



Atrendia's Referral Guidelines

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| Registered partners | 1. Only registered referral partners may receive commissions from Atrendia |
| Customer defined | 2. A Customer is defined as an organization or company that Atrendia has invoiced at least once within the past three years. |
| Purchaser defined | 3. A Purchaser is defined as a potential customer. |
| Commission rates | 4. Commissions rates are described in the Atrendia Standard Referral Program document |
| Relationship with Purchaser | 5. Referrers are responsible for maintaining their relationship with Purchaser. If Purchaser does not re-order within six months of their initial or previous order, Referrer will no longer have exclusivity with that Purchaser. |
| Initial Order | 6. Purchasers must enter into an agreement with Atrendia within 90 days of the initial introduction or meeting in order for the Purchaser to be considered as having been referred. |
| Atrendia's discretion | 7. Referral partners may only refer companies that are not currently Atrendia's Customer. Atrendia, at its own discretion, may decide to grant commissions even if a referral partner refers a company or organization that is currently an Atrendia Purchaser if Atrendia feels that the referring partner can significantly advance the relationship between the Purchaser and Atrendia. |
| Purchaser list | 8. Atrendia's Purchaser list is available to all referral partners. |
| Competency evaluation | 9. "C" - "F" Referral companies will be required to pass Atrendia's strict competency evaluations. (See Atrendia Standard Referral Program doc.) |
| Qualified Meeting | 10. A qualified meeting is one where at least one participant from the potential purchaser's side is a decision-maker, the company uses MS Outlook, the company has at least 50 employees and there is a desire for Atrendia's product. |
| Commissioned products | 11. Commission is paid on training and coaching. Software, testing, surveys and reports, etc., are not included in the referral sales commissions. |
| Registration of Purchasers | 12. Referral partners should register any referred organizations or companies with Atrendia as soon as possible in order to insure proper credit. |
| Confidentiality | 13. All business between a referral partner and Atrendia is confidential. Should a referring partner not respect any point of confidentiality Atrendia reserves the right to end all current or future business dealings with said referring partner without notice. |
| Acceptance of Purchasers | 14. Atrendia may or may not, at its discretion, accept a referred Purchaser. |
| Invoicing and Payment | 15. It is the responsibility of the referral partner to invoice Atrendia for any commissions.

16. Commissions are paid on first orders as well as any supplemental orders within the remainder of the month plus 30 days of the initial order. Commissions from referrals are paid once the Purchaser has paid Atrendia and the training has been fully completed. Referring partners receive commissions on all sales only where they have participated in accordance with Atrendia's guidelines. |
| Costs | 17. Atrendia is not responsible for any of a referral partner's costs or VAT. |