



CLIENT ADVOCATE NETWORK

Connecting CAPITAL, PEOPLE & KNOWLEDGE

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SUPPLEMENTAL MARKETING & BUSINESS DEVELOPMENT SUPPORT MATRIX

For those professional services firms who seek to be set apart from the rest of the service firm members and get more hands-on, active business development support we offer Tier 1 Partners and Tier 2 Associates programs.

	Tier 1 - Partner	Tier 2 - Associate	Tier 3 - General
General Description	Proactive and focused business development and marketing efforts to source specific targeted business opportunities	Active business development and marketing efforts to source direct and indirect business	Marketing, promotion and networking to source direct and indirect business opportunities
Engagement Length	1 year	1 year	1 year
Fee	\$3,200 per month	\$2,000 per month	\$2,500 per year
Deliverable / ROI	To be mutually agreed upon	To be mutually agreed upon	To be mutually agreed upon
Success / Referral Fees	Depending on industry, generally 10% on new business generated	Depending on industry, generally 15% on new business generated	Depending on industry, generally 20% on new business generated
On-site Calling Option	Up to 8 hours per week	Up to 4 hours per week	None

Effective August 1, 2009

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"We're HERE to get you THERE"