

PRIVATE LABEL ASSOCIATE (PLA)

PEOPLESMAART ENTERPRISES – BRANDED ASSESSMENT SITE OVERVIEW

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

WHAT IS PEOPLESMAART ENTERPRISES, LLC?

PeopleSmart Enterprises LLC. (PSE) was founded in 2000 by two female professionals - an experienced DISC Master Consultant since 1980, Carol Dysart, and Sandra Davis, an expert Facilitator, Curriculum Designer, and Licensing consultant, who were both interested in raising awareness and interpersonal appreciation and communication. Each had a Vision of a world populated with people-literate, socially conscious and responsible, compassionate, and productive individuals. Their Mission required they create their own as well as gather proven assessment systems, books, and training for people literacy, so they could share these with other like-minded people who were also passionate about the difference they could make, when applying these resources to their own markets and communities.

Their packages for products and training are now available through their global network of Private Label Associates (PLA) and Licensees - Visionary Leaders in their own businesses, communities and countries who value the extensive library of tools and resources made available on their training site at PeopleSmartWorld.com. Any individual committed to the vision can apply for contracts with PeopleSmart Enterprises, LLC as a Reseller or PLA, or with PeopleSmart Enterprises NZ Ltd. as a Licensee that qualifies them to distribute the **DISCovering Me™** program and some of the core assessments to organizations like schools, large training companies or non-profit organizations.

They chose as their core tools the best *DISC* and Values (*Motivators*) instruments in the assessments market from Dr. Tony Alessandra's company, and use these tools in Certifications in their **PeopleSmart Method™**. Their Master License with Dr. Tony allows them to set up customized Private Label Associates (PLA) assessment administration sites plus they have added their own books, certifications and curriculum, now listed on their PeopleSmartWorld.com site.

WHAT IS A PLA?

A Private Label Associate (PLA) 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 assessment reports. The PLA's client's complete assessments from their PLA account at retail. The PLA is invoiced for those assessments they use at an attractive wholesale cost. These PLA's are the visionary leaders who often choose to become a Licensee in order to enjoy the PeopleSmart Enterprise's Intellectual Property License business model.

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.

The PeopleSmart *DISCovering Me*[™] reports also include pages that teach how understanding Virtues can enhance style recognition – a feature making it even easier to adapt one's style.

WHO QUALIFIES?

Corporate and independent trainers, coaches, HR professionals and consultants, who know that the proper application of assessments can add value to workplace harmony, productivity, and profitability, are welcome to apply for a Private Label Associate account (PLA) with PeopleSmart Enterprises LLC. These people will find this opportunity naturally appealing and easy to integrate into their own work with no other license required.

Also those who are marketing experts and business development managers who see the need and the opportunity for what our *PeopleSmart Method*[™] provides can apply for a PeopleSmart License and purchase our Certification at wholesale to train their own training teams.

INVESTMENT

There are two pricing levels for becoming a PLA, that includes the first year's annual maintenance fee of \$99 and online training for managing your admin site and/or applying our assessments either as a reseller or trainer/consultant/coach.

Level One (\$1,695) is for those individuals that only want to brand and sell assessments or use them within their service offer to their clients/customer, and need only basic training in how to understand the reports. Level One includes the first year's annual maintenance fee of \$99, plus our Foundations Training Manual in the **PeopleSmart Method™** and marketing and other training resources. It also includes the ability to add up to two customized additional pages for marketing or training purposes, in up to six DISC assessments – Self, Leadership, Sales, Coaching, Service and DISCovering Me – DISC for Self.

Level Two (\$2,500) is for consultants, trainers or coaches who will be doing group or private interpretation sessions, thus wanting to become certified as a DISC Practitioner in the **PeopleSmart Method™**. They also want to provide customized and branded assessments for use within their markets. Level Two includes all of what is offered in Level One, plus DISC Practitioner self-paced and online Certification training, in the **PeopleSmart Method™** for interpreting and debriefing DISC assessments. It also includes a Practitioner's Manual, virtual training modules and Powerpoint presentations with notes for delivering a Team DISC Debrief – DISC Basics 101.

Note: Certification is for DISC only. Certification for other Core Assessments are available for an additional fee.

COMMONLY ASKED QUESTIONS

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

Is there a high quantity of purchased assessments required before I get a decent price? You qualify for our quantity 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, eBooks, PowerPoint slides, exercises, handouts, leader guides, A/V files, and marketing one sheets for assessments.

How Would My PLA Admin Account Work? 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 \$75 per page from our Assessment Support team. Purchase assessments as needed online via credit card or receive an invoice for assessments used the month prior, with payment being required by the 10th of every month.

Assessments can 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 from their account. 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 used, 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 assessments.

You, as the Administrator, control the viewing access of the assessment reports. If you plan on discussing the end user results and report during a seminar or coaching session, you're able to block end user access to the report until after your seminar or coaching 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 and want to see at a glance how everyone scores in relation to one another. Set up sub-accounts/groups which allow alternate access levels for clients or additional trainers. Their specified level of access will allow them to manage only a designated set of end users.

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.
- **Sub-Accounts** - Allows you to grant assessment access to individual companies, trainers or coaches.

ASSESSMENTS

Many of the world's top coaches and Fortune 500s rely on our assessments to ensure positive outcomes in the areas of *employee selection, leadership development, sales & customer service training, team-building, communication & collaboration training, conflict resolution* and *succession planning*.

