

*Grow Your Business!  
Become a CRG Licensed Associate!*

# CRG Associate Program



## **Are You Interested in . . .**

- Accessing a Holistic Assessment System to instantly increase your credibility and results with your clients?
- Becoming part of a network of exceptional colleagues who are your personal and professional development peers?
- Creating new transactional, passive, and residual streams of revenue?
- Having the opportunity to do business globally and online and earn income through those activities?
- Making a difference and transforming other people's lives?

***Come Join CRG as a Licensed Associate!***



## Connect with a Like-Minded Community of Professionals and Peers

Becoming a Licensed Associate means you are part of the CRG Family. Whatever your level of success or responsibility, it is important to network and connect with others of like mind and values. Many of our clients and Associates have become coaches to one another—even best friends. Through our LinkedIn Group and other methods, you will become part of the CRG's Global Community of professional developers. You will be able to discuss with them potential applications, options, and possibilities about the use of CRG resources.

## Build Your Own Brand with CRG's Application Protocol Interface (API) and Co-Branded Online Reports

CRG recognizes your need to brand the experience and the value you add to our products—so much so that we built online code – our **Application Protocol Interface (API)** - so you can integrate CRG's Digital Dashboard and LMS seamlessly into any organization's online offering or system. In addition, you can co-brand all the online assessment reports with your logo or your client's logo. Our online delivery system is an easy, effective way to stay connected with your clients while increasing the power and recognition of your own brand – now with a new sub account capabilities.

## Develop a Global Business—Right from Your Location

We all acknowledge we are part of a global economy and business environment. CRG is a global player; as a CRG Licensed Associate, you are, too! Not only will you reach others around the world, you can serve in 12 languages (and growing). You need no longer rely on the local economy; you can diversify your business worldwide. We don't restrict where you do business. We want you to serve your clients wherever that takes you.

## Infinite and Diverse Applications

Our resources are designed to be used with individuals, families, teams, and organizations—in person, virtual or eLearning professional development applications. They can be engaged by individuals as young as 15 to the CEO of a Fortune 500 company—for career and team development, leadership retreats, marriage and relationship counseling, talent management, and HR to multiple-day seminars on sales, communications, and wellness and stress reductions, plus much more.

## The Right to Special High-Volume Annual Licensing Packages

CRG has created highly competitive offerings for your larger-client needs or when you are serving educational markets. The programs provide Licensed Associates a significant competitive advantage and flexibility as they engage the global marketplace. Contact us to learn more about these special programs.



## Testimonials

*“There is no doubt in our minds that CRG tools/assessments are by far the best in the industry and will transform lives and relationships. Being a CRG Licensed Associate helps us serve our clients and improves our brand.”*

Brian and Anne Bercht  
Passionate Life Seminars

*“After using the DiSC style instrument for more than 8 years, I was fortunate to discover CRG's **Personal Style Indicator**. I find the **PSI** much easier to administer, with very complete, easy-to-follow instructions. The **PSI In-Depth Interpretations** are much more accurate, as well, leading to more client satisfaction.”*

Bruce R. Wares, President  
Sales Productivity Institute

*“CRG has played a central part as provider of tools for developing leaders, teams, and organizations, while increasing their competitiveness. As CRG Licensed Associates, we find CRG's products very hands on and affordable. CRG solutions are always very appreciated by our clients. CRG is easy and professional to work with—and part of a long lasting and fulfilling partnership.”*

Mikael & Karin Berggren  
MMD International, Sweden

## Access to CRG's Proprietary Licensed Associate Residual, Passive, and Leveraged Revenue Model\*

There are no less than 7 different ways you can earn revenue. We equally reward professionals who refer as those who consume. You simply build, maintain, and grow your client relationships.

### 1. Wholesale Pricing

Get a discount price on your purchases of CRG resources. This contributes to your profit margin. For print-based resources, CRG can process and drop-ship to the location of an Associate's client at the Associate's direction.

### 2. Enhanced Affiliate Percentages

CRG has created a proprietary online Affiliate program where, if an Associate so chooses, clients can purchase directly from CRG. CRG will then forward a percentage of that sale to the Licensed Associate.

### 3. Second Tier Affiliate Fees

Associates earn a percentage on their clients' referrals. If a client is linked to an Associate on the CRG system and that client uses his or her ID when referring a colleague or an organization to CRG, the Associate will receive a percentage of that sale. We honor the power of networking.

### 4. Associate-Only Volume Bonus

The more business you do, the greater the reward. The volume bonus is based on your total sales over the past 12 months. Based on your sales, you can qualify for additional revenue.

### 5. Associate-to-Associate Referral Fee Program

CRG's peer-to-peer referral fee program supports collaborative behavior. If your contemporaries are interested in CRG solutions and resources and you refer them to CRG, you will earn a permanent referral fee on everything they purchase. We acknowledge the power of relationship marketing.

**6. Host or Sponsor a CRG Event or Professional Mastery & Assessments Certification for Event-Revenue Share with Offline and Online Options** Many organizations or partners are in a position to host their own CRG event. CRG partners with those who have the desire or capacity to do that. CRG partners with them by providing the expertise and content. The Associate fills the program seats as the event planner. We provide an event-revenue share. Please contact us for further details.

### 7. Subscription-Based Revenue

You will also be able to participate in CRG's Online University subscription or membership site. In partnership with CRG as an Associate, you will be able to have a revenue share on the monthly membership.

To confirm you qualify as a CRG Licensed Associate, go to

[www.crgleader.com/associates](http://www.crgleader.com/associates)

The qualities of CRG Licensed Associates vary with target market, business size, and experience but they all share a commitment to delivering high-value solutions to their clients. To be eligible to become a CRG Licensed Associate, you must

- own an established training, consulting, coaching, or professional development business;
- be willing and able to integrate technology-based products into your business;
- complete the CRG Professional Mastery & Assessments Certification Workshop;
- operate at the highest level of professionalism and integrity; and
- have the capacity to expand your offerings and be willing to invest in the CRG opportunity to grow your business.



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\*Financial details are available upon confirmation that you qualify to become a CRG Licensed Associate.



Come join us - apply now!