

English Global Partner Program Frequently Asked Questions

Give me a short summary of the English Global Partner Program.

The basics of the program are simple. You run a TenStep branded consulting and training business in your local market. We provide you with the name recognition of our national and growing brand (TenStep) to help you differentiate your company from the crowded mass of companies just like you. We provide you with the TenStep family of products and our services model. You, in turn, pay us a fee to join the network, and you pay us a monthly royalty based on the revenue you generate in this business.

What is the biggest benefit to joining the English Global Partner Program?

There are a myriad of small to medium-sized local and regional services firms that provide project management and business process consulting and training. Very few of these companies have methodology products, and none of them has a recognizable brand. This is the market that we hope to exploit. We want our TenStep offices to be welcomed by local companies as a brand that these companies recognize and trust. Our offices will have the brands that clients recognize, the services that they need and the range of methodology products that none of our competitors can match.

So, first and foremost you are receiving our brand.

I understand that the TenStep brand is important. What other benefits do I receive?

You also receive access to content from TenStep, Inc. This includes all of our methodology products (TenStep, PMOStep, LifecycleStep, etc.), our training classes, our consulting services models, etc. Assuming you have the right people, you will be able to teach classes you don't have today, offer consulting services you don't offer today, and bundle our methodology products in value-added ways that you cannot today. Other benefits include:

- Ongoing business coaching
- Access to marketing and advertising material
- An Operating Manual with information on how to run the business
- Access to products and services across the TenStep network
- Franchise conferences
- Much, much, more

TenStep is definitely better known than my company, but it is not universally recognized. How do you gain more name recognition?

Good point. This is the beauty of this program. One of the major benefits of our business model is that we can combine a large pool of funding for common advertising and marketing. For instance, instead of having ten companies each try to build name recognition with limited funding, we combine the purchasing power of the ten companies into one common advertising and marketing pool. This leverages everyone's advertising spending to the benefit of the entire network. As we get more local offices, our advertising pool increases, allowing us to further



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build the brand, which will attract more people to open Global Offices, which will increase the advertising pool further.

What is the process for starting a TenStep office?

The general process is as follows:

1. You express an interest in our program by completing the online form requesting more information.
2. We send you a short non-disclosure form that you must acknowledge by fax or by return email.
3. We call you and discuss the program in more detail and answer your preliminary questions.
4. If you and we are interested in moving forward, we send to you a more formal non-disclosure agreement covering proprietary information that we will disclose during the remainder of the application process.
5. You complete a formal application.
6. We send a document that explains and confirms more detailed information on our program.
7. We answer additional questions. We review your application and ask you any follow-up questions we require to make sure that you are a good candidate. Please understand that many companies will apply but we will be very selective in terms of who can establish a TenStep Global Office.
8. If you and we are both comfortable in moving forward, you sign a formal license agreement and your journey to success begins.

What is the cost of the program?

There is an up-front fee required to join the program and there are monthly royalty fees based on revenue earned (please contact us for details). The up-front fee may be negotiable depending on the currency conversion between the USA and your country. There are also some minor fees to discuss later. These are all described to you so that you will have full knowledge ahead of time. The fees are designed to make sure that that people are serious about running a TenStep Local Office and yet not so much to be a large barrier to joining the program.

What other details can you share with me?

Actually - not much more. The purpose of this FAQ document is to give you a high-level overview of what this English Global Partner Program is all about. Most of the business model, financial arrangements, Operations Manual, etc. are proprietary, and will be discussed under non-disclosure.

If this sounds like a program you would like to pursue, complete the quick registration form on the bottom of the webpage so that we can contact you and start the process.

