



## OTA Associates Program

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

### BENEFITS for ASSOCIATES

#### *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 training or an OCM coaching mandate.

#### *Financial incentive*

The OTA Associate will receive a financial compensation, which will vary according to the element sold, as well as the level of involvement of the OTA Associate in the sales process. This amount will be paid to the Associate once OTA has received payment from the client.

#### *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 Website
- OTA Training Curriculum (Generic, SAP, Training Modules)
- OTA E-Learning Tool (Access, Demo, Tutorial, Specs sheet, etc.)
- OTA Price List (Training, Coaching, Licensing, etc.)
- OTA Client List
- OTA Consultants (Core Team of OCM & Training experts)
- Monthly progress report template
- Etc.

#### **Organizational Transition Associates**



### *Joint Marketing*

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

### *OTA Support*

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.

## FINANCIAL COMPENSATION

Financial incentives for OTA Associates are based on three (3) reference levels (Levels 1, 2 and 3), and are in relation with the Associates level of involvement in the product/service sales effort, as follows:

LEVEL - 1: Associate identifies a potential customer and relays the reference information to OTA (Finders Fee);

LEVEL - 2: Associate is involved in the sales cycle (contacts with the client, meetings with the client, presentation of OTA to the client, etc.), but the packaging of the OTA solution to be sold to the client, as well as the final proposal are executed by OTA;

LEVEL - 3: Associate is responsible for the execution of the sales process. Client contacts, packaging of solution and final proposal are to be executed by the OTA Associate. After-sales service is also covered by the Associate, who has in fact a Reseller status with OTA.

### ***Financial compensation of OTA Associates :***

<b>Products / Services</b>	<b>Level - 1 (Finders Fee)</b>	<b>Level - 2</b>	<b>Level - 3 (Reseller Status)</b>
OCM Coaching	5% (of profit margin)	7% (of profit margin)	10% (of profit margin)
Training (OCM/Soft Skills) (E-Learning & Classroom)	5% (of sale)	10% (of sale)	15% (of sale)
Licences and OTA Tools (OCM & Training)	5% (of sale)	10% (of sale)	15% (of sale)

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## 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.

## CONDITIONS

- Participation to the OTA Associates Program is on a purely voluntary basis.
- Associates will receive financial incentive once OTA has received payment from the client.

IN WITNESS WHEREOF AND UPON READING AND AGREEING TO THE FOREGOING, the OTA Associate has signed:

Signed in \_\_\_\_\_, on: \_\_\_\_/\_\_\_\_/2008

OTA Associate: \_\_\_\_\_

### **Organizational Transition Associates**

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