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 ASSESSMENTS: 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:** measures behavioral styles
- **Motivators:** measures motivational styles
- **Hartman Value Profile:** measures thinking styles
- **EIQ:** measures emotional intelligence styles
- **Learning Styles:** measures learning styles

COMBINED ASSESSMENTS: 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:

- **Sales IQ Plus:** a sales skills test developed by three of the world's top sales minds.
- **DISC Collaboration:** a DISC-based report that compares side-by-side the behavioral characteristics and tendencies of two individuals.

360° BEHAVIORAL PROFILES: The following are the only profiles you can send out to others to get the enhanced 360° view of yourself. 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 Profiles include:

- **Social Styles:** Our most popular 360° Behavioral Profile 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 Fitness Benchmarking & Comparison System:** This on-screen system and PDF report allows employers to compare new applicants to desirable job performance benchmarks by industry. Employers can also compare job applicants to the assessment results of current employees, thereby enabling them to create an employee composite of ideal scores.

DISC APPLICATIONS

Because the principles of DISC are simple, easy to apply, and easy to understand, there are a number of 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.

Talent Management

Recruiting, interviewing, training, and placing staff can be tricky. Your account platform gives you the ability as a PLA, to offer a wide variety of talent management solutions to help business owners hire the right people, and put them in roles that make the most of their talents.

Our talent management solutions are customized to meet a company's specific needs:

- Recruit and filter potential hires
- Create and implement performance benchmarks
- Foster employee leadership and management skills
- Build strong and productive teams
- Boost productivity and efficiency
- Improve employee engagement and morale
- Minimize interoffice conflict
- Increase employee retention

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

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.

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-distinctions 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.

Your *PeopleSmart Enterprises/ PeopleSmart World Training Team* has used DISC for years and Carol is known world-wide as "The DISC Guru" with CEO's in many different industries. We are also certified in our ability to apply the MOTIVATORS, EMOTIONAL INTELLIGENCE, and LEARNING STYLES reports and can share the special overview webinars provided by Dr. Tony's team as our assessment platform provider. For other in depth coaching, consulting or training in any of the other assessments listed in this document, we would refer our PLA's to one of the experts that uses those and any other new reports added to the portfolio.

Most come with videos and audio training by Dr. Tony's Staff and their technical support team is outstanding should any on-line technical issues or questions arise. Their number is listed on the bottom of your input pages, so even your clients have someone to contact.

A number of DISC REPORTS have been translated into different LANGUAGES. Any time a new translation is needed, the fee we pay our professional translators is \$3,500. This only covers the words in the standard reports, and any of our additional pages with Virtues and Optimism distinctions will be the PLA's responsibility. See sample reports here [Assessments in different languages](#)

PLA FINANCIAL TERMS and REQUIREMENTS

- **Level 1 (\$1,695), or Level 2 (\$2,500)**, is a one time setup fee that includes providing you with the reports needed to serve your current and/or anticipated markets plus, training and marketing materials and resources, plus showing you how to upload and customize the delivery options for each assessment link you select. Being available to answer interpretation questions and technical support needs.
- **\$99 annual maintenance fee** – billed after year one on August 1st to July 31. This fee is included in your one time set up fee level of your choice.
- **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 profiles, then collect payment from your clients in advance through your shopping cart or tuition fees for trainings, coaching, etc., before paying for them.
 2. The PLA's monthly payments for all assessments completed in the previous month are due immediately upon receipt and no later than the 10th to avoid a late penalty fee being applied.
 3. PLA's must use a minimum of 30 reports per quarter to stay qualified.
- **DISC Certification is a requirement**, if you plan to debrief any DISC or Motivators reports.
- **Complete the PLA Information and Application Form** and/or submit a request for private 1:1 interview to discuss your needs to Sandra@PeopleSmartEnterprises.com, Managing Partner.

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:

Telephone number:

Home:

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

Reports to be uploaded to my PLA admin site: Tick boxes from the Assessment List page.

My PayPal address for receiving monthly invoices:

My Preferred Level is:

Level 1 (\$1,695)

Level 2 (\$2,500)

Payment Options:

Pay in Full (receive a 5% discount) 3 month – Pay Option @ \$678 (level 1) and \$1,000 (level 2)

I understand that in signing this form I agree to the requirements for becoming a PLA and understand that all information supplied by me will remain confidential. I agree to pay all invoices no later than the 10th of every month.

Signed:

Name:

Date:

Fill in Pages 12 and 13 with your details, print, sign and scan or take a photo and email to:

Sandra@PeopleSmartEnterprises.com

ASSESSMENT LIST

Note: Sample reports can be view here: [Sample Reports](#)

DISC:

- DISC – Self
- DISC – Leadership
- DISC – Sales
- DISC – Service
- DISC – Coaching

Combination Reports:

- DISC & Motivators
- DISC & Learning Styles

Motivators:

- Hartman Values – Sales
- Hartman Values – Management

Hiring & Selection:

- Executive Summary Series
- Work Ethic Screen

360 Behavioral

- Social Styles

DISCovering Me for Youth:

- DISCovering Me – DISC for Self
- DISCovering Me – for Leadership
- DISCovering Me – Learning Styles
- DISCovering Me – Emotional Intelligence
- DISCovering Me – Motivators
- DISCovering My Career Path