



## Performance Alliance Europe



### Partnership Model “Certified Partner”

Modes of Cooperation with the Performance Alliance Europe – The online network of internationally oriented consultants in Central & Eastern Europe

The Performance Alliance Europe offers consultants - depending on the prerequisites fulfilled - various partnership models.

The second highest level is called “Certified Partner“. Within this group, a member can upgrade to the “Extended Version” which grants the partner additional rights.

#### Prerequisites for Partnership as Certified Partner

- Proof of Trust-Function (see below)
- Payment of an annual marketing fee
- Link to the Performance Alliance Europe homepage on the partners webpage

#### Rights of the Certified Partner

- Certified Partners will be listed right after the Certified Partners - Extended.
- Certified Partners can publish newsletter articles on the webpage of the Performance Alliance Europe.
- Certified Partners can present their company on the webpage of the Performance Alliance Europe

#### Presentation on the website of the Performance Alliance Europe

Certified Partners can publish the following information on the website of the Performance Alliance Europe and will be linked in the following manner:

- ▶ Company name and address
- ▶ A contact person of the company as well as personalized email
- ▶ Display of the company logo and link to their respective webpage

#### Certified Partners are obliged to ...

- Payment of the annual marketing fee (€ 850,--)
- Handle client requests
- Proof of Trust-Function (see below)

Management Consulting

Legal Advisory

Tax Advisory

IT-Service

HR Consulting

Advertising, PR & Lobbying

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## Certified Partner - Extended

The upgrade to the “Extended Version” grants the Certified Partner additional rights.

### Rights of the Certified Partner - Extended

- Certified Partners - Extended will be listed right after “Leading Partners“ upon receiving requests by potential clients.
- With the Extended Version additional company information can be published on the Performance Alliance Europe webpage (see below)

### Presentation on the website of the Performance Alliance Europe

Certified Partners - Extended can publish additional information on the website of the Performance Alliance Europe.

- ▶ Several contact persons of the company as well as personalized email
- ▶ Listing of up to two foreign offices including name of contact person and personalized email entries
- ▶ Listing of areas of expertise
- ▶ Listing of reference projects
- ▶ Download of a partner profile

### Certified Partner Extended are obliged to...

- Payment of the annual marketing fee (€ 1.350,--)
- Handle client requests
- Proof of Trust-Function (see below)

## The Trust -Function of Leading und Certified Partners

Certified und Leading Partners of the Performance Alliance Europe are reputable consultancies who have qualified themselves for partnership in the alliance through their

- ▶ Reference projects
- ▶ International activities & special memberships
- ▶ Recommendation of clients
- ▶ Recommendation of the branch or partner companies

The mandatory annual proof of the Trust-Function by the partner as well as feedback provided by clients ensure the reliability and respectability of the companies listed on the of the Performance Alliance Europe's online-platform.

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