



Cambridge
College London

Quick Guide
Becoming CCL
Affiliate

CCL-UK

For more information about Cambridge College London and the process of becoming an affiliate of CCL please visit our affiliate website:

<http://affiliate.ccl-uk.org.uk>



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CCL - Quick Guide to Becoming an Affiliate

An introduction to CCL

Cambridge College London (CCL-UK)- registered in Britain under number 8748857 and headquartered in London.

CCL-UK provide many of the excellent educational services to all parts of the world .

- **Online Learning programs .**

Below are some of the reasons to join and the benefits from CCL Online Learning Programs:

- The online learning industry is booming and CCL courses are in high demand.
- Learn anytime, anywhere -You control the pace , No books to read / No software needed .
- Our courses are effective, affordable and attractive including English Language , Professional Certification, Management & Finance , IT Training and many other training programs.
- Strong online support and recognition on so many levels to help you reach your specific goals.

- Distance and /or attendance courses through our affiliates including English Language , Professional Certification , Management & Finance , IT Training and many other training courses / degree programs in many fields of education to develop a various skills.
- Organization of Educational and recreational trips to London for Children , Students and Working Adults to learn English with a various entertainment programs or for long term studying programs in London including universities (Under/Post Graduate Studies)
- Create strong relations with the academic institutions in Britain and reflect the outcome to the local community abroad.

1. THE PRODUCT DESCRIPTION

CCL provide the following products:

Instructor Lead Training [ILT]

◦Delegates are required to attend a location where an instructor delivers the training (Available through CCL Affiliates).

eLearning (Online Training) [EL]

◦Delegate can purchase a training activity online, access and complete the course online.

Distance Learning [DL]

◦Delegate can book the product online. With distance learning CCL will send learning materials to the delegate for completion on receipt of full payment.

2. THE COURSES DESCRIPTION

There are 4 categories of CCL online courses :

- 1- Cambridge (Professional Certification)
- 2- Cambridge Diploma in (English Language)
- 3- Cambridge Diploma in (Business)
- 4- Cambridge Certificate (Soft Skills)

1- Cambridge Professional Certification.

- 1- IPMA Fellowship .
 - 2- Cambridge Professional Certificate in English (CPCE)
 - 3- Teach English As A Foreign Language Cambridge (TEFL)
 - 4- Cambridge Professional Certificate in Marketing (CPCM)
 - 5- Cambridge Professional Certificate in Human Resources (CPCHR)
 - 6- Cambridge Professional Certificate in Business Admin. (CPCBA)
-

2- Cambridge Diploma in English Language.

- 1- General English Language
 - 2- Technical Report Writing
 - 3- Business English
-

3- Cambridge Diploma In Business

- 1- Cambridge Diploma in Auditing
 - 2- Cambridge Diploma in Human Resource Management
 - 3- Cambridge Diploma in Marketing
 - 4- Cambridge Diploma in Customer Service
 - 5- Cambridge Diploma in Quality Management
 - 6- Cambridge Diploma in Strategic Management
 - 7- Cambridge Diploma in Project Management
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4- Cambridge Online Courses Certificate (Soft Skills)

- 1- Cambridge Certificate In Negotiation Skills
- 2- Cambridge Certificate In Effective Teamwork
- 3- Cambridge Certificate In Time Management
- 4- Cambridge Certificate In Customer Service
- 5- Cambridge Certificate In Telesales
- 6- Cambridge Certificate In Job Analysis
- 7- Cambridge Certificate In Job Design
- 8- Cambridge Certificate In Recruitment & Selection
- 9- Cambridge Certificate In Leadership
- 10- Cambridge Certificate In Organizational Behaviour

- Unlimited access
- Learn anytime, anywhere-You control the pace
- No books to read/No software needed
- Live Support
- Internet connection required to take courses

For more information, please visit the CCL website: www.ccl-uk.org.uk

The CCL Affiliate Network

CCL Courses are sold through a network of CCL Affiliates and distributors around the world. A full list of CCL Affiliates is available at <http://affiliate.ccl-uk.org.uk/>

The Online Courses Content

Online courses at Cambridge College London are designed from the beginning to give you the tools to succeed, with all the course's information and materials available to you within from your registration . Every online course is created based on a syllabus and presented online using an ordered, easy-to-follow framework.

Each Online Course consist of :

***Interactive Course Slides**

To be used in the course to help the student to meet the exact needs of his training needs.

*** Course Exercises**

Each course comes with carefully created exercises that encourage students to apply their learning to their own organizations.

