition, will receive impressive sales tools, and we literally wrote the book on the subject, bringing you instant credibility. Current Brokers report ongoing sales success year after year.

What Does the Wholesale Participant Licensing and Materials Fee Cover? This fee lets you use our proprietary design and gets you all courseware: the Pre-Course Learning Packet, *Organizational Savvy Self-Assessment* with 18-page Scoring Report, color Participant Workbook with teaching slides and activities, Reinforcement Booklet with sustainability tools, author-signed *Survival of the Savvy* bestseller text with job aid bookmark, 52 weekly reinforcement emails with practical application tips, and re-taking the online *Organizational Savvy Self-Assessment* 2 or 3 months after the course. We print and ship deliverables to you.

Does Brandon Partners Vet Brokers Before the Certification Workshop? Yes. We want your firm and ours to enjoy a mutually rewarding, win-win partnership. So a brief *Fit Factors Discussion* explores your training and sales experience, location, and current client base. We'll answer any concerns, and reinforce that you are under no obligation to sell or teach the course. You will simply be adding *Organizational Savvy* to your product suite. We respect your need to similarly qualify us, so let's ensure we both get our needs met!

Is there a Sales Minimum to Maintain Certification? No. You will decide how much time and energy to devote to sharing this course with your clients. However, our other Affiliates gain immediate added revenue because training managers are so receptive and eager to install this distinctive, fresh curriculum option.

BRANDON PARTNERS
Corporate Training in Organizational and Interpersonal Savvy

organizational savvy Affiliate Consultants Certification FAQ's (continued)

What Kind of Sales Support Do I Receive? In additon to learning how to sell and market the course during the 3-day *Affiliate Consultants Certification*, you'll receive mentoring from Dr. Rick Brandon, regular Sales Teleconferences, and many sales tools:

- Course Brochures branded with your company logo and contact information.
- Monographs on how to position and sell the course.
- Sample Benefit Statements other brokers have used to interest clients.
- Classy, branded resources such as "Business Benefits of Organizational Savvy," which shows many clients' strategic business drivers for installing the program.
- Sample branded workbooks in pdf form you can share with clients.
- Complimentary online *Organizational Savvy Self-Assessments* for marketing purposes, so that prospects can see the course prework and understand the 13 ethical politics skills that are taught.
- Slides and outlines to conduct complimentary product showcase webinars (using your webinar platform).
- Access to Dr. Brandon to help you close a sale with top decision-makers.

How Do My Materials Become Branded? At no cost, we will private label all of your *Organizational Savvy* sales resources, workbooks, prework, and slides to feature your company's logo and contact information. If you need us to tailor materials to a client's logo, special title, and/or other customization needs, our desktop publisher collaborates with you efficiently and cost-effectively.

How Involved and Restrictive is the Licensing Agreement? The brief *Affiliate Consultants Agreement* simply gives you permission to distribute and deliver the *Organizational Savvy* course and materials to your clients. It in no way restricts your existing product offerings and there is no minimum sales requirement.

Do All of My Training Firm's Facilitators Need to Pay for and Attend the Certification Program? No. We recommend that your staff learn the program from it's author, Dr. Rick Brandon. But because the 3-day Certification also covers how to sell the course, you may want to instead prepare your staff trainers to teach the course through two other methods: (1) as a Master Trainer, you can train your own trainers or clients to deliver the course, or (2) you can bring a Brandon Partners Master Trainer to your headquarters for a train-the-trainer session, just as we offer our clients.

Will Brandon Partners Compete With Me? Before you sign our *Affiliate Consultant Agreement*, we exchange one another's Client Lists and work closely and flexibly with you to avoid jeopardizing existing business relationships. Other Brokers can speak to you about our win-win, fair collaboration practices.

Does Becoming a Broker Mean I Teach for Brandon Partners? No. Brandon Partners sometimes hires Affilitate Consultants to staff programs we sell, but we have a full cadre of seasoned trainers, so this should not be your motivation to become certified. The purpose is for you and/or your training firm's trainers to sell and teach the course under your own company's umbrella with materials that are private labeled with your branding and logo. If you wish, you also can contract with Brandon Partners to have one of our trainers co-train with you or your staff trainer/s to deliver courses that you sell. Brokers often like the option of having an experienced Brandon Partners facilitator at their first outing.

What Are My Next Steps? Please contact us through Broker@BrandonPartners.com or call us at 415-389-4740. We appreciate your investing time and energy to understand this opportunity, and we are excited about the prospect of exploring a positive, mutually profitable learning partnership!