



**NOBLE MANHATTAN
COACHING LIMITED**


LICENSED PARTNERS

An overview of Noble Manhattan's structure of Partner opportunities, ranging from Licensee to Ambassador. Designed for you to be involved in the exciting and rewarding world of coaching whilst developing a business and income at a level that suits you.



Master Licensee

This leading position is built on a Turn Key business package – which includes:

- Total control of revenue stream
 - Generous profit margins on all products and services
 - Exclusive territorial rights (Country or Region)
 - Rights to market and to sell all products and services
 - Total control of all product delivery, or with NMC support if desired.
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- Support in generating low cost marketing campaigns to generate sales.
 - Clear expansion structure by appointing Distributors and Regional Sales Executives.
 - Income from sub-Distributors/Sales Executives
 - Regular hot leads from HQ marketing to boost sales
 - Profit from key events such as Introduction Days
 - Immediate access to all new developments in Noble Manhattan
 - Full 24-7 support and guidance
 - Flexible Financial Options to purchase Licence

When you make the commitment to purchase a Country or Regional License, you



will step into a privileged position in the Noble Manhattan 'family'.

The global success of our Brand enables you to build a highly profitable business. Using our existing success platform you can concentrate on the set up, sales, marketing and securing of business. This model is already a proven success and will suit those looking for a substantial full time business – our selection process is rapid and we can offer flexible payment terms on the License fee as we are keen to enter new markets. This key position includes an intensive training package, designed to kick start your success.

Licensed Distributor

We can offer highly motivated individuals or teams the opportunity to exclusively sell and market Noble Manhattan products and services into their chosen territory.

Over time, you can choose to upgrade to a Licensee position – based on achievements – or you may work alongside an existing Licensee – reaping the benefits of their marketing strategy and branding.



The Distributor package includes:

- Total control of revenue stream
- Generous profit margins on all products and services
- Exclusive rights to a territory
- The opportunity to market and sell the most popular Noble Manhattan products and services



- Income from Sales Executives/Ambassadors directly recruited
- Flexible financial options
- Full backup and support
- Profit from events

This Partner position is ideal for those who are enthusiastic about the Noble Manhattan vision and range of exceptional products and services, and keen to run a business unit shaped around our leading brand and reputation.

Operating as a sole trader, leader of a team, partnership or incorporated business you can exploit local markets and earn substantial income directly related to your efforts and skills.

The modest fee charged to Distributors includes an intensive training, materials and full support in helping to generate sales leads.

Licensed Strategic Partner

Perhaps you are fortunate enough to be running your own business which may or may not be in the field of coaching, but at the moment you don't sell coach training courses. You have a good database of contacts or marketing outlet and would like to maximize your income potential. Then being a Strategic Partner is the ideal solution. You can join our growing team of Strategic Partners and enjoy additional income with very little effort.

You will benefit from the comprehensive business structure and staffing of Noble Manhattan who can take care of all finance, sales and administrative tasks whilst you actively promote the fabulous NM products which you feel most suited to compliment your current business, area of interest or client bank.



You will receive a thorough induction of the NM courses in addition to help, support and guidance in developing marketing strategies as simple or complex as you wish. It may be a simple link on your website or a comprehensive direct marketing plan.

Additionally, you can participate in the revenue from special events such as Introduction Days

In some cases, you will have the additional support of your local Distributor – and by combining your skills and enthusiasm with local support and our leading brand you can earn a healthy income.

For some Strategic Partners there will be a desire to 'upgrade' to become a Distributor or Master License holder and we welcome your ideas and input at every stage.



The success of Noble Manhattan to date has been based on the commitment and dedication of those 'in the field' and you would be made to feel very welcome and supported as one of the NM 'family'.

Ambassadors

Many coaches, students and 'friends' of Noble Manhattan enjoy regular rewards by simply promoting our leading products and courses.

We carefully track introductions made and offer commission bonuses and course credits as a 'thank you' to all of our Ambassadors in all countries who do such great work by talking to individuals and companies on a regular basis. Being a valued Ambassador keeps you up to speed with Noble Manhattan developments and sharpens your skills and creates great contacts for both coaching and associated work. It's fun and informative.



