

FOCUS AWARDS

PRICE PLANS | 2021/22

Innovation Meets Affordability



Sleep Better at Night - Control Your Costs and Budget for Positive Cashflow

If your business is anything like ours (or most others), cashflow is paramount in today's tough economic climate.

Financial stability is more uncertain now than it has been for many years as we emerge from perhaps the biggest challenge in living memory. The key to keeping cashflow positive is efficient budgeting

There's nothing quite so unsettling as a big unbudgeted 'hit' during the slow winter or holiday months when income drops, is there? Ruins your day; in extreme cases it can ruin your business...

Identify and calculate your cashflow requirements on a monthly basis and life becomes much easier.

Better still, set up your regular payments and expenses as direct debits or standing orders and you stay 'in the black' (or within your agreed facility) with your bankers.

Not only does this simplify your accounting. It also massively reduces stress and positively impacts your mental health.

Not 'rocket-science', is it? It's no accident that we're all actively encouraged to budget like this by many big blue chip vendors and enterprises such as utility providers and insurance companies. Indeed, some charge more if we don't use their monthly direct debit facility.

Why? Because it makes life simpler for both sides – less stress and less reliance on memory for us, less administration and debt chasing costs for them. A 'win-win' all round!

Which is precisely why we pioneered our new and exclusive '**Cashflow Assistance Tool**' to benefit all of our Centres.





Focus Awards has created a unique market-leading affordability scheme that helps you spread your registration and certification costs over the whole year.

We're renowned for innovation and forward-thinking. This fantastic Scheme is not available anywhere else; no other Awarding Organisation offers anything like it.

Once you become a Focus Awards [Approved Centre](#), you get immediate access (subject to the usual business and quality assurance checks).

Your learners benefit too. You won't find an easier or more cost-effective way to ensure their successes are recognised nationally.

By forecasting your annual needs (don't worry; we'll help you), your Price Plan enables you to take advantage of the 'buying power' of volume pricing.

Insurance companies, banks, credit card providers and big retailers do this all the time for their clients and customers; why shouldn't Awarding Organisations do the same for theirs? That's where we're coming from...

The Plans give you easy access to our complete range of qualifications in over 11 different subject areas and sectors, without worrying about cost.

Last year, even during the pandemic, 23% of our Centres switched to our Powerful Price Plans to save money and smooth out their cashflow. The Plans made the difficult times easier; imagine the impact they'll make on your business now!



My monthly spend with Focus Awards allows me to invest in my business which has seen profits growth and awareness increase.

Jayne Nicholls
Group X Training (GXT)



Our Powerful Price Plans are more than 'just' innovative and ground-breaking. You save a substantial amount of money each year and your simple monthly contribution smooths out the 'peaks and troughs' of demand.

There's just no comparison. But we did one anyway. With other leading Awarding Organisations.



Focus Awards Price Plans vs. Competitors' Pricing



Chart 1





For starters.

Our Powerful Price Plans offer certifications **as low as £20 each**: the lowest available anywhere in the Awarding Organisation marketplace.



Alternative Typical Competitor's

lowest price is **£33 almost 40%** more expensive just for the certificate.



Add in Typical

Centre Approval Fee of **£625** (compared with **Focus Awards' of £250**, or FREE if you're on our Gold or Platinum Plan) plus a charge of £100 for use of their VLE (Virtual Learning Environment) on every certificate, and competitors' costs really start to spiral alarmingly.



By contrast, with certification as low as £20, Focus Awards' Plans start saving you money immediately – right 'out of the box'.

As an example, if your first certification is a Level 3 Personal Trainer, Focus Awards saves you £114 straight away, even on just one learner. And then, of course, there's the £625 you'll save on the Centre Approval/Registration, and FREE or subsidised use of our VLE....

Our Powerful Price Plans "keep on giving" on every certification you use. The more you take, the higher the savings pile up. All yours.

At **up to 66% savings** across the board and instant E-certificates for every learner, it simply makes commercial sense to take advantage of what we exclusively offer on the Powerful Price Plans.

The contribution on Focus Awards' Platinum Plan (up to 2000 certificates) is only marginally higher than others' cost of just 500 certificates; in other words, most other Awarding Organisations are almost four times more expensive at this level. Eye-watering, as you can clearly see from the Chart 1 above.

No 'volume' savings there...

You can't get this level of service or rock bottom pricing anywhere else.



Focus Awards' Approved Centres are already making these huge savings on their certification, and more on sampling and compliance visit fees. Why not join them TODAY?

