PRIVATE LABEL ASSOCIATE (PLA)

What's available with a Private Label Associate site - PLA? How does becoming an associate add value to your business offer? To you and your staff? This Overview with Application Form has been designed to answer these questions.

WHAT IS A PLA?

A **P**rivate **L**abel **A**ssociate account is one that operates on our PeopleSmart Enterprises' Master Administration web site. PeopleSmart qualifies, trains, and sets up each private label account for professionals who want to provide their own branded and customized reports that are generated through online assessments. The PLA's in-house staff and/or their clients complete assessments from their PLA account at retail. The PLA is invoiced for those assessments they use at an attractive wholesale cost.

Your PLA Account enables you to customize the reports with your own logo on the front page and footers with contact information on each page. For a small extra charge, you can also add pages to your reports with your own related content, brochure, or training points. Only YOUR logo and contact information appear on the reports and assessment site – not PeopleSmart's.

We are here to ensure YOUR success with our products. We celebrate timely, responsive, customer service, both live and online and will partner with you until all your questions are thoroughly answered.

WHO QUALIFIES?

Organizations who know that the proper application of assessments can add value to workplace harmony, organizational culture, productivity, and profitability, are welcome to apply for a Private Label Associate account (PLA) with PeopleSmart Enterprises LLC. These organizations will find this opportunity naturally appealing and easy to integrate into their own work.

INVESTMENT

When becoming a PLA, there is a one-time setup fee of USD$250 plus the first year's annual maintenance fee of USD$120 that includes 2 hours of online support for teaching you how to manage your admin site.

It is a requirement that all PLA organizations allocate 1-2 individuals to become certified in the *PeopleSmart DISC Interpretation Method*, for applying and debriefing DISC Reports. This is an online self-paced training delivered by PeopleSmart Academy. **Note: Certification is for DISC only.**

COMMONLY ASKED QUESTIONS

Are there restrictions on how and where I can advertise my branded reports? We do NOT control how you do business with our tools. You can freely market our reports, without constraints.

Is there a high quantity of purchased assessments required before I get a decent price? No specific quantity needs to be purchased, as being a PLA, you qualify for our discounts at lower volumes and lower prices than our competitors.

Do you provide DISC resources and marketing materials? We provide FREE, high-quality training materials to you at no charge, including videos, MP3s, PowerPoint slides, exercises, handouts, leader guides, A/V files, and marketing one sheets for our core assessments.

How Would My PLA Admin Account Work? We begin by customizing the site and reports with your logo, branding, headers, footers, etc. Design services to customize pages of the reports you choose for your site starts at just USD$45 per page from our Assessment Support team. Pay for reports used via credit card, International bank transfer or receive a PayPal invoice for assessments used the month prior, with payment being required by the 7th of every month. You are only charged for assessments that have been submitted and when reports are downloaded.

Reports immediately appear in your Admin Account for instant access. You can send emails to end users containing a unique link which authorizes those users to take one or more assessments. End users click on the link in your email, which directs them to a web page where they fill in their name and email address, and complete the assessment(s). Track your Admin Account status to see how many assessments have been taken, how many are left, who has completed (or not yet started) their assessments, etc. You can then send reminders to those who have not yet completed their assessment.

You, as the Administrator, control the viewing access of the reports. If you plan on discussing the end user results and report during a seminar, workshop, lesson, or coaching session, you're able to block end user access to the report until after your session. Conversely, you can elect to have your end users view their reports immediately after completing their assessments. The choice is yours.

View reports of any/all of your end users' activities from within your Admin Account. Print the collective results of a group of end users for team building and group coaching. This feature is extremely useful when you're working with a group or classroom of students and want to see at a glance how everyone scores in relation to one another.

BENEFITS

- **Site Branding** - Allows you to add a design header and footer to the web page to match your company design.
- **Report Branding and Customization** - Allows you to customize the report output for any assessment. This includes logos, text edits or overall formatting at no extra charge.
- **Assessment Links** - Allows you to create links which give access to your assessments.
- **Support** - Allows you to choose between using our online support resources or designating your email address as the first help desk responder.
- **Secure SSL Capabilities** - Allows you to run your assessments via https or http environments. If https security is desired, this is made available for an extra charge of approx. $99.00 per year.
- **Usage Reports** - Allows you to generate usage reports for web screen viewing or Excel download. These reports display totals and individual assessment usage over any given date-range search.
- **Group and Team Reporting** - Allows you to run composite reports based on groups or assessment access links. These reports include all selected end users and combine them into one report. The ability to customize these reports is also available at an extra charge.