LICENSED PARTNERS – AT A GLANCE

	MASTER LICENCEE	DISTRIBUTOR	STRATEGIC PARTNER	AMBASSADOR
Length of contract	5 years	3 years	1 year	1 year
Exclusivity in area	Y	Y	N	N
Licence cost (including training)	£50,000 - £100,000 + dependant on size of area	£25,000 dependant on size of area	€450	£100
Renewal fee	Y	Y	N	N
Training	Extensive initial training for up to 15 people. Attendance at Introduction Day event. Plus manual, CD's, online resources and ongoing training. Final exam	One week initial training for up to 5 people. Attendance at Introduction Day event. Plus manual, CD's, online resources and ongoing training. Final exam	Non-residential, distance training. Online Marketing Advice	Non-residential, distance training. Attendance at Introduction Day event. Access to on line bulletin boards etc
Products to market	Full range	By arrangement	By arrangement	Limited
Revenue example on Life/Corp course sale. Other products/services, see below)	Retail less 15% + costs	Retail less wholesale	10% of retail	£100
Ownership of client database	Joint	Joint	Joint	N
Authority to organise Introduction Events	Y	Y	Y	N
Profit from Introduction events	Y	Y	Split	N
Authority to complete sale	Y	Y	N	N
Benefit of gross retail turnover	Y	Y	N	N



Full delivery of course(where applicable)	Y	N	N	N
Control of despatch of training materials	Y	Y	N	N
Development opportunities	Can appoint Distributors, SP's, Ambassadors and Support Group Leaders. Training carried out by NMC Ltd. First option on other territories.	Can upgrade to Licensee. Can appoint Distributors, SP's, Ambassadors and Support Group Leaders. Training carried out by NMC Ltd	Can upgrade to Distributor.	N
Income/business from Distributors recruited by Licensee	Initial fee split 60/40 after costs. Thereafter, all business directed through Licensee which sells at w/sale price to Distributor.	N	N	N
Income/business from SP's recruited by Licensee/Distributor	Initial fee to NMC Ltd. Thereafter, all business directed through Licensee who pays SP relevant commission.	Initial fee to NMC Ltd. Thereafter, all business directed through Distributor who pays SP relevant commission.	N	N
Income/business from Ambassadors recruited by Licensee/Distributor	Initial fee to NMC Ltd. Thereafter, all business directed through Licensee who pays Amb fees, as applicable.	Initial fee to NMC Ltd. Thereafter, all business directed through Distributor who pays Amb fees, as applicable.	N	N



Income/business from Support Group Leaders recruited by Licensee/Distributor	Initial training fee split 50/50 after costs.	Initial training fee split 50/50 after costs.	N	N
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EXPLANATORY NOTES

Length of contract	It is important that both parties within these partnerships feel secure in their position. Therefore, comprehensive contracts are entered into which last a set period of time. At the end of this time the contract can be renewed by mutual agreement. Of course, there are also termination clauses that allow either party to withdraw at an earlier date under specific terms
Exclusivity in area	Master Licensees and Distributors enjoy exclusivity in the area in which they are licensed. This means that NMC Ltd will not allow any other party to promote or sell NMC products within the protected area. Should someone wish to become a Distributor within an existing Master Licensee area, the ML will be asked whether or not they would like the Distributor appointed below them. The Distributor would then conduct their business through the ML who will be responsible to paying the Distributor according to the terms applicable for Distributors at that time. This creates additional income for the Master Licence Holder
Licence cost (including training)	Licence fees include all necessary start up training, print ready materials, web presence, access to on line marketing etc . For Ambassadors and SP's the figures in the above table are static. However, for Distributors and ML's, fees will vary dependant on the size of area the licence covers and the extent of training required. Flexible payment terms are available on request
Renewal fee	When the ML or Distributor wishes to renew their contract at the end of the contract period there is a renewal fee applicable which will be pre-agreed There is no renewal fee for SP's and Ambassadors.



Training	<p>Thorough training is an essential element in the success of our licensed partners. Dependent on the type of partnership training needs vary.</p> <p><u>ML's</u> receive a comprehensive training package which involves initial attendance on a full time training programme of up to 3 weeks. This will be complemented by written materials, attendance on residential components of courses and an introduction event, further conference call training and regular updates. Because it is likely that the ML will be a company of several staff it is expected that up to 15 people will attend.</p> <p><u>Distributors</u> receive a thorough training package which involves initial attendance on a full time training programme of approximately 1 week. This will be complemented by written materials, attendance at an introduction event, further conference call training and regular updates. Because the Distributor may be a company or partnership involving more than one person, up to 5 people can attend.</p> <p><u>SPs</u> will only be promoting certain products and will be given training specific to their needs. This will vary dependant on their prior knowledge of the product range, but will include attendance at an introduction event, conference call training and written materials.</p> <p><u>Ambassadors</u> will only be promoting certain products and will be given training specific to their needs. This will vary dependant on their prior knowledge of the product range, but will include attendance at and introduction event, conference call training and written materials.</p>
Products to market	<p><u>ML's</u> will become familiar with every division of the NMC business and be able to market and sell all NMC products. The concept of being a ML is similar to that of a franchisee – the ML creates a copy of the NMC business and takes full responsibility and ownership of the business, thereby earning the maximum profits. MLs will distribute course and product materials, and front of room delivery will be conducted by NM trainers, until such time as the ML holder has NM appointed approved trainers locally.</p> <p><u>Distributors</u> can agree with NMC which of the large range of NMC products are to be marketed and sold.</p> <p><u>SPs</u> will market certain products based on their business, area of interest and/or knowledge. The product range will be agreed upon and outlined in the SP contract, and can be expanded upon over a period of time.</p> <p><u>Ambassadors</u> will generally be involved in marketing a selected number of products.</p>