Relationship Manager Service			
BRONZE £515 Monthly	SILVER £1133 Monthly	GOLD £2163 Monthly	PLATINUM £4120 Monthly
<p>Up to 200 certificates</p> <p>FREE Centre Approval (£250 Saving)</p> <p>E-Certificates as standard</p> <p>One Free Support/Sampling Visit Annually</p> <p>25% Discount on Virtual Learning Environment, Qualification Resources and Qualification Development Costs</p> <p>Complimentary meeting / training room use for 1 day per year</p> <p style="text-align: center;">APPLY</p>	<p>Up to 500 certificates</p> <p>FREE Centre Approval (£250 Saving)</p> <p>E-Certificates as standard</p> <p>One Free Support/Sampling Visits Annually</p> <p>50% Discount on Virtual Learning Environment, Qualification Resources and Qualification Development Costs</p> <p>Complimentary meeting / training room use for 4 days per year</p> <p>Your Brand on certificates</p> <p style="text-align: center;">APPLY</p>	<p>Up to 1000 certificates</p> <p>FREE Centre Approval (£250 Saving)</p> <p>E-Certificates / Printed Certificates</p> <p>Two Free Support/Sampling Visits Annually</p> <p>FREE Virtual Learning Environment and Qualification Resources</p> <p>Complimentary meeting / training room use for 6 days per year</p> <p>Your Brand on certificates</p> <p>FREE Relationship Management Service</p> <p>FREE Dedicated Relationship Manager</p> <p>FREE Business Start Up Pack for Learners including a website, letterhead, business card, promotional leaflet, and compliments slip.</p> <p>FREE Learner ID Verification Card</p> <p style="text-align: center;">APPLY</p>	<p>Up to 2000 certificates</p> <p>FREE Centre Approval (£250 Saving)</p> <p>E-Certificates / Printed Certificates</p> <p>Three Free Support/Sampling Visits Annually</p> <p>FREE Virtual Learning Environment and Qualification Resources</p> <p>Complimentary meeting / training room use for 12 days per year</p> <p>Your Brand on certificates</p> <p>FREE Relationship Management Service</p> <p>FREE Dedicated Relationship Manager</p> <p>FREE Business Start Up Pack for Learners including a website, letterhead, business card, promotional leaflet, and compliments slip.</p> <p>FREE Learner ID Verification Card</p> <p>FREE Access to Qualification Development Department and Resources</p> <p>Development of a Custom Nationally Recognised Qualification</p> <p style="text-align: center;">APPLY</p>
Potential Yearly Savings of more than £8,000	Potential Yearly Savings of more than £22,000	Potential Yearly Savings of more than £26,000	Potential Yearly Savings of more than £96,000

Some of our current Gold and Platinum Centres already take more than 2000 certificates every year. Please contact the CEO to learn more about the Platinum Plus Plan; it is rapidly becoming our flagship offering. Platinum Plus slices even more off your costs (boosting ROI) and gives you additional special benefits. **Speak to us today.**

World Class Service – Good enough for British Airways, Virgin, American Express and Diners’ Club. Now you can experience the same...

Introducing the new and exclusive Relationship Management Service FREE to all Gold and Platinum Centres

We make no bones about it – we want you to get the very best from us to reflect your respected position as a Gold or Platinum customer.

You already know that our Customer Service is legendary; read the testimonials above if you need to remind yourself...

However, Centres that take advantage of the massive savings available on our best-value Gold and Platinum Plans are now automatically plugged in to our New Relationship Management Service.

British Airways and Virgin pamper their First Class and Upper-Class passengers respectively, with huge Air Miles credits and massive in-flight privileges. American Express and Diners’ Club lavish high value goods ‘deals’ at bargain basement prices... Shameless really; perhaps even a little decadent...but we love it!

You already get unbeatable pricing from us, so Focus Awards has ‘front-loaded’ additional tangible benefits for our Gold and Platinum Centres by giving you automatic access to exclusive complimentary membership of our fantastic Relationship Management Service.



An amazing awarding body. Excellent customer service, top quality centre support and great value for money.

Andres Jimenez
BISMA



Focus Awards have been very easy to work with. Rather than making things such as admin and paperwork more complicated or onerous, we have noticed that the EQA endeavours to make things simpler and easier for us wherever she can. Certification is straightforward and certificates have arrived promptly.

Liz Smith
Camyoga



And there's even better news for our Gold and Platinum Centres.



1. **Membership of the Relationship Management Service** This FREE enhancement is not available to anyone outside of the organisation, or to Centres on lower-level Plans. It reflects your status as one of our most respected Business Partners
2. You get your own **Relationship Manager** to further enrich your experience with us. No more hanging on the phone or waiting for a call-back or email. Whether you need certificates urgently, have a pressing query, or want to discuss a business issue, you'll have immediate access and swift resolution. Your Relationship Manager is dedicated to you until the query, problem or frustration has been resolved to your complete satisfaction.
3. **FREE Learner ID Verification Card** These innovative verification cards show your learners Full Name, DOB and Qualification title and completion date.
4. **Platinum Members Only - Complimentary Access** to our Qualification Development Department and Resources. Exclusive advice and assistance with development of a bespoke in-house CPD or specialist qualification of your own, for endorsement under our Focus on Quality Provision (FQP) Scheme.
5. **Platinum Members Only - Development of a Custom Nationally Recognised Qualification.** If you've always wanted to get one of your specialised qualifications onto the Regulated Qualification Framework (RQF) and nationally recognised, this exclusive benefit is priceless*.

