



Channel Partner

In this **document of understanding** the need is, to **increase reach** to prospects that don't live within your sphere of influence. This can be done through a sector that consults to a specific or general business need. They normally **represent best practice** in a specific field or business process, (domain knowledge) e.g. sales process, legal process, accounting/financial overview, company valuations etc.

The vehicle governing “our” relationship




A short contract document, easy to engage with, but specific on the duties required, is created by mutual agreement between the parties

1. Created **to manage the relationship** between a person or business entity, that can have a **proactive positive influence** on a prospects Business Development buying criteria or implementation activity.
2. A channel is normally **incentivised** through commissions, barter or bonus.(to perform) and receives a “signing commission” when converting **NEW** revenue;
 - a) **Introduction** by **identifying a possible recipient** of our skills and IP **(20%*)**
 - b) **Introduction** by **opening doors**, understanding **the buying criteria** and **positively influencing outcomes (30%*)**
 - c) **Jointly or severely**, conducting the **acquisition process** and being actively engaged in **signing** or **generating the order** on their paper or ours. **(50%*)**

Activity/Governance	Product/service/activity
Sales target (# of units or Rand amount)	1on1 coaching ; the eCourse platform ; Live Events; Class Room subject specific; Kick-Off meetings ; etc., (a productised column as part of the mutually agreed forecast)
What documents/communications support the payment of incentives	<ul style="list-style-type: none"> • eCourse sign-up access - ad hoc support requests • Coaching client register through the pre-pay on-line system (no or low collection issues)
What other completed steps/documents	<ul style="list-style-type: none"> • signed channel agreement; acceptance of:- channel process definition; expectations measurements; progress forecasting through regular reporting.
What is the incentive	<ul style="list-style-type: none"> • initial training on (how to articulate) the Business Development process and values; 1hr/m on-line mentoring; ad-hoc coaching help on demand “face” value R800/hr • sharing of marketing collateral • joint support for pre-sales presentations of coaching methodology “face” value R800/hr • Commission on initial transaction (see *) • Shared commission during on-going engagement





Activity/Governance	Product/service/activity
When is the commission due	<ul style="list-style-type: none"> when prospect commits to ad hoc hour or coaching process session, & their payment is honoured, amount transferred within 2 working days
What is the Commission	<ul style="list-style-type: none"> Platform; single ad hoc pre-sale internet based channel client guidance through eCourse Sessions with partner , (education value R800/hr - no billing, NOT a payment) Coaching agreement; R1500 for each 2x1hr tranche, partner attending on-line session , ad hoc client agenda internet based 1x1hr discussion sessions for channels client, each diarised, paid & delivered session, commission R400/hr 

* is paid on the **initial event**, as a **% of revenue**, in **addition** to the on-going commission

*  only available at clients discretion

The objective for this Business Model would be to generate;

1. **enhanced client/consulting activity** for the channel partner, possibly generating **additional income**,
2. to **introduce** the channel client to the **web-platform(s)** and collect commission for **requested ad hoc client agenda discussion(s)**,
3. to **partner the client** who has a 1-on-1 coaching relationship with the CompanyOfONE (CoyOf1) using our **Application** and **Implementation** of the Business Development IP as well as **being exposed to that coaching activity** through their **joint engagement** with the client in their coaching call(s) (license allows for 4 participants)
 - they may have a paid-retainer relationship with the client as a change agent for **Application**, or may,
 - fulfil specific paid roles (like program director or project coordinator) that assists the client in **Implementation**,
 - these activities to be priced, billed and collected by the channel partner outside the formal channel relationship.
4. to finally, (they may) engage fully with EMyth as a certified coach themselves after attending a Coaching Intensive, mentored and influenced by their relationship with the CompanyOfONE.



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