<p>Revenue (for Life/Corp course bookings – for other products/services, see below)</p>	<p><u>ML's</u> will be authorised to take all payments from customers where applicable. This includes the vast majority of products and services meaning that the ML enjoys the full retail figure turnover within its business. The ML can then keep total control over the delivery of the product and its associated costs ensuring optimum profit margins and healthy cash flow. The flat fee of 15% retail payable to NMC allows for easy business budgeting for the ML.</p> <p>For products which are sold online via Noble Manhattan's sites (Tidal Wave of Leads, Coaching Products and Tools, Business for Coaches, Coach Radio and Westminster Indemnity) the ML will benefit from the net income which will be paid to the ML by NMC.</p> <p><u>Distributors</u> will be authorised to take all payments from customers where applicable. This includes the vast majority of products and services meaning that the Distributor enjoys the full retail figure turnover within its business. The Distributor then purchases the product from NMC at the wholesale price. Both the payment and the customer are passed over to NMC who take care of product delivery. The Distributor has clear and generous gross profit margins on these products allowing them to budget for effective marketing strategies. For products which are sold online via Noble Manhattan's sites (Tidal Wave of Leads, Coaching Products and Tools, Business for Coaches, Coach Radio and Westminster Indemnity) the Distributor's turnover will benefit from the wholesale income which will be paid to the Distributor by NMC.</p> <p><u>SPs</u> refer payments to HQ. A monthly payment claim is then submitted to NMC head office which pays the SP the commission due on completed sales.</p> <p><u>Ambassadors</u> refer payments to HQ. A monthly payment claim is submitted to NMC head office which pays the Ambassador the 5% retail commission (except where specified as different) due on completed sales.</p>
<p>Ownership of customer database</p>	<p><u>ML</u> are obliged to maintain a professional database of full details of contacts, potential customers and existing customers, which have been generated by the ML. Copies of this database should be forwarded to NMC on a quarterly basis or upon request. NMC may use this information for direct marketing purposes to benefit the ML. MLs will solely promote NM products and services to its database.</p> <p><u>Distributors</u> are expected to maintain a professional database of full details of contacts, potential customers and existing customers, details of which have been generated through the Distributor carrying out its role as Distributor. All details will be passed to NMC with each product purchase.</p> <p><u>SP's</u> are permitted to retain customer details and may use customer details generated through their role as SP to market any other products and services. Likewise, NM will also have access to this database to carry out further marketing.</p> <p><u>Ambassadors</u> are not permitted to retain customer details and may not use customer details generated through their role as Ambassador to</p>



<p>Authority to organise Introduction Events / Profit from Introduction events</p>	<p>Introduction events are one of the best ways to promote NMC courses and create sales and, when organised properly, can themselves be profitable.</p> <p><u>ML's</u> will organise and run Introduction events themselves, taking payment direct from the customer, paying the costs and enjoying all profits.</p> <p><u>Distributors</u> can organise introduction events that will then be run either by NMC, the upline ML or the Distributor themselves.</p> <p><u>SPs</u> can be involved in the organisation of an introduction event that would then be run by NMC. All income and expenses would be managed by NMC, and the SP would enjoy a share of the net profit.</p> <p><u>Ambassadors</u> would not generally get involved in the organisation of an introduction event but can be actively involved in promoting them as a powerful tool to convert potential sales.</p>
<p>Authority to complete sale</p>	<p><u>ML's</u> are authorised to carry out all communication, enter into contracts and complete sales with customers.</p> <p><u>Distributors</u> are authorised to carry out all communication, enter into contracts and complete sales with customers.</p> <p><u>SPs</u> liaise with the prospect until such point that the prospect wishes to purchase product. At this point the prospect is passed over to NMC to complete the purchase and arrange payment.</p> <p><u>Ambassadors</u> can liaise with the customer until such point that they feel the customer would benefit from the expertise and knowledge of the NMC sales team. At this point the customer is passed over to NMC to complete the sale and arrange payment.</p>
<p>Benefit of gross retail turnover</p>	<p>Refer to Revenue section</p>
<p>Full delivery of course (where applicable)</p>	<p><u>ML's</u> are authorised to carry out the full delivery of the course/products and as such operate independently of NMC, like a franchise. Initially, where the ML does not have the expertise, knowledge or infrastructure to deliver certain components then it may purchase this support from NMC. It is likely that initially most of the training delivery will be carried out by NMC trainers, until the ML is sufficiently trained and developed. Any Trainers/Speakers etc will be prior agreed with NM in writing to maintain the quality of the NM brand and to provide full support in the early stages</p> <p><u>Distributors</u> do not get involved in the delivery of the course/products. This is done entirely by NMC.</p> <p><u>SPs</u> do not get involved in the delivery of the course/products. This is done entirely by NMC.</p> <p><u>Ambassadors</u> do not get involved in the delivery of the course/products. This is done entirely by NMC.</p>



