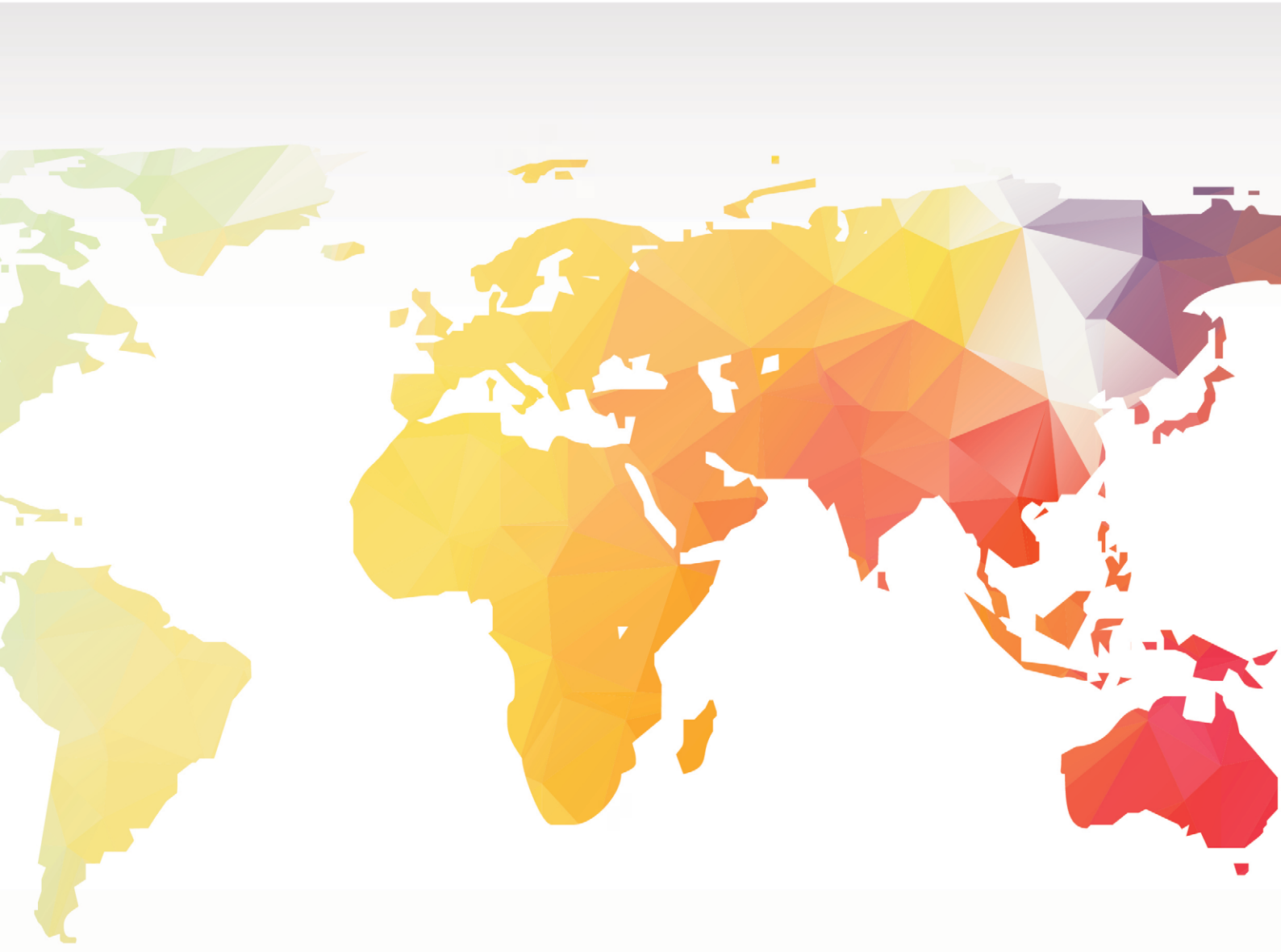


Skills Anytime Distributor Pack

Award-Winning, Online English Language Solutions from bksb®



Distribution

Skills Anytime are currently looking to expand their partner network across India, with specific focus afforded to Tier 1 and Tier 2 cities with the requisite IT infrastructure.

Partners are expected to share in the values of professionalism and dedication, as organisations who will put the client first and excel in support and customer services.

So why work with Skills Anytime?