ASSESSMENTS

Assessments work by introducing scientific measurements to someone's critical thinking skills, motivations, potential skill proficiencies, work styles, behavioral characteristics, and personal values. You can think of our assessments as "MRI tests" constructed to evaluate and reveal someone's complete cognitive makeup. Simply put, modern online assessments reduce risk and take the guess work out of the greatest business variable of them all: human capital.

CORE REPORTS: Each of our five Core Assessments measures a different — but equally important — aspect of human behavior or cognition. In essence, each addresses one the five "core" aspects of the human personality. There are no right or wrong answers, but different "styles" that define an individual's characteristics in each of these five categories. The five Core Assessments are:

- **DISC with the Birds:** measures behavioral styles
- **Motivators:** measures motivational styles
- **Hartman Value Profile:** measures thinking styles
- **EIQ:** measures emotional intelligence styles
- **Learning Styles:** measures learning styles

COMBINED REPORTS: Our Combined Reports pair two of our Core Assessments together back-to-back, into a single cost savings report. Our current Combined Reports include:

- **DISC & Motivators:** measures behavioral and motivational styles
- **DISC & Learning Styles:** measures behavioral and learning styles

SPECIALTY REPORTS: Our catalog includes a number of extraordinarily unique and highly specialized assessment instruments that are difficult to find anywhere else. Our Specialty Reports include:

- **DISC Collaboration:** a DISC-based report that compares side-by-side the behavioral characteristics and tendencies of two individuals. This report is free for you to generate through your account as long as the two individuals have completed a DISC assessment.

360° BEHAVIORAL Assessments: The following are the only assessments you can send out to others to get the enhanced 360° view of yourself. This is an excellent assessment to use when reviewing performance. Having the ability to process the collective perceptions of how others see you allows you to compare and contrast your own self-assessment with the observer's feedback and there is no limit to how many inputs you ask for from colleagues or employees.

The 360° Behavioral Reports include:

- **Social Styles:** Our most popular 360° Behavioral Assessment evaluates the user's place among four different behavioral styles in addition to his/her adaptability score. This report comes in two versions: Social Styles (self emphasis with supporting observer data) **OR** Social Styles Plus (observer emphasis with supporting self data.)

- **The Platinum Rule:** This award-winning assessment is based on Assessments 24x7 founder Dr. Tony Alessandra's book by the same name. This behavioral assessment is very similar to DISC, except with 360°-like functionality and unique terminology.

HIRING AND SELECTION REPORTS: Organizations can improve employee performance while reducing turnover by integrating performance-predicting assessments into their hiring & selection processes. As employee costs continue to dwarf other organizational expenses, companies of all sizes have discovered that hiring & selection assessments are worth their weight in gold.

Our hiring & selection reports include:

- **Work Ethic Screen:** This simple, low-cost screening report was designed to be used at the early stages of an employee selection process.

- **Executive Summary:** This performance-predicting report integrates three of our Core Assessments, (DISC, Motivators and Hartman Value Profile,) to provide employers with specific performance-predicting answers, along with hiring & on-boarding recommendations.

DISC APPLICATIONS

Because the principles of DISC are simple, easy to apply, and easy to understand, there are several applications for this behavioral tool. At the most basic level, DISC personality reports can be used for personal development, to better understand yourself, your motivations, and why you repeatedly do the things you do. Once one can understand themselves as well as the tendencies and communication styles of others, increased communication and understanding between individuals ensues.

This can be applied to conflict resolution, team building, and increasing communication in personal or corporate culture. When applied to specific areas, such as hiring, leadership development, stress management, sales training, education, or ministry, these tools can be applied in very specific ways to achieve a goal.