*** Training Ice Breakers**

ready-to-use 21 icebreakers ready-to-use .

*** Training Games**

ready-to-use 21 training games .

*** Course Tests**

A Pre-Course test help to evaluate the students prior to the training and collect important information on students needs and their current understanding of the course topic.

A post-course test will evaluate students learning at the end of the course and to issue the Certificate/Diploma for the student.

*** Further Reading**

Provide the students with a summary of additional materials on the subject matter.

*** Course Evaluation**

Provide the students with a detailed evaluation tool to evaluate the effectiveness of the course.

*** Action Plan**

Provide the students with an action plan that they can use to maximize their learning long after the course is over.

*** Final Exam.**

*** CCL Certificate/Diploma**

Benefits of becoming an affiliate

In addition to the more obvious advantages of becoming a CCL Affiliate, such as the opportunity to open a new income stream, using CCL to develop your training business or potentially having access to our brand, CCL supports its affiliates in a number of ways.

All our Agents are:

- Provided with a CCL Affiliate Kit, which includes manuals on the administration of CCL and available marketing support.
- You will be offered the books and teaching materials to run your own classes (Instructor Lead Training [ILT]).
- You will be able to add your fee for your classes the (Instructor Lead Training [ILT]).
- Affiliate's Course Materials – You will be provided with all the required teaching material for CCL Courses , moreover the Affiliate can propose his own course materials to be used for teaching, which then needs to be approved by CCL.
- Given training and training materials to sell and administer CCL.
- Offered marketing and technical support.
- Provided with access to files to print CCL marketing and promotional materials.
- Given a limited license to act as an authorized CCL Affiliate and to use CCL logos.
- Assigned a dedicated Development Manager to advise support on CCL.

All our Agents will be provided with the English Language Books

Cambridge English Skills

**(Real Listening & Speaking, Real Reading, Real Writing)
from
Cambridge University**

Cambridge English Skills is a four-level skills series for adults and young adult learners. Learners can develop the skills they need to use English confidently wherever they are - at home, at work, travelling, studying or just in social situations with English-speaking friends.

**You will be provided with this series of books and their
teaching materials to run your own classes (Instructor Lead
Training [ILT]) and your students will receive their
certificates from Cambridge College London.**



Sample Students Certificate

CCL - Quick Guide to Becoming an Affiliate

Roles and responsibilities of an agent

An Affiliate is authorised by Cambridge College London to develop the market for CCL products by promoting and selling the courses and providing support to their users.

An Affiliate is normally approved for an initial term of 2 years, providing they meet the necessary requirements. During this period CCL will take into account the Affiliate's performance in terms of sales made against targets, estimated business potential of the target market and the Affiliate's general ability to run the business to see if the contract will continue.

CCL Affiliate objectives

The objectives of a CCL affiliate should be as follows:

Primary objective:

- To increase the sale of CCL Courses year on year

Secondary objectives:

- To ensure Cambridge College London guidelines and standards are upheld at all times
- To ensure efficient operations when delivering CCL Courses.
- To provide excellent customer service
- To feedback product and market information to CCL.

CCL Affiliate role

Affiliates have to undertake a number of functions in order to successfully promote, administer and offer after sales support and services for CCL. Below, the key functions have been outlined in order to give you a brief insight into what is expected.

More information and training is available to affiliates in each of these areas once their application has been agreed.

It is the role of a CCL affiliate to:

1. Perform business functions

Affiliates are expected to actively promote the courses and report on their activities to CCL. This will include:

- Establishing and maintaining contacts with companies, government and other establishments and organizations which may be considered as a potential customer.
- Identifying and exploiting opportunities for CCL Courses
- Promoting and marketing CCL Courses.
- Undertaking regular market research and being fully aware of competitor products and services
- Regularly reporting activities to CCL.

2. Perform administrative functions

Because CCL Courses can be taken on demand, it is the agent's responsibility to manage the administration of registrations. This will include but not be limited to:

- Ordering the learners access to the online materials.
- Agreeing fees and confirming resource availability with learners.
- Ordering and Distributing end of course certificates.

3. Provide excellent customer services

As a representative of CCL, it is important that the highest standards of customer service are provided. This will include:

- Offering pre-adoption information and product demonstrations
- Offering post-adoption training and support
- Being an accessible point of contact

4. Offer additional consultative services

By offering additional services, you can potentially increase your CCL Courses sales and exploit further training opportunities. These may include:

- Language audits
- English language benchmarking
- Support in the management courses.
- Diagnostic advice in relation to CCL registrations

The Process of Becoming an Affiliate

The process of becoming an affiliate is straightforward, but approval does depend on the potential affiliate meeting a number of requirements. The process is described below using a flow diagram.