We are the **leading provider** of **English**, Maths and IT eLearning solutions in the UK

We are trusted by **millions of people around the world** to help improve their essential skills

English is the **dominant global business language**, so there will always be demand for **exceptional**, cost-effective English eLearning programmes

Earn commission on each instance of new business, and upon the annual renewal of client licences, for the duration of the agreement

We have a **track record** of a **successful distribution** overseas

All types of registered companies are welcome to complete the Application Form (Page 13) to become a Skills Anytime distributor. Particularly welcome are applications from companies with a track record of working in, or supplying, education and training services, as well as those companies with an existing presence in eLearning delivery in the territory.

If selected as a Skills Anytime distributor, it will first be necessary to accept the official terms of distribution (Distribution Agreement). A summary of the agreement is provided on the next page and a template copy of the full terms and conditions is available upon request.

Agreement Summary

Below is a summary of the terms, conditions and operational activity involved in the partnership with bksb/bksb Pvt Ltd and the distribution of Skills Anytime.

Terminology

- The Supplier bksb Limited UK or bksb India Private Limited
- The Distributor Your company
- The Client The organisation purchasing (or intending to purchase) the Skills Anytime system

Agreement Proposal

The distribution agreement is for a 1 year, rolling agreement for the non-exclusive re-sale of Skills Anytime and associated platforms/products under the bksb and/or Skills Anytime brand in India.

The Supplier's agreement states that the Distributor will earn commission on:

- a) Each instance of new business (sales) in which the Distributor was been responsible for generating the lead, and;
- b) upon the subsequent licence renewal of the respective client's account, annually and thereafter for the duration of the agreement between both parties.

All clients in the territory are, and will remain, licensed to the Supplier for the duration of their contract. If the agreement between the Supplier and the Distributor is terminated by either party, or upon the expiry of the agreement (without renewal), no further renewal commission or instance of new business will be paid to the company formerly acting as the Distributor.

Distributor Licensing

The Distributor is licensed to use the bksb and Skills Anytime materials by permission of the Supplier which is typically arranged via the purchase of the Skills Anytime materials by the Distributor, directly from the Supplier. If the Supplier has no registered students, or has no requirement to use the Skills Anytime system, then it would not be necessary for the Distributor to purchase Skills Anytime.

Product Development

Original design, product and provision of hosted software will be provided by the Supplier via the bksbLIVE 2 platform. Intellectual Property rights remain that of bksb Limited at all times. The supplier does not grant any authorisation to the Distributor to alter/adapt or edit the products without express permission.

Marketing

The Distributor will be asked to undertake the promotional activity (and incurrence of those expenses) within the territory in order to bring the Skills Anytime products to market. The Supplier will provide marketing copy, brand guidelines and general eMarketing communications, including website design, social media and advertising costs; which may be developed in consultation with the Distributor.

Sales

The sales model for distribution of the Skills Anytime materials will be based on Business to Business networking and/or using existing Business to Business networks and distribution channels to promote the products.

The Supplier will set the prices for the market and the Distributor will promote and demonstrate the Skills Anytime system in the market. An existing system of lead identification will allow the Chandigarh head office to monitor all enquiries which originate from the Distributor’s activity.

All income from sales in the territory will be paid directly to the Supplier (bksb Pvt, Chandigarh) by the client. It is the Distributor’s responsibility to promote the Skills Anytime products and associated services by arrangement with the client (a demonstration) or as part of their current channels of communications. The Distributor will earn commission [FIG %) for each sale in the territory and on each instance of renewal thereafter, which is identified as a lead which has originated with the Distributor.

These leads are passed by the Distributor, to the Supplier, and the quotations are generated by the Supplier. The Distributor can discuss costs with the client, but the client must receive an official quote from the Supplier to then place their order.

The Supplier also processes the sales and provides the pre-sales support services. Commission payments by the Supplier to the Distributor are made monthly and the Supplier must be invoiced by the Distributor, based on the sales reports provided by the Supplier.

Post-sales support (on-site) will be provided by the Distributor (by means of client staff training). All remote support will be undertaken by the Supplier.

The Supplier will process all sales, generate the licence agreements and create client accounts on bksbLIVE 2.

Client renewal fees are typically at the same cost of initial purchase (and due every 12 months from date of sale). Prices are set by the Supplier and are subject to change.

