

# Affiliate Commission Plan

# EDDIE

## K-12 AI Tutor



Includes Access to the EDDIE K-12 AI Tutor

# EDDIE Sales Commission Plan

## For Independent Sales Representatives

**Product:** EDDIE Tutoring & Homeschooling Tool

### Pricing:

- \$19/month (recurring)
  - \$190/year (upfront, includes 2 free months)
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## 1. Direct Sales Commission

**Base Commission:** 10% of net revenue from personal sales.

### Plan Sold Commission Earned (10%)

\$19/month \$1.90/month per subscriber

\$190/year \$19/year per subscriber

### Terms:

- Monthly commissions recur for as long as the subscriber remains active.
  - Annual commissions recur for as long as the subscriber remains active.
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## 2. Team Override Commission (Sales Manager Bonus)

Sales Managers (reps who have personally recruited at least one active team member) earn a **flat 5% override commission** on all sales made by their **Level 1 team members**, regardless of how many reps are on their team.

**Level 1 Team Member Definition:** These are team members that Sales Managers directly recruit. If level 1 team members bring on sellers that they recruit, they become Sales Managers. They would receive the override on their team members. Sales Managers do not receive commissions on people who are at two levels or more down.

Requirement	Override % on Level 1 Sales
At least 1 active recruited rep	5%

### Eligibility Requirements to Maintain Manager Status:

- At least \$100/month in personal sales.

- Active Level 1 team member(s) generating sales during the period.
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### 3. Performance Bonuses

Bonus Name	Criteria	Bonus
Fast Start Bonus	\$500+ in personal sales in first 30 days	\$50
Momentum Builder	\$1,000+ in monthly personal sales	\$100

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### 4. Commission Distribution & Payment

- Payout Frequency: Monthly
  - Payout Date: 15th of the following month
  - Payment Method: ACH transfer, PayPal, or other approved option
  - Minimum Payout Threshold: \$25 (rolls over if not met)
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### 5. Plan Review & Optimization

#### Quarterly Reviews:

- Analyze sales data, rep engagement, and cost-per-sale metrics.
- Adjust bonuses or eligibility criteria if needed.

#### Annual Benchmarking:

- Compare with other affiliate/direct sales models in edtech.
  - Optimize rep incentives and ROI.
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### 6. Policies and Compliance

- **Single-Level Override Only:** Commission is paid only on Level 1 sales.
  - **Refunds/Churn:** If a customer cancels within 30 days, commissions are clawed back in the next pay cycle.
  - **Ethics Clause:** Misrepresentation of the product or spam marketing is grounds for termination and forfeiture of earnings.
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## 7. Tools & Support

- Sales Dashboard: Track personal/team sales, commissions, and bonuses
  - Sales Enablement Toolkit: Marketing materials, scripts, product training
  - Weekly Coaching Calls: Tactics, motivation, and Q&A
  - Recognition: Monthly leaderboards and public shoutouts
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## Simple Commission Examples for EDDIE Reps

**EDDIE is sold for:**

- \$19 per month (monthly plan)
- \$190 per year (annual plan)

**As a sales rep, you make money in 2 ways:**

1. **When you sell EDDIE yourself** (Direct Sales)
  2. **When the people you bring in make sales** (Team Bonus)
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### Example 1: Selling Monthly Plans

You sell 10 people the \$19/month plan.

You get 10%, which is \$1.90 per person each month.

So:

- $10 \text{ people} \times \$1.90 = \$19 \text{ per month}$
  - If they stay for 12 months:  $\$19 \times 12 = \$228 \text{ in a year}$
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## Example 2: Selling Yearly Plans

You sell 5 people the \$190/year plan.  
You get 10%, which is \$19 for each one.

So:

- $5 \text{ people} \times \$19 = \$95 \text{ one time}$
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## Example 3: Small Team Bonus

You bring in 3 people to sell EDDIE.  
They each sell 8 yearly plans.  
That's  $3 \text{ people} \times 8 = 24 \text{ sales}$ .

$24 \times \$190 = \$4,560 \text{ in sales}$ .  
You get a 5% bonus on that = \$228

You didn't make those sales — they did. But because you brought them in, you get a piece of it.

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## Example 4: Doing Both – Selling and Team

You sell 12 yearly plans =  $12 \times \$190 = \$2,280$   
10% = \$228

Your team of 4 each sells \$1,000 =  $4 \times \$1,000 = \$4,000$   
5% of \$4,000 = \$200

You also get a \$100 bonus because you sold more than \$1,000 yourself this month.

Total:  $\$228 + \$200 + \$100 = \$528$

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## Example 5: Big Personal Sales

You sell 100 yearly plans.  
 $100 \times \$190 = \$19,000 \text{ in sales}$   
10% = \$1,900 for you  
Add a \$100 bonus = \$2,000 total

## **Example 6: Big Team Sales**

You bring in 15 people to sell EDDIE  
Each sells \$1,200 this month = \$18,000 total  
You get 5% = \$900 this month just from your team

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## **Example 7: You Sell and Have a Big Team**

You sell 50 yearly plans = \$9,500  
10% = \$950

Your team sells \$15,000  
5% = \$750

You get a \$100 bonus

Total = \$950 + \$750 + \$100 = \$1,800

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## **Example 8: Super Team Leader**

You have 50 people on your team  
Each sells \$2,000/month = \$100,000 total  
5% = \$5,000/month  
That's \$60,000/year just from your team

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## **Example 9: Big Team and You Sell**

You have 100 people on your team  
Each sells \$1,500 = \$150,000 total  
5% = \$7,500/month

You also sell 30 yearly plans = \$570  
Plus \$100 bonus

Total = \$7,500 + \$570 + \$100 = \$8,170/month  
That's almost \$100,000/year

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## Example 10: Top Earner

You sell 200 yearly plans = \$38,000

10% = \$3,800 (once)

Your team of 200 people sells \$250,000/month

5% = \$12,500/month

Plus \$100 bonus

Total = \$3,800 + \$12,500 + \$100 = \$16,400

If you do that every month:

You could make over \$160,000 per year

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## Summary Table

What You Do	What You Make
Sell 1 yearly plan	\$19
Sell 10 monthly plans	\$19/month (recurring)
Bring in 3 people who sell a lot	\$228 (team bonus)
Sell a bunch plus team sales	\$528
Sell 100 yearly plans	\$1,900
Big team selling \$18k/month	\$900/month
Big team plus 50 sales of your own	\$1,800
Super team of 50 reps	\$5,000/month
Huge team plus selling	\$8,170/month
Top-level seller and big team	\$16,400/month