Step 1

Potential agents should first read the **Quick Guide to Becoming an Affiliate** before considering taking any further action.

If, after completing this document the potential agent is still interested, they should fill out the online **CCL Affiliate Expression of Interest form** found at:
www.ccl-uk.org.uk/centre-approval.html



Step 2

The initial application will then be assessed and the decision will be made to:

- **Accept Initial Application** – A **CCL letter of acceptance**, and relevant **Documentation**, **Standard Terms** and **fee list** will then be sent to the potential affiliate and completed with the assistance of a CCL Development Manager.

Cambridge College London may decide to undertake a business historical check on the prospective CCL Affiliate before accepting the initial application.

OR

- **Reject Initial Application** - A **letter of decline** with reasons why the initial application is being rejected will be sent.



Step 3

CCL Affiliate Agreement will be sent to the potential affiliate and he should return the completed **CCL Affiliate Agreement** to CCL Development Manager.

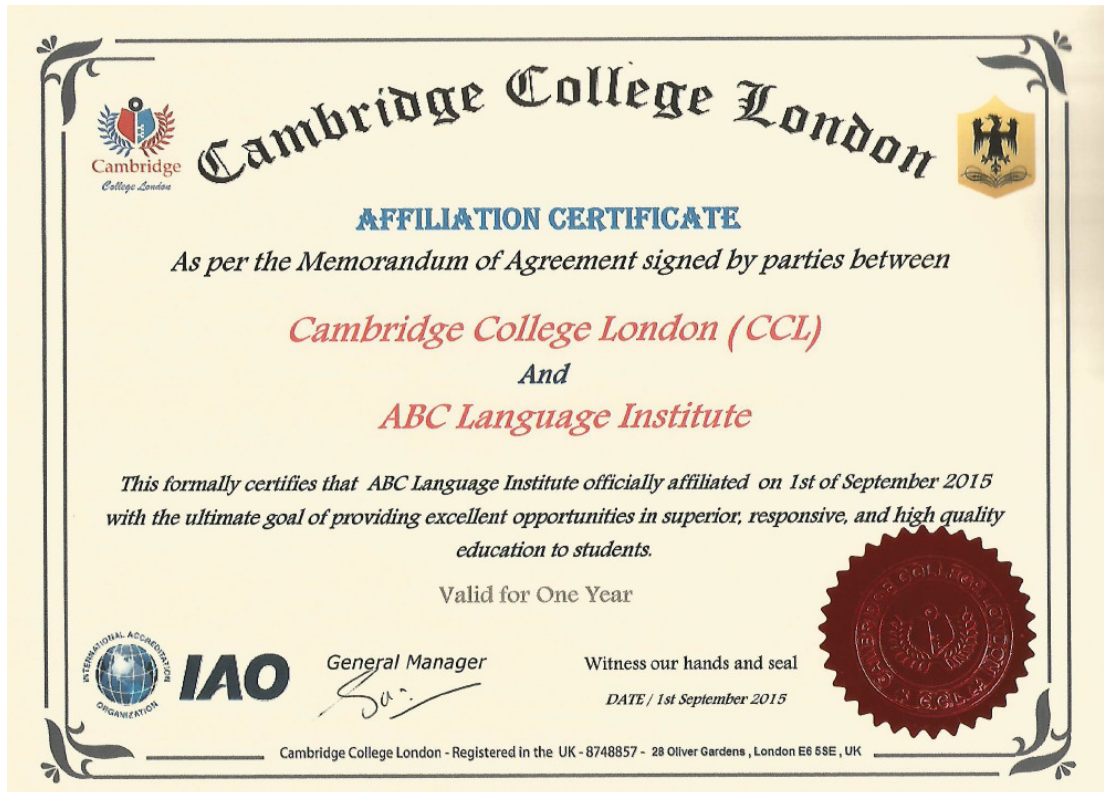


Step 4

The agreement will then be reviewed and the potential affiliate will be informed with a decision in the form of a **letter of confirmation with Certificate of Affiliation** or a **letter of decline**.

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Sample Affiliation Certificate



Contacts

Should you have any further questions regarding becoming a CCL Affiliate, please contact:

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<http://affiliate.ccl-uk.org>.