The following table gives an overview of the general responsibilities for the Supplier and the Distributor during the agreement. Each responsibility is undertaken at each organisation’s own expense, with the exception of events, exhibitions and trade shows which will be discussed on a case-by-case basis.

Supplier responsibilities	Distributor responsibilities
<p>eMarketing, including website build and management, advertising and Google Adwords/SEO costs</p> <p>Setting the branding and design guidelines for the product</p> <p>Licensing, client quotations, terms & conditions</p> <p>Receiving and processing income from clients</p> <p>Creating client accounts on bksbLIVE 2</p> <p>Arranging sales commission to the distributor (where applicable) via Sannam S4</p> <p>Technical support for clients</p> <p>General and ongoing support, from both UK and Chandigarh offices, for the Distributor</p>	<p>Meeting with interested companies and clients and generating sales leads</p> <p>Printing marketing literature as required</p> <p>Upholding brand reputation</p> <p>Attending, or presenting at, local events and trade shows where applicable</p> <p>Client after-care and post-sales services (on site)</p>

Training and Support Services

The Distributor may provide support, demonstrations and training to clients in [TERRITORY] and these services are provided at the Distributor's expense. The Distributor may retain all income from such support services if they decide that these should incur costs for the client. These costs should be reasonable and agreed with the Supplier beforehand.

The Supplier may provide electronic/web technical support directly to clients as required and will provide ongoing support directly to the Distributor to aid delivery of the product to market – including building a website and producing electronic marketing documents and setting the brand guidelines for continuity purposes.

Sales Process Summary

		The Supplier	The Distributor
Pre-Sale	Operations and Quotations		The client (or the Distributor, acting on the client's behalf) contacts the Supplier for an official quotation, following discussions between the Distributor and the client.
Pre-Sale	Sales	The Supplier (bksb Pvt) issues formal quotations to the clients.	
Post-Sale	Licensing and Accounts	The Supplier licenses the client directly and both parties sign the formal licence agreement. The Supplier receives income & creates the account on bksbLIVE 2.	

Post-Sale	<p style="text-align: center;">Reporting</p>	<p>The Supplier informs the Distributor, as and when their leads become sales (including renewals).</p>	<p>The Distributor invoices the Supplier for their commission %.</p>
Post-Sale	<p style="text-align: center;">Technical Support</p>	<p>All technical support and account support is handled by the Supplier.</p>	<p>Post-sale site visits and training are handled by the Distributor (where necessary).</p>
Post-Sale	<p style="text-align: center;">Renewals</p>	<p>The Supplier will contact the client, before their 12 month expiry date, with renewal details and costs.</p>	<p>The Supplier will pay commission to the Distributor for each associated renewal (of their original qualified sale).</p>

Personnel

The Supplier recommends that, where possible, the Distributor appoints a designated contact as a Skills Anytime representative. It would be advantageous if this person had local knowledge of the curriculum and the resources to offer training and consultation (and run events) for clients and prospective clients in the territory. This person should also be the named contact to liaise with the Supplier.

Agreement

The Distribution Agreement between the Supplier and the Distributor remains active until **1 year** from the start date. It is intended that both parties renew this distribution agreement but both parties retain the right to withdraw at any time by giving 30 days' notice.

A copy of the full terms and conditions of licensing as a partner can be obtained on request.

How to Apply

A copy of our distributor application form can be found at page 13 of this document, and can be submitted to bksb UK.

If you are interested in working with Skills Anytime in India and would like to speak to our representative, please contact:

Andrew Craske

bksb Business Development Manager

andrew.craske@bksb.co.uk

00 44 (0)1623 413333

To speak to a member of our team in Chandigarh, please contact:

enquiries@skillsanytime.in

0172 400 6439

Distributor Application Form

Electronic copies are available upon request. All applications must be on behalf of a company registered and operational in India. Applications from individuals, agents, or non-legitimate companies will not be considered. bksb Limited reserves the right to reject applications and/or withdraw from discussions at any point.

Organisation	
Contact Person	
Contact Email	
Contact Number	
Website	
A brief description of your current business operations.	
A brief description of your current client base (including types of organisations and numbers where possible).	
Area(s)/Region(s) of India you would like to be considered for.	
Number of employees at your organisation (including sales people and any off-site staff).	
Please provide any other details which you believe are relevant to support the application.	

Please submit your application to andrew.craske@bksb.co.uk or enquiries@skillsanytime.in