CRISP™
Optimizing M&A Execution

AUTHORIZED ADOPTION ADVISER

SELL A LICENSE ONCE
EARN COMMISSION EVERY YEAR IT RENEWS

Become an Authorized Adoption Adviser and add CRISP™ to your solutions offered to clients facing complex M&A execution.

WHAT IS AN AUTHORIZED ADOPTION ADVISER?

An Authorized Adoption Adviser, or AAA, is an individual consultant or consulting firm authorized by Exertus, Inc. to represent and promote CRISP™, qualify opportunities and support Client adoption.

THE PRIME BENEFIT

PERPETUAL RENEWAL COMMISSION

Sell a CRISP™ license and receive a commission each year the Client renews it.

The commission continues for as long as the license remains active and renews, subject to the AAA Agreement and the license itself.

NO UPFRONT FEE

There is no upfront fee to become an Authorized Adoption Adviser. The commercial model is built around producing revenue with a proven method, not charging advisers for the opportunity to participate.

ADD DELIVERY REVENUE

Selling a CRISP™ license can create a second revenue opportunity beyond the license commission. Earn the Certified CRISP™ Practitioner credential and deliver CRISP™ Services directly after the Client license is in place, generating additional billable work from the relationship.

Like the AAA designation, CCP certification has no fee, although qualification standards are stringent to ensure consistent delivery quality. An AAA can also use the CCP resource registry to add delivery capacity or specialized expertise without expanding permanent staff.

BUILT TO HELP AN AAA SELL

- **Specialized AAA CRISP sales training**
- **GenAI-driven prospect finder leads**
- **Approved CRISP™ marketing materials and brand use permissions**
- **A defined process for reserving, qualifying and tracking opportunities protecting AAA existing and new relationships**
- **Negotiated compensation for licenses and CRISP™ Services**
- **Access to the registry of CCP resources**

CRISP™ IN BRIEF

A field-hardened method for optimizing M&A execution

CRISP™ gives contributors the mission-critical information needed, when needed. Deliverables, dependencies and accountability remain visible across functions and entities without adding technical debt or administrative overhead.

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AAA OPPORTUNITY

TURN CLIENT ACCESS INTO RECURRING REVENUE

CRISP™ gives consultants and advisory firms a differentiated M&A execution offering without requiring development of another proprietary method.

WHAT AN AAA CAN DO

1. **REPRESENT CRISP™**
   Introduce and promote CRISP™ using approved commercial materials and specialized AAA sales training.
2. **QUALIFY OPPORTUNITIES**
   Identify Client needs, establish the next step and record qualified opportunities through the defined Opportunity Development Log process.
3. **EARN ANNUAL LICENSE COMMISSION**
   Receive commission on each Client license sold and continue receiving commission each year that license renews.
4. **SUPPORT CLIENT ADOPTION**
   Help the Client understand how CRISP™ fits their environment and establish the commercial path to implementation.
5. **DELIVER SERVICES WITH CCP CERTIFICATION**
   Choose how to support your Client after the license is sold. Earn CCP certification to deliver CRISP™ Services directly, or engage qualified practitioners through the CCP resource registry when additional capacity or experience is needed.

READY TO ADD CRISP™?

Sell a differentiated M&A execution method. Build annual renewal income. Add delivery revenue through CCP-certified resources.

APPLY: [APPLICATION EMAIL OR URL]

WHO QUALIFIES?

Applicants may be:

- **Individual consultants with an ongoing professional practice**
- **Small consulting or advisory firms**
- **Firms capable of representing CRISP™, qualifying legitimate opportunities and supporting Client adoption**

Authorization requires execution of the applicable AAA Agreement and completion of Exertus onboarding requirements.

AAA AND CCP SERVE DIFFERENT PURPOSES

AAA status provides commercial authorization.

CCP certification qualifies an individual to deliver CRISP™ Services.

A firm may become an AAA and use CCP-certified internal personnel or qualified practitioners identified through the CCP resource registry.

HOW TO APPLY

1. Contact Exertus, Inc. to request consideration.
2. Provide information about the consulting practice, market focus and relevant Client relationships.
3. Discuss commercial terms and any territory or market-segment provisions.
4. Execute the AAA Agreement and complete onboarding.
5. Complete specialized AAA CRISP™ sales training.

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