

What makes a successful Distributor and LP?



Helpful definitions

Distributor

A Distributor is a **business entity** authorized to distribute Insights Discovery materials, via the Indirect Channel. This business entity is responsible for the invoicing associated with the delivery of Insights Discovery facilitation and solutions. There is an annual Distributor Fee of \$1,252.

Licensed Practitioner (LP)

An LP is an **independent business consultant** who is accredited to facilitate and deliver Insights Discovery solutions and materials. **An LP must be attached via a contractual agreement to an authorized Insights Discovery Distributor.**

LPs must represent themselves via their Distributor and invoice for their services under the business banner of their Insights Distributor. An LP can be attached to their own business as the Insights Distributor or to a separate Insights business entity as the Insights Distributor. There is an annual LP Fee of \$313.

Insights 2-Channel Strategy:

Direct Channel

delivers learning and development solutions via Insights-employed Account Managers to companies that have more than 3,000 employees.

Indirect Channel

delivers learning and development solutions via Insights Discovery accredited independent business consultants to companies (1) with fewer than 3,000 employees and (2) operating solely in the U.S.

Client Practitioner

A Client Practitioner (CP) is a practitioner licensed to deliver Insights Discovery solely within the company by whom he or she is employed.

Distributor Set-up Fee

provides all Distributors access to the Insights Discovery profiles and materials for Distribution purposes.

Discovery Suite of Tools

includes Discovery Foundation, Discovery Full Circle, Discovery Team Effectiveness, Discovery Sales Effectiveness, Discovery Leadership Effectiveness, and Deeper Discovery (details provided during the 4 day Insights Discovery Accreditation program)

IDA

Insights Discovery Accreditation is the 4 day in-depth program required to begin the Insights Discovery Licensed Practitioner journey. The same content is delivered to both LP and CP (Client Practitioner) candidates.

IDA Venue Surcharge

Venue Surcharge – at Insights headquarters: **\$200**

LP candidates attending an IDA at the Insights North America headquarters in Austin, TX pay a reduced Venue Surcharge because Insights incurs lower overhead expenses in this venue.

Venue Surcharge – outside Austin: **\$650**

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The ideal Insights Distributor

- Must also be an accredited Licensed Practitioner to provide the framework for most effectively supporting other LPs' sales and facilitation efforts
- Is a business entity and licensed reseller of Insights Discovery profiles and materials
- Is the only licensed entity able to purchase Insights Discovery profiles and materials. LPs must purchase their materials from a licensed Distributor.
- Is authorized to support additional LPs under their reseller Distributorship.
- Provides administrative support, mentoring, and sales planning services to Licensed Practitioners
- Enjoys discounted pricing and is able to set the sales price for profiles and materials sold to LPs under their Distributorship.

The advantages of being a Distributor

- Ability to bring multiple LPs into your business entity
- Ability to prorate your annual Distributor fees among multiple LPs
- Ability to charge for the administrative support (profiles, materials) provided to each LP
- Ability to charge a commission percentage on each of your LP's individual sales

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GLOBAL HEADQUARTERS

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immediate impact - endless possibilities

www.insights.com

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The ideal Insights Licensed Practitioner

- Is an independent business consultant
- Has an existing & active client base, growing revenues, and success in managing and expanding their own consulting business.
- Must either purchase their own Insights Distributor reseller license, or be attached to an existing Insights Distributor reseller
- Is an Insights accredited practitioner who expertly and enthusiastically delivers the **entire** Insights Discovery suite, a simple yet deep set of psychometric business solutions
- Uses **all** of the Insights Discovery tools to offer customers immediate impact with endless possibilities.
- Demonstrates world-class facilitation skills and experience.
- Possesses proven sales and consultation expertise and skills.
- Is looking for a powerful set of tools to expand their business and open up new revenue opportunities.

What you can expect from Insights

- Polished, professional materials ready for immediate use with your clients, including slides, fact sheets, and more
- Regular continuing education opportunities in the form of webinars and in-person connecting events
- Expert support resources to make you more effective in delivering Insights Discovery tools to your customers
- A network of experienced practitioners sharing best practices
- A learning and development brand that is known and trusted by the world's largest companies

Should I be a Distributor, LP, or both?

Can I be both a Distributor and an LP?

Yes. This requires payment of all Distributor and LP fees.

Can I be Distributor only?

No. A Distributor must also be an LP and is required to pay all Distributor fees and all LP fees.

Can I be an LP only?

Yes. However, all LPs must be attached to a Distributorship. LPs must pay all LP fees.

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Are you a good fit? Let's talk!

[Click here](#) to complete an LP application. Please also submit a current biography and evaluations from sessions you have recently facilitated. We will contact you to schedule a conversation.

Thank you and we look forward to working together.

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