

The John Maxwell Company International Licensee Program Frequently Asked Questions

What is a John Maxwell Company licensee?

A John Maxwell Company licensee will be equipped to offer the full range of John Maxwell trainings, products, executive coaching, and services offered by The John Maxwell Company (*where not currently licensed. See next two questions for further explanation*). In addition, this affords the ability to offer other individuals the opportunity to earn their John Maxwell coaching and speaking certification. Basically, as a John Maxwell Company licensee, you may operate as a full-service leadership development firm.

How has John Maxwell's content traditionally been licensed?

In the past, we have taken a fragmented approach to licensing John's content internationally. Moving forward, we are seeking to establish strategic, comprehensive relationships.

How is a licensee different from a current international partner?

Most of our international partners offer one or two services within The John Maxwell Company's complete suite of offerings. A John Maxwell Company licensee will have exclusive rights to provide the full range of John Maxwell trainings, products, and services within a designated territory (*where not currently licensed*).

If I decide to not become a licensee, can I still become an international partner?

Yes. Although not in our strategic long-term direction, we value all partnerships and look forward to developing leaders alongside you. If you do not want to become a John Maxwell Company licensee, we will be seeking to work the fragmented approach (see above), but on a non-exclusive license basis only.

What does it cost to become a John Maxwell Company licensee?

The licensee fee will depend on the size of your territory/country and will be discussed in more detail as you progress further into this process if you determine you are interested in pursuing the possibility of becoming a John Maxwell Company licensee.

How will you determine who can become a John Maxwell Company licensee?

There are several factors that we take into consideration when determining John Maxwell Company licensees. First, we want to make sure that this is something that you are sure you want and are prepared to pursue based on the significant time and energy required to maximize the leadership development opportunities within your designated territory.

We will also consider the following factors in our licensee selection and award process:

- Whether or not the culture and business potential in your proposed territory will support a leadership development organization
- Your experience in business and leadership development
- Your passion for John's content and "want to" in regards to impacting leaders in the marketplace
- Your financial investment as a licensee

What if someone is interested in becoming a full-service licensee in a territory where I am a current international partner?

We will work with you and the licensee on a potential partnership relationship between the two organizations.

What training will be required so that I'll be equipped to offer the full range of The John Maxwell Company products and services?

We will provide you with a complete spectrum of product, services, workshop, and sales/marketing training and business fulfillment. Some training will be held at our headquarters in Duluth, Ga., prior to your start as a full licensee, while additional training opportunities may take place online, over the phone or inside your territory.

I know someone who might be interested in becoming a licensee. What should I do?

Please have them complete the form on the following web page,
http://www.johnmaxwell.com/international/#int_form, and we will follow up with them.

Who can I contact for more information?

You may contact Jason Grant at (800) 333-6506 or complete the information form located at
http://www.johnmaxwell.com/international/#int_form and we will follow up with you shortly.