

# ACS Distance Education Affiliation Network

## Become an Accredited Global Partner



### Our Most Frequently Asked Questions

<p><b>Are there criteria for the type of affiliations available?</b></p>	<p>Yes.</p> <p>To be successful you need to demonstrate</p> <ul style="list-style-type: none"> <li>• adaptability</li> <li>• strategic prospecting skills</li> <li>• marketing resources (or the use of external marketers)</li> <li>• communication and qualification questioning</li> </ul> <p>Passion is good, it will get you out of bed each day, but it won't make your sales.</p> <p>An agreement may flounder if you don't understand the culture behind the ACS products. ACS has evolved products for the non-formal and informal education market over 40 years. Our product is tried and tested. We seek people who will go forward in our direction.</p>
<p><b>Can I promote ACS products alongside training programs from other suppliers?</b></p>	<p>Yes.</p> <p>We'd like a chance to talk with you about our experiences of affiliates doing this. We have a great deal of knowledge to share when it comes to mixing products and courses which fit different systems.</p>
<p><b>How do I track sales that I generate?</b></p>	<p>Effortlessly.</p> <p>During the initial establishment, you are given a reporting template which is user friendly. It allows for tracking total sales and shows the total amount of royalties owing for that period, payable the following month.</p> <p>Tracking sales internally within your business is your responsibility. You are legally bound by the affiliate agreement contract terms to report your precise sales to our Accounts Department on a monthly basis.</p>
<p><b>How do I pay the establishment fee and monthly royalties?</b></p>	<p>Simply.</p> <p>Pay via bank to bank transfer, also known as direct deposit.</p> <p>We have trading accounts in the United Kingdom and Australia. Sending funds from countries other than the UK and Australia will incur standard international transfer fees.</p>
<p><b>Can I copy course information from ACS sites to promote licenced products on my own site?</b></p>	<p>Initially yes, permanently no.</p> <p>In the start-up phase we know it's an incredible feat to know each course or product well enough to write savvy outlines, so we're nice about that. We will allow your use of ACS website content to help you get started. However, we ask that you make it a priority for your business to systematically change the web content to reflect your own brand and selling technique.</p>

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	<p>We encourage all affiliates to differentiate from each other over time by customising the wording they use to their own business. This will benefit you in many ways as this will improve your SEO (with unique web copy). You will know your target market better than us and is a great way to stand out and enhance sales.</p>
<p><b>Do I sell courses as an ACS product or can I 'rebrand' to my own business and branding?</b></p>	<p>Get personal!</p> <p>When you buy a licence, you enter a privileged situation to sell ACS courses as your own. You are entitled to use ACS's intellectual property (IP) as a product of your own business.</p> <p>You cannot 'rebrand' ebooks and 20-hour courses. This is simply because the product is published and not amendable in this way.</p>
<p><b>Do I need to sell all products and courses?</b></p>	<p>You have the choice!</p> <p>You can select products which you can sell.</p> <p>If you have identified a niche industry or market, we highly welcome affiliation agreements with businesses who can stand out from the crowd and fill market gaps.</p>
<p><b>What recognition do your courses have?</b></p>	<p>Varied industry recognition applies to our courses. We've been in business over 40 years. Our courses get noticed. Informally, and generally, our recognition is extremely good.</p> <p>We find that many potential affiliates assume recognition is a critical factor. The reality is formal recognition and accreditation is surprisingly insignificant compared with many other factors.</p> <p>Our school is a long-term member of the International Approval and Registration Centre (IARC) <a href="http://iarcedu.com">iarcedu.com</a>. IARC is a premier independent quality management body. We highly regard this organisation as a necessary service for you which supports you and your students.</p>
<p><b>What return on investment can I expect?</b></p>	<p>Now this is slightly awkward, each business or individual has their ROI determined by investment in resources and expenses.</p> <p>Investments we have seen into the ACS Affiliations system have varied considerably. We can give you an estimate of what your return might be if you give us an honest insight into the systems you will use for marketing purposes, the resources you have available and the people behind the product. Talk to us.</p> <p>Below is a fictional example of potential annual revenue in \$, on products sales only, not including the initial investment of the establishment fee. Note in this example, 35% royalty is owed on <i>automated products</i> (ebooks and 20-hour courses). 15% royalty is owed on serviceable products i.e. traditional courses and qualifications.</p>

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### EXAMPLE ONLY

Year 1 >>>Your Business<<<					
Q1	Q2	Q3	Q4	Revenue earned on sales after royalties paid	Royalties Paid to ACS
<b>Ebooks priced at \$30 average \$19.50 revenue</b>				65%	35%
20 sales pm	25 sales pm	30 sales pm	35 sales pm	<b>\$6922</b>	\$3728
<b>20-hr short courses priced at \$200 \$130 revenue</b>				65%	35%
20 sales pm	20 sales pm	25 sales pm	25 sales pm	<b>\$35100</b>	\$18900
<b>100-hour short courses priced at \$700 \$595 revenue</b>				85%	15%
20 sales pm	30 sales pm	40 sales pm	50 sales pm	<b>\$249900</b>	\$44100

Important note: 'Revenue' figures stated above do not account for your general expenses and are margins after royalties are deducted only. True total business profits will be less depending on your business expenses.

I'm new to working in education, does that matter?

We do not necessarily seek affiliations with experienced education professionals. Our most successful affiliates know how an online business generates income and can communicate with clientele to make a sale.

We provide you with an approved list of tutors who have sought work for ACS and the Affiliates Network. You have a list of tutors ready to support your students.

ACS cares about quality in education and that is why we take product creation and development, currency and relevance into account to write products which appeal to a wide variety of markets, and ultimately provide authentic learning.