



## **Change - New Partners**

### Frequently Asked Questions

#### **Who are Change?**

We are a company that provides recruitment, training and systems based products and services to the automotive industry to dealerships and supply companies that support the motor trade.

#### **How do Change do this?**

We have developed an operational system or process, which allows our Partners to provide recruitment, training and systems based products and services to the automotive industry to dealerships and supply companies that support the motor trade.

#### **What is a Partner?**

A Partner is a person, firm or company that has entered into a Licence with us to provide recruitment, training and systems based products and services to the automotive industry to dealerships and supply companies that support the motor trade.

#### **What is a Licence?**

A Licence is a twelve-month agreement that has been formulated by combining a franchise agreement and a supplier service level agreement to create a win-win relationship between our Partners and us.

#### **Can I see a copy of a Licence?**

Yes, our Licence is available to view on the website. Select Partners on the main menu and then select Licence.

#### **How do I find out about becoming a Partner?**

You can view our Partner Presentation and a Partner Licence from the website. Select Partners on the main menu and then select Presentation or Licence.

#### **How long is the Licence term?**

Our Licence is for twelve-months and is renewable.

#### **How much will it cost me to become a Partner?**

There are two fees associated with being a Partner. Firstly a registration fee which is payable every year and secondly a licence fee which is payable monthly.

#### **What is the Registration Fee?**

The registration fee is one of two fees that are payable when you become a Partner (the other being the licence fee). The registration fee is the annual fee for joining the partnership. This will give you the rights to trade under the Change brand selling and delivering our products and services through our system for a twelve-month period.



### **What else do I get for my Registration Fee?**

You get the ability to trade under Licence as a Change business and you receive an initial business pack, which comprises business cards, headed stationary, corporate brochures and leaflets and promotional materials. You also get to attend an initial training programme. Please note the offering is different for a Company.

### **What is the Initial Training?**

Within every annual Licence agreement there are six days of residential training. You can select these training days from a series of different training courses that are available dependant upon which area or areas of the business you would like to specialise in, for example, within recruitment or training or both. Please note the offering is different for a Company.

### **Who provides this Training?**

Everything within the Change partnership is retained 'in-house' with one of our other experienced Partners providing the training course.

### **Can I provide training as a Partner?**

Yes, as a Partner you have the opportunity to have your own training products branded and placed within the Change product and service offering which is then made available for sale by the other Partners and through the website.

### **What happens if I do not utilise my six days of Training in the year?**

Every annual Licence includes six days of residential training and we give each of these days a monetary value. If you do not use your full quota of six days we give you a discount against the following year's registration fee based on the number of unused days multiplied by this monetary value. If you are already qualified as a recruiter or a trainer it is likely that you will receive this discount every year from the registration fee effectively halving it. Please note the offering is different for a Company.

### **Do I have to pay the Registration Fee every year?**

Yes, the registration fee is payable at the commencement of every new annual Licence to enable you to remain in the partnership.

### **How can I reduce this Registration Fee?**

There are two ways of reducing the registration fee. Firstly every annual Licence includes six days of residential training and we give each of these days a monetary value. If you do not use your full quota of six days we give you a discount against the following year's registration fee based on the number of unused days multiplied by this monetary value. The second way is by introducing new Partners where we offer you a significant commission against their registration fee for every year the new Partner remains within the partnership. This is then placed as a discount against your subsequent registration fees for every year that you remain within the partnership. Please note the offering is different for a Company.



### **What do I get if I introduce another Partner?**

For every new Partner that you introduce you will receive a significant commission against their registration fee for every year the new Partner remains within the partnership. This is then placed as a discount against your subsequent registration fees for every year that you remain within the partnership. This basically means that if you introduce two or three Partners and do not utilise your training days, your own registration fees will be reduced to zero. Please note the offering is different for a Company.

### **What is the Licence Fee?**

The licence fee is one of the two fees that you will pay to be Partner (the other one being the registration fee). This is payable monthly by direct electronic bank payment for the provision of our online business and management systems.

### **What is the profile of a typical Partner?**

In simple terms there are three types of profile for the Partners that work with us. The first type is the individual that has a high level of experience within the motor sector that has decided that they want to run their own business but under the umbrella of a nationally recognised brand. The second type is the individual that already operates as a sole trader or limited company selling training or recruitment products and services but now wants to increase their opportunities by operating with similar minded people under a nationally recognised brand. Finally, our third type is not an individual but a company in the motor sector that provides products or services that have seen an opportunity in terms of route to market by becoming one of our Partners.

### **Are all Partners' Limited Companies?**

No, to operate as a Partner you could be a sole trader, a partnership or a limited company it is basically your choice.

### **Can I run another Business if I am a Partner?**

Yes, many of our Partners run other businesses or have other business interests. They see merit in being a Partner either because they have a potential market available to them for the products and services that are available within Change or they see Change as a possible route to market for their own products and services, or in some cases, a combination of both.

### **Are all of the Partners the same?**

No, Change has some individuals that only operate as Change Partners and there are others that also have other business interests outside of the motor industry. Further, in some cases they are limited companies in their own right that sell other products and services but see merit in becoming a Partner because of the potential market available to them for the products and services that are available within Change or they see Change as a possible route to market for their own products and services, or in some cases, a combination of both.



### **Do all Change Partners operate in the same way?**

No they all operate quite differently and in ways that suit their own skills and experience or personal situation. The most typical examples are as follows:

- (1) Some simply operate a Change recruitment business where they sell recruitment services and then provide the recruitment service themselves.
- (2) Some simply operate as a Change training business where they sell training programmes and deliver the training themselves.
- (3) Some just want to sell recruitment or training services but then allow another Partner to actually provide or deliver the service. In this way they generate fees through the margin between the sales price and the cost to utilise another Partner to deliver the actual service.

### **How do I get my Products and Services added to the Change portfolio?**

The rule within the Change partnership is that we only sell products that are provided by our own Partners, so if you have a product that you want Change to add to the product and service portfolio you must become a Partner. Then there is a four-stage process as follows:

- (1) You present your product and service to the Change management team
- (2) If the management team approve your product and service it is then 'modulated' to reflect the brand and style of the Change products and services
- (3) When this is complete to the satisfaction of the Change management team the product and service will be added to the Change product and service offering and the Change website
- (4) Finally you then have the opportunity to present your product and service at the next national Partner meeting to give them the details and allow them to start selling your product and service

### **What kind of Product and Service could I introduce to Change?**

A good example would be a training programme. If you have developed a training programme you could have this approved, modulated and added to the Change product and services portfolio. Then after presenting this programme to the other Partners they could market this on your behalf and you would deliver the training programme to their clients.

### **What happens to my Product or Service if I do not renew my Partnership Licence?**

If you have developed a product or service and this has been marketed as a Change product or service and you decide not to renew your Licence then you retain the rights that you had for your product although you can no longer market it under our name. We will also retain this product or service and offer it to the other Partners to take over if they so wish. For example if you have introduced a training programme, which is now a Change product then it will be offered to the other Partners to deliver in the future.

### **Are other Partners permitted to deliver training programmes I bring to Change?**

Yes but only with your permission. The basic strategy behind the Change partnership is that people will develop products and services and then introduce these to Change. We



will then approve the product or service and it is then 'modulated to reflect the brand and style of the rest of our offerings. You then have control over this p or service and are responsible for delivering it. No other Partner will be given the opportunity to offer a similar product, which gives you a level of exclusivity. However, you may prefer to train other Partners to also deliver your product or service and then either charge them a fee for this or take a percentage of their fee every time they sell it.

