



CERTIFIED BUSINESS AGENT (CBA) COMPENSATION MAIN KEYWORD DEFINITIONS

Absorption: Within a CBA's team of Agents there can be multiple sales channels (A sales channel is where an Agent recruits another Agent who recruits another, and so on...). From time-to-time some of the Agents in the middle of the sales channel may not produce the personal sales needed to qualify for royalties or bonuses or commissions. Those bonuses and commissions are then absorbed and paid to the first qualifying Sales Agent above in the channel.

Buzzazz Certified Business Agents (CBA) – Certified Agents (IRS 1099 status) are Independent Contractors. They can be contracted for sales, delivery or other areas of expertise. Certified Agents are similar to insurance or real estate agents, and are responsible to comply with laws of the land.

Company Leads: Buzzazz pays one half normal commissions if the company provides a lead from the company database of prospects, trade shows, advertising, appointments, etc.

Commission Value (CV): All commissions and bonuses are paid on the product or service Commission Values (CV), which may be different than the actual client sales price. This is an advanced costing and pricing system evolved from top level direct sales organizations that allows for Buzzazz Executive Council & Board of Directors to ensure profitability on every business solution that we provide.

Down Payments: Most orders are paid in full by clients. Some are Sales Management authorized to be delivered with a substantial down payment and monthly financing for secondary payments made to cover the full price.



In Touch: “In Touch” means someone is actively engaged with an active or prospective client. They are speaking, visiting, mailing, texting, etc. on a regular basis with no more than a 90 day gap.

IRS 1099 Status: The IRS tax form 1099 is utilized for Independent Contractors. CBA’s and Referral Partners are Independent Contractors and receive a yearly IRS form 1099 from Buzzazz to report their earnings.

Price Lists: The services and prices & Commission Values (CV) associated with them are approved and authorized as needed on a regular basis by the Buzzazz Executive Council & Board of Directors.

Personal Sale: A “Personal Sale” is defined as an order generated from a prospect that is personally created, followed up with and closed by the person making the sale.

Personal Prospect or Lead: A “Personal Prospect / Lead” is a potential customer that someone creates from scratch. It can also be former customer or prospect in the Buzzazz database that has not been on a Buzzazz service or in contact with another CBA during past 6 months, is an open lead for further follow up.

Qualified Orders: A “Qualified Order” is an order placed with a prospect or client that is in alignment with the entire product or service specifications, features, benefits, process, expectations, price, length of contract, terms of agreement, etc. as outlined within company policy and websites.

Referral Partner Sales: Also known as “Bird Dog Sales”, they are sales that are created by CBA Referral Partners.



Residual Payment Commission Qualification: Some services have monthly fees or secondary payments (after the orders down payment). We call these Residual Payments or Secondary Payments. To continue to receive commissions from customer Residual Payments, a CBA or Referral Partner or Affiliate must have produced at least 2 new client orders in the previous calendar quarter. Otherwise they simply earn on the down payment and first three Residual Payments.

Sales Channel: A separate line of sales production emanating from Sales Agent A that recruits, trains and manages Sales Agent B, and so on...

Tag Sales: If a CBA refers a prospect or requires inordinate assistance, training or a “tag” from a corporate Sales Manager or another Agent to close an order, they split the normal commissions in half, unless they mutually agree otherwise.

Terms of Agreement: It is the CBA’s and their client’s sole responsibility to review and understand and comply with the Buzzazz terms of agreement and other related policies and procedures on a regular basis.

Written by Keanan Kintzel –President

Approved by Board of Directors