



VALENS[™]
ADVERTISING
PUNE | MUMBAI

**JOIN VALENS ADVERTISING
IN HELPING BRANDS TO
TELL THEIR STORY**

**VALENS ADVERTISING BUSINESS DEVELOPMENT
ASSOCIATE PROGRAMME**



ABOUT VALENS ADVERTISING

Valens is one of the top advertising agencies in Pune and Mumbai with compelling, newer ideas and concepts, out of the box notions and an exciting touch of innovation. We excel at everything that is related to advertising, be it digital marketing, website development or event management. We are a one of a kind advertising agency that focuses more on refining our strategies rather than defending them.



BECOME A BUSINESS ASSOCIATE



- A business associate is **a business executive that specifies business responsibilities** & generates qualified, confirmed business lead which is directed to Valens Advertising.
- A Business Associate, is **more involved at pre-sales level** in order to facilitate the presales commercial discussion with the client.
- A business associate, is a **representative of Valens Advertising** more performing all pre-operations at his/her region, with a Project Qualification process like Project requirements gathering, analysis of their business with the service provided, Pricing structure, etc but do not take any title for Valens Advertising employment.
- A Business Associate has **rights to use Valens Advertising trademarks, logo, technical support**, help in marketing & project estimations for client request on enhancements or customizations.

BENEFITS OF BA FROM VALENS ADVERTISING

Valens Advertising offers a variety of partnership programs to enable mutually beneficial relationship to both the parties. We plan to create opportunities that will boost the growth of our business partners.

Working with established brand in the market, with a good client reputation build in Marketing world.

- **Flexibility** of working hours, working area and earn a good income with our **earning commission structure**
- **Low investment costs** with high returns
- **Mutually beneficial growth opportunity**
- Sell & promote our complete services to all your existing clientele, with all digital material designed by Valens Advertising
- **Complete technical support from Valens Advertising**, with high quality in services.
- Recurring Revenues through renewals
- Identity presence on Valens Advertising website as a team member
- **Transparent business processes**
- **No accounting hassles**
- An Exposure to updated marketing trends and their implications in the real world
- Be the owner for your territory



UNDERSTAND OUR SERVICES

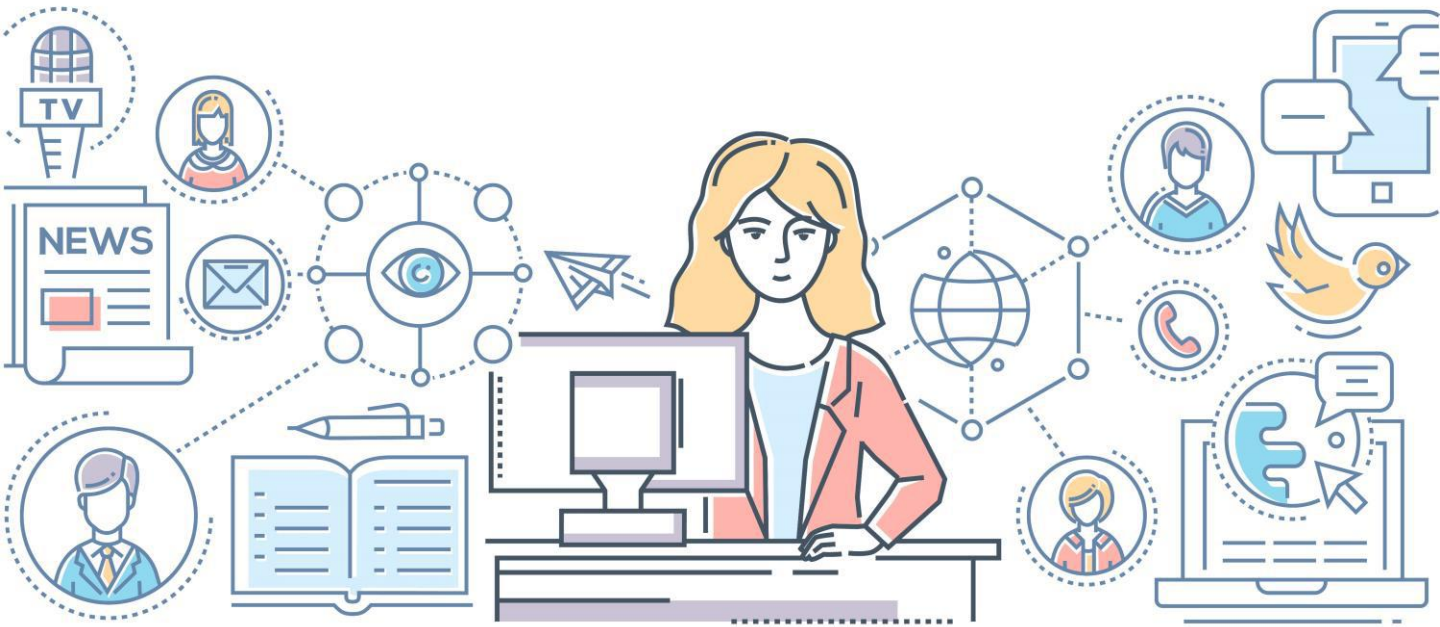
You can promote our services to your potential clients in your city and earn handsome returns per sale with a defined pricing structure set for a max limit. Valens Advertising will provide a learner's kit for every service where you can find all service details and its offerings along with references and case studies that can be scheduled at request by Valens Advertising support executive to Business Associates.