Control of despatch of training materials	<p><u>ML's</u> are responsible for despatching the written training material.</p> <p><u>Distributors</u> are responsible for identifying a local printer/supplier and supplying NMC with the details of such so that materials can be produced within the Distributor's location. Despatch to the customer of written training material is arranged by NMC.</p> <p><u>SPs</u> refer despatch of materials to NMC</p> <p><u>Ambassadors</u> refer despatch of materials to NMC</p>
Development opportunities	Master Licence Holders can develop more territories, based on track record of success. For example, a ML holder can develop Distributors, SPs and Ambassadors within their business or develop other territories. Distributors, SPs and Ambassadors can upgrade to a higher level partnership agreement, always based on track record and sales achieved.
Income/business from Distributors recruited by Licensee	MLs have the opportunity to increase their turnover and income stream by establishing Distributors who will report directly to them. Any direct Distributors have the same financial agreement with the ML as they would have if working direct for NMC.
Income/business from SP's recruited by Licensee/Distributor or	MLs and Distributors have the opportunity to increase their turnover and income stream by establishing SPs who will report directly to them. Any direct SPs have the same financial agreement with the ML or Distributor as they would have if working direct for NMC.
Income/business from Ambassadors recruited by Licensee/Distributor or	MLs and Distributors have the opportunity to increase their turnover and income stream by establishing Ambassadors who will report directly to them. Any direct Ambassadors have the same financial agreement with the ML or Distributor as they would have if working direct for NMC.
Income/business from Support Group Leaders recruited by Licensee/Distributor or	MLs and Distributors have the opportunity to increase their turnover and income stream by establishing SGLs who will report directly to them. Any direct SGLs have the same financial agreement with the ML or Distributor as they would have if working direct for NMC.

FINANCIAL OVERVIEW

Note: Wholesale and retail prices are subject to change. The following table is for illustration purposes only; the figures based on typical prices at date of publication.

This table provides a quick overview and sample figures. For a full explanation please read explanatory notes.

PRODUCT / SERVICE	LICENSEE Retail less 15% and costs (except where	DISTRIBUTOR OR Retail less wholesale (except where	STRATEGIC PARTNER	AMBASSADOR R 5% of retail



	specified)	specified)		
Practitioner Coach Certificate Retail £1100 Wholesale £700	£935 gross	£400 gross	£250	£55
Practitioner Coach Diploma Retail £3500 Wholesale £2300	£2975	£1200	£350 - £500	£175
Executive and Corporate Coach Diploma Retail £3000 Wholesale £2000	£2550	£1000	£350 - £500	£150
Executive and Corporate Coach Advanced Diploma Retail £1500 Wholesale £1000	£1275	£500	£500	£75
Workshops Prices vary eg Retail £400 Wholesale £250	£340	£150	10% eg £40	£20
NLP Retail £2200 Wholesale £1800	£1870	£400	10% eg £220	£110
Certificate in Workplace Coaching Retail £25000 Wholesale £20000	£21250	£5000	£3000	£1250
Business for Coaches (Retail £139 Wholesale £100) (annual membership)	£39	£39	10% eg £39	£39
Tidal Wave of Leads Retail £450 Wholesale £300	£382.50	£150	10% eg £45	£22.50
Products and Tools Prices vary	30% on NM products 10% on others	30% on NM products 10% on others	30% on NM products 10% on others	30% on NM products 10% on others



Westminster Indemnity Insurance	TBA	TBA	TBA	TBA
Coach Radio Average booking £300	50% £150	£100	10% eg £30	£15