

OTA Associates Program

INTRODUCTION

The objective of the OTA Associates Program is to supply our various collaborators with the tools and incentives that will allow them to develop new business opportunities regarding OTA's Educational and Change Management (OCM) offering.

ASSOCIATE CONTRIBUTION

Business Opportunities

The OTA Associate will explore his/her **Personal Network** in order to identify business opportunities.

The OTA Associate will use **local promotional tools** in order to enhance business development efforts, with OTA approval.

Progress Reports

The OTA Associate will send OTA a **monthly progress report** outlining his efforts and identifying the business opportunities in a short term and long term perspective.

Market information

The OTA Associate will **inform OTA** of any market related information that could be of strategic use in an overall business development perspective.

BENEFITS

First choice as Lead Consultant

Once a Business opportunity has been established, the OTA Associate will be offered **first choice** as the lead consultant in the engagement, be it either a training or an OCM coaching mandate.

Finders Fee

The OTA Associate will receive a Finders Fee of **10%** of the amount of the initial contract signed with the client. This amount will be paid to the Associate once OTA has received payment from the client.

SUPPORT

OTA Lead Referrals

Any potential customers (Leads) identified by OTA that are located in the Associate's designated territory will be forwarded to him/her for follow-up & closing purposes.

OTA Support Material

OTA Associates will have access to all marketing and support material that has been developed in order to enhance and facilitate business development efforts, such as:

OTA Web Site

OTA Training Curriculum (SAP, IT Modules)

OTA E-Learning tool (Access, Demo, Tutorial, Specs sheet)

OTA Price List (Training, Coaching, Licensing, etc.)

OTA Client List

OTA Consultants (Core team of OCM & Training experts)

Monthly progress report template

Etc.

OTA Financing

A request for financial assistance regarding certain marketing activities may be directed by Associates to OTA for analysis.

OTA Counsel

OTA Associates have access to the Corporation's considerable expertise in various areas through the in-house staff, as well as through OTA's network of consultants. This knowledge is made available to OTA Associates whenever necessary.