

# CRG

## In-Country Representatives Summary



**Business Opportunity:**

CRG Seeks Qualified Organizations for  
In-Country Representatives (ICRs)



## Profile of CRG In-Country Representatives:

A **CRG In-Country Representative (ICR)** is a special organization, association, group, or business that embraces the vision of CRG Consulting Resource Group International for development while possessing strong marketing, development, and deployment capacity.

An **ICR** is also a professional development firm in the segments of training, HR (Human Resources), consulting, speaking, eLearning, seminars, and/or coaching, with the desire to promote, train and teach others about CRG's proprietary models and assessments.

### Qualities of a CRG ICR:

- ▷ An **ICR** has a large network (platform) of constituents, clients, or members who can benefit from CRG resources, assessments, and/or services.
- ▷ An **ICR** has significant capabilities, capacity, a positive image, and operates at the highest level of integrity.
- ▷ An **ICR** has a positive track record in the training and development space with a desire to train others on CRG solutions.
- ▷ An **ICR** embraces the concept of affiliate relationships, and sees the benefits of leveraging relationships for the benefit of everyone.
- ▷ An **ICR** is easy to work with, and embraces a cooperative partnership mindset.

### Why Consider Becoming an ICR with CRG?

#### ▷ Track Record

Since CRG's inception in 1979, we have been successfully helping people enrich their lives while assisting individuals, families, teams, and organizations realize their potential.

*"As an experienced consultant and practitioner who has worked with many assessment tools in the past, I am really fascinated with the holistic approach of the CRG tools. Despite being simple to use and understand, the tools have sufficient depth in overall concept to support the necessary foundation for personal, team, and organizational development. I highly recommend the CRG Assessment Systems Certification Workshop for those wanting to improve their self-mastery as well as those who wish to use the tools to help others find their passion and purpose!"*

**Ray Phoon**  
Powerup Learning Academy Sdn Bhd  
Selangor, Malaysia

*"These people excel, which I define as the best in their genre, in helping leadership teams and companies do the following: executive and organization-wide team-building; individual leadership coaching and development; world-class style and values self-assessment technologies (paper, software, and on-line); and organizational development. Their reach is far, from long-standing and entrepreneurial businesses to public sector, hospital, and not-for-profit leadership."*

**Bill Bean, Chairman**  
Strategia



We have helped improve the lives of millions of people by giving them the tools and support they need to live, lead, and work *On Purpose*. By becoming an **ICR** you share in our global credibility.

CRG has invested significant resources into technology systems and implementation tools to help our valued partners—such as your organization—achieve a personal touch with as little effort as possible.

CRG's new **Applications Protocol Interface (API)** allows for easy partnerships and multi-language access on the same online platform.

#### ▷ **Quality of Products and Services**

CRG has a longstanding track record of an 80% "switch rate" from other models to CRG assessments once professionals understand our unique and proprietary models and process.

CRG has been acknowledged as one of the top three leadership development, training certification and training experts globally (surpassing others like Disney University and Kenneth Blanchard Training) via the LEAD (Leadership Excellence) 500 Awards hosted by HR.com.

#### **Increased Revenue & Impact:**

- ▷ As an **ICR** you will receive increased wholesale discounts on both print and online tools.
- ▷ You can leverage your current contacts and relationships into expanded revenue potential with little effort or investment.

- ▷ Added value and credibility to your constituents through high-quality offerings while also creating positive and lasting change.
- ▷ CRG's business mindset is one of abundance and partnership, so we help our partners grow with expanded possibilities.
- ▷ Our partnership model equally rewards referrals as consumption, so we acknowledge that our **ICRs** have introduced CRG to new clients with ongoing revenue.
- ▷ Long-term passive ("evergreen") income. Once your referred contact is connected to CRG, you receive referral fees—forever!

#### **CRG's Expertise and Breadth of Offers:**

CRG has developed a holistic set of assessments and content to grow the *whole person*, allowing CRG to provide its **ICRs** diverse options to meet their constituents' various needs.

With more than four million words of written and published content, CRG has demonstrated a wide range of expertise with a holistic model of development, engaging diverse learning formats from live events, online/mobile learning as well as eLearning.

- ▷ Behavioral Assessments including 360° [both print and online, with some available in multiple languages]
- ▷ Leadership
- ▷ Sales
- ▷ Communications
- ▷ Personality
- ▷ Team Development

# CRG In-Country Representatives Summary



- ▷ Values Clarification
- ▷ HR Hiring Processes
- ▷ Talent Management
- ▷ Job Fit & Compatibility
- ▷ Health and Wellness
- ▷ Life Purpose
- ▷ Employee Engagement
- ▷ Entrepreneurship
- ▷ Learning and Instructional Styles
- ▷ Confidence and Self-Worth
- ▷ Decision Making

## CRG ICR Relationship Expectations:

- ▷ The **CRG ICR** must have someone internal to the organization who has attended a CRG Assessment Systems Certification workshop.
- ▷ The **ICR** agrees to promote **CRG** resources or solutions on a continual basis.
- ▷ In exchange for non-exclusive rights and additional discounts, a one-time **ICR** fee is required and determined based on territory/region.
- ▷ The **ICR** is required to host CRG Assessment Systems Certification workshops in-country on a regular basis.
- ▷ An **ICR** agreement includes annual performance targets.
- ▷ **CRG** will provide expertise and support, as needed, to assist the **ICR** in expanding marketing and sales success.
- ▷ The **ICR** is committed to recommending, endorsing, and proactively communicating the benefits and opportunity to engage **CRG** assessments, services, and learning resources (e.g., via teleseminars, webinars, online learning, live events, etc.). The specific offers will be mutually determined by the **ICR** and **CRG**.

Take advantage of this exciting opportunity to become an **ICR** with CRG. Immediately start expanding your organization while serving your constituents!

**Apply now!**



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