SERVICE DOMAINS

- **QUALIFIED LEAD GENERATION**
 - We generate quality leads for Real Estate, Education, E-commerce using text and image-based ads on search engines & social platforms.
- **SOCIAL MEDIA MARKETING**
 - We study the brand thoroughly coming up with the necessary platforms suggestion and setup all the pages making them look alike to create a brand recall. After which a creative strategy is thought and sent to the client for approval which is then scheduled to be posted on various social media platforms.
- **WEBSITE DESIGN, DEVELOPMENT & MAINTENANCE**
 - We design, develop and manage websites using php, html, css and all the open source content management systems (CMS).
- **MOTION GRAPHIC VIDEOS AND PHOTOSHOOTS**
 - We have and an in-house studio setup for top angle, portrait and other creative videography and photoshoots which are shot and then edited inhouse eventually giving a complete high quality and creative output
- **EVENTS AND PROMOTIONS**
 - Right from the location pick to the invitations, we do it all for various promotional events.



HOW WE WILL HELP?



- **MARKETING SUPPORT** (Digital Marketing & PR Materials)
- **TECHNICAL SUPPORT** (Technical documentation and proposal preparation support)
- **POST SALES** (Customer On Board Process in the application)
- **EMAIL AND PHONE SUPPORT** (Post Sales Customer Support)

OBLIGATIONS & ACTIVITIES OF BUSINESS ASSOCIATE

Business associates are those that support a covered entity. The below points states that what the business associates are allowed to do with the information which Valens Advertising provide them and how they are going to protect this information on Valens Advertising behalf.

Business Associate agrees to:

1. Business Associate will be entitled to receive leads, liaison with clients, negotiate the pricing.
2. Business Associate will not be involved in implementation process or onboarding process; this will be directly taken by the Valens Advertising in-house team.
3. Business Associate cannot make him/her represent as an Employee of Valens Advertising.
4. Business Associate has to give a formal confirmation via an email regarding their client proposal acceptance.
5. Once Valens Advertising receive the payments from Client, therein the on-boarding process will get started and from that all queries & client concerns will be directed to Valens Advertising Support team, but beforehand all pre-demos, client queries, etc. will be carried by Business Associate.
6. The pay-outs to Business Associate will be done on basis of matrix decided at the time of contract.
7. Business Associate can be a consultant of any other services irrespective the services should not be a stand competitor to the Valens Advertising services.



PAYOUTS

Payouts will be on the following basis:

Project Cost (Before GST)	Commission Rate
Upto INR 25,000	8%
INR 25,001 to 50,000	10%
More than INR 50,001	15%

New Client

% on Inward generated on every transaction within 30 days of receipt.

Monthly Payouts.

Past Client

% Shared on Inward generated on every transaction for renewals (Client retention team will help in generating new business from existing client base)

Materialistic expenses

Material required for pre-sales will be beared by Business Associate, I.e., Presentation pre sales

Digital Expenses

Material required for pre & post-sales (Website, Blogs, Emailers, Ads) will be beared by SAL

Client Visit or Client Hospitality Expenses

Reimbursement on such expenses will be on pre-approval basis from SAL



IF INTERESTED, LET US KNOW?

Reach out to us at:

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