Hiring with DISC: The process of finding talented employees and bringing them into an organization doesn't have to be time consuming and stressful. Our hiring tools provide a fast, easy, and reliable way to find the right candidate for the job. Our technology allows you to:

- Measure candidates against pre-loaded industry-specific benchmarks
- Create your own benchmarks based on your specific work environment and requirements
- Automatically rank and sort candidates based on their compatibility with the position
- Ask the right interview questions based on their personality style
- Access detailed information about the candidate's communication style, job strengths and weaknesses, patterns of behavior, team thinking style, and workplace values

Team Building: The DISC system of behavioral analysis allows you to build stronger and more productive teams by:
- Strengthening communication
- Minimizing conflict
- Maximizing productivity
- Increasing effectiveness
- Improving morale
- Improving mental health

Leadership Development: Leaders are found at every level of an organization. The challenge is to develop their talents and make them more effective. Leaders have the power to choose alternative ways of thinking, acting, and behaving in the leadership activities for which they are responsible, either inhouse or in the classroom. These tools provide leaders with personal insights, a model to increase their flexibility in leadership behaviors, and resources to which they can return as they gain more experiences and become more multidimensional leaders.

Training and Development: DISC can be used with everyone in an organization, regardless of title or role, to improve the quality of the workplace. With DISC-tinctions individuals understand and appreciate the styles of the people they work with. The result is more effective and productive working relationships. DISC remains the most trusted and widely used learning instrument in the professional training industry. It has proven its reliability over the last 30 years with over 40 million users worldwide utilizing DISC for expert professional training.

Further Details

- **Wholesale purchase of assessment uses** – at wholesale costs and based on volume pricing.
    1. Terms for the service which enables you use any number of reports, then collect payment from your clients in advance through your shopping cart or tuition fees for trainings, coaching, etc., before paying for them.
    2. To open your account, you will be allocated a specific number of credits for each assessment in your account. When setting up a new link credits are allocated to this link to activate it. Then once the assessment link is activated and its report downloaded you will be charge for this report at the rate we have specified.
    3. A PLA's monthly payments for all assessments completed in the previous month are due immediately upon receipt and no later than the 7th to avoid a 5% late fee being every seven days thereafter, on balance outstanding.
    4. PLA's must average 10 reports over a six month period to stay qualified.

- **DISC Certification is a requirement.**
- **Complete the PLA Information and Application Form** and/or submit a request for private 1:1 interview to discuss your needs to Sandra@PeopleSmartAcademy.com Managing Partner.

Core Assessment Prices (USD Dollar)

- DISC - $35.00 per report (Self, Sales, Coaching, Leadership, Service)
- Motivators, Critical Thinking, Emotional Intelligence and Learning Styles - $35.00 per report
- Combination Report - $75.00 (DISC and Motivators, DISC and Critical Thinking)
- Specialty Report - $98.00 (Executive Summary, Work Ethic Screen, Sales IQ Plus)
- DISCovering Me Curriculum for Youth and Birds Reports – $30.00

PLA* Application Form

*Private Label Associate

I would like to apply for a PeopleSmart Enterprises LLC. Private Label Associate Site (PLA)

Full name:	
Business/Company name:	
Residential address:	
Email address:	
Mobile:	

PLA Account Name is: (for assessment input page header)   ***Logo supplied**   Yes ☐ No ☐

Report Footer Information – choose THREE from the following four options:

☐ **Company Name**   ☐ **Email**   ☐ **Phone**   ☐ **URL**

Company Name:	Email:
Phone:	URL:

My PayPal address for receiving monthly invoices:

I understand that in signing this form I agree to pay a one-time **USD $370.00 set up fee that includes an annual administration fee of $USD120**. I have read and understand the requirements for becoming a PLA I agree to pay all invoices no later than the 10th of every month. To open your account, you will be allocated a specific number of credits for each assessment in your account. When setting up a new link credits are allocated to this link to activate it. **Then once the assessment link is activated and its report downloaded you will be charge for this report at the rate we have specified.**

*Logo specifications: A logo that will work best on our PDF reports is anything within a 500 pixel by 300-pixel dimension. Suggested Sizes (in pixels): 500w X 200h, 300w X 200h, 400w X 150h or200w X 200h.

Signed:
Name:
Date:

Print, sign, and scan or take a photo of this page, and attach it in an email

with your *logo to: Sandra@PeopleSmartAcademy.com