Why not make Focus Awards your Awarding Organisation of choice – become an Approved Centre - [TODAY!](#)



We would like to give thanks and recommend Focus Awards as one of the best awarding bodies we have had the pleasure of working alongside. Focus Awards are more than accommodating to support in the provision of quality qualifications, working with training providers to support delivery with resources, smooth operations and hassle-free working practices.

Ryan Buckle
Ignite Academy and Training



Focus Awards are very professional in their approach to customer service and we have been delighted at the quick turnaround of certificates. Their online registration system is very easy to use and colleagues have always been on hand to help with any queries.

Jane Dando
JTM

Focus Awards Performance Pledges

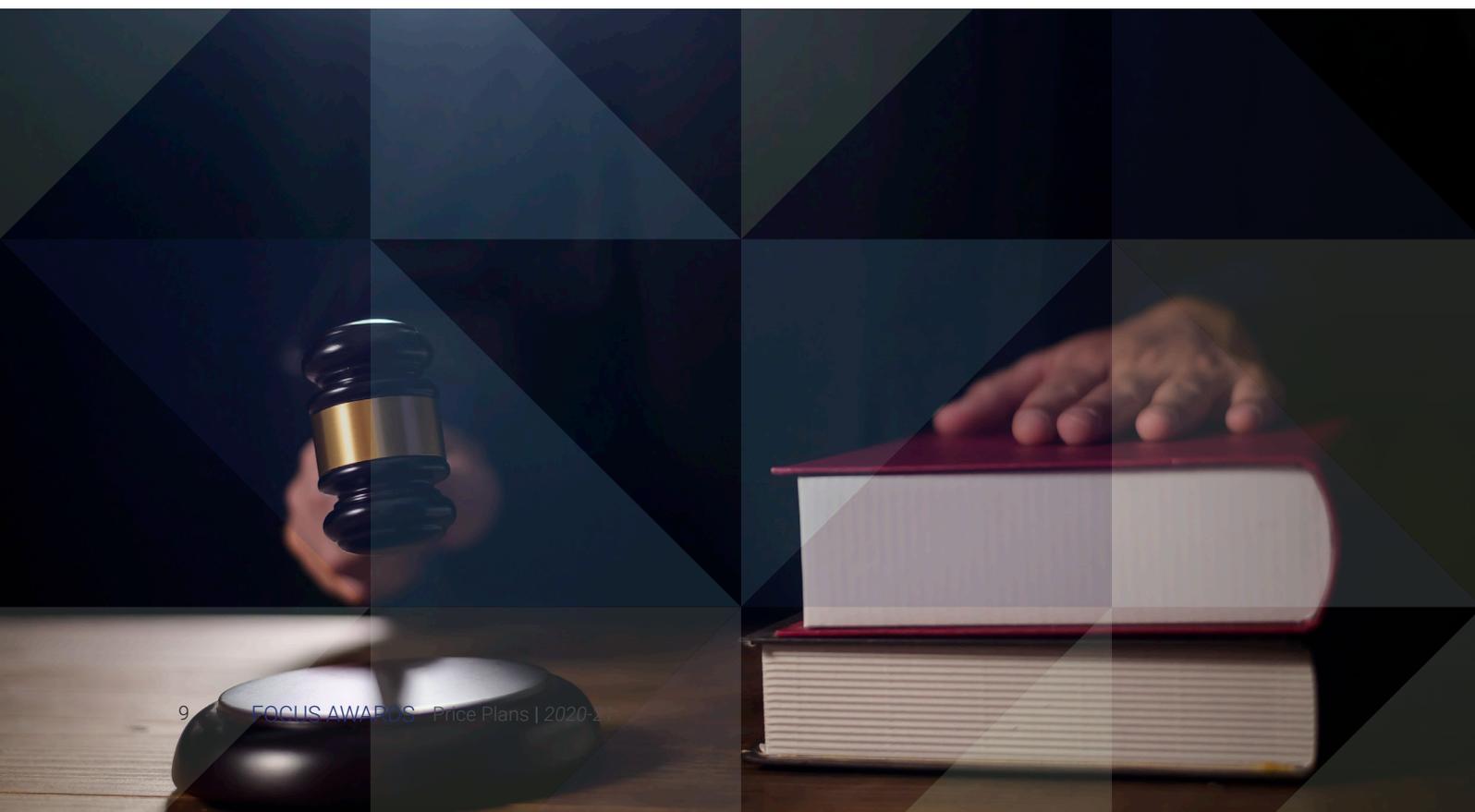
Rather than make empty promises, we commit to the following:

- If we fail to dispatch certificates within 3 business days, you get them FREE.
- If we don't process your Centre approval application within 7 business days of receiving your properly completed application, we will waive your approval fee altogether.
- We take our partnership commitment seriously. If you're in trouble, we're in trouble. We therefore expect complaints to be addressed immediately; it's the best measure of quality control in any customer-facing business.
- If this is not possible you can expect a call from a senior management team representative within 7 business days.
- We are determined to be as clear as possible in all our communications with you and make our team readily accessible to resolve your issues.

**We know that
promises –
intentions – mean
nothing.**



**Only results
– tangible,
measurable
actions – matter.**





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