



to act  
as a



This Commercial License Agreement is made, this day

**dd mmmm yyyy**

~~~~~ Between ~~~~~

**Pragmatic EC Ltd**

of

**25 Buttermere, Great Notley, Braintree, CM77 7UY, UK.**

Registered Company Number **7139396,**

hereafter referred to as **PEC.**

And

\_\_\_\_\_ of \_\_\_\_\_

Registered Company Number \_\_\_\_\_,

hereafter referred to as the **CON,**

# Introduction

To provide consultancy services utilising PEAFF (in whole or in part), two mandatory criteria must be fulfilled:-

1)

Consultancy must be performed through a Limited Company which is a PEAFF Certified Consultancy (**CON**)



AND

2)

Individuals performing consultancy utilising PEAFF must be PEAFF Certified Consultants (**PCC**)



# PEAF Certified Consultancy (CON)

## Responsibilities

- Consultancy
  - Performing consultancy engagements using PEAF (in whole or in part) where appropriate.
- Marketing
  - Actively marketing PEAF to existing and future clients (e.g. Emails / Telephone, Conferences, Meetings, Presentations, etc).
  - Seek to promote PEAF to new customers and markets.
- Selling
  - Acting on leads (internal as well as created by external parties such as Independent PCCs or others).
  - Creating Proposals.
  - Making sales.
- Admin
  - Organising Logistics for Consultancy engagements.
  - Sourcing PCCs for Consultancy engagements.
  - Organising PCC Logistics for Consultancy engagements.

## Requirements

- The CON must employ (as permanent employees or as associates tied to your company) a minimum of two PCCs.
- The CON must hold a current PEAF Commercial License (See Commercials below).
- The CON must pass an inspection and review of your premises.

## Utilisation of PCC's

- Your own Tied PCCs.
- Independent PCCs.

## Commercials

- The CON pays an annual Consultancy License Fee based on the Turnover of the CON: -

|                           |          |
|---------------------------|----------|
| ○ Turnover < \$25M        | \$2,500  |
| ○ Turnover \$25M - \$100M | \$12,500 |
| ○ Turnover \$100M - \$1B  | \$20,000 |
| ○ Turnover > \$1B         | \$50,000 |

# PEAF Certified Consultant (PCC)

## Responsibilities

- Sales & Marketing
  - Actively market PEAF to existing and future clients (e.g. Emails / Telephone, Conferences, Meetings, Presentations, etc).
  - Seek to promote PEAF to new customers and markets.
- Consulting
  - Utilise PEAF (in whole or in part) as the PCC sees fit on consultancy engagements.

To become a PCC there are three ways: -

- Tied PCC
- Independent PCC
- PEC Associate PCC

Specimen Only

## Tied PCC

### Setup Fees

- PEA Training and Certification fees are paid by the Tied company.
- PEA Annual Certification Renewal fees are paid by the Tied company.

### Requirements

- You are a permanent employee or an associate of the tied company.

### Restrictions

- You can only work through that tied company.
- You cannot become a CON.
- Any leads you generate must be passed to the tied company to develop.

### Remuneration

- To be agreed between the PCC and the CON.

## Independent PCC

### Setup Fees

- PEA Training and Certification fees are paid by the Independent.
- PEA Annual Certification Renewal fees are paid by Independent.

### Restrictions

- You can work through any CON (including but not limited to PEC).
- You are free to become a CON if you wish but this is not Mandatory.

### Remuneration

- If the PCC is working through PEC...
  - PEC will pay PCC's a daily rate.
    - Paid at a rate of \$850/day.
  - PEC will pay PCC's a referral fee for any consultancy leads they generate.
    - Paid at a rate of \$2,000 per lead (when the lead generates profit in excess of \$20,000).
- If the PCC is not working through PEC...
  - To be agreed between the PCC and the CON.

## PEC Associate PCC

### Setup Fees

- PEA Training and Certification fees are paid by PEC.
- PEA Certification Renewal fees are paid by PEC.

### Benefits

- You become an Associate Employee of Pragmatic Enterprise Consulting (Pragmatic EC / PEC).
- You are issued with a PragmaticEC.com email address.
- You are issued with Pragmatic EC Ltd Business Cards.

### Restrictions

- You can only work through PEC.
- You cannot become a CON.
- Any leads you generate must be passed to PEC to develop.

### Remuneration

- PEC will pay PCC's a daily rate.
  - Paid at a rate of \$750/day.
- PEC will pay PCC's a referral fee for any consultancy leads they generate.
  - Paid at a rate of \$500 per lead (when the lead generates profit in excess of \$10,000).

## Signatures

| PEC                    |                  |
|------------------------|------------------|
| Name                   | Kevin Lee Smith  |
| Position               | CEO              |
| On Behalf of (company) | Pragmatic EC Ltd |
| Date                   |                  |
| Signature              |                  |

| CON                    |  |
|------------------------|--|
| Name                   |  |
| Position               |  |
| On Behalf of (company) |  |
| Date                   |  |
| Signature              |  |