



BUSINESS
DEVELOPMENT ASSOCIATION



ECP™

Endorsed Certification Partner

ECP™ Program Guide

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Welcome Note

Dear Partner,

Welcome to the **Business Development Association (BDA) – Endorsed Certification Partner (ECP) Guidebook**.

This guidebook serves as your primary reference for the **ECP™ partnership**, outlining the rights, operational expectations, benefits, and responsibilities associated with delivering BDA's globally recognized professional certifications: **BDA-CP™** and **BDA-SCP™**.

By becoming an ECP, your organization is entrusted with a prestigious role: **representing BDA certification Preparation Programs** within your designated territory, and acting as the sole delivery partner for candidates seeking to gain professional credentials aligned with the **BDA Body of Competency & Knowledge (BDA BoCK™)**.

This document is periodically updated. For the latest updates or inquiries, please contact us at [**partnerships@bda-global.org**](mailto:partnerships@bda-global.org)

Warm regards,

Partnerships Unit

Business Development Association (BDA)
London, United Kingdom

Section 1: Introduction to the ECP™ Program

The ECP™ Program is BDA's most prestigious partnership model, granting partners the right to deliver official certification preparation for BDA-CP and BDA-SCP within a designated country (maximum 2 partners per country).

This program is aligned with BDA BoCK™ (BDA Body of Competency & Knowledge) and requires full adherence to BDA's quality and delivery standards.

ECP partners are responsible for:

- Delivering preparation programs using BDA-approved materials
- Promoting the BDA certifications locally
- Supporting learners before, during, and after the exam
- Encouraging usage of BDA BoCK™ and the BDA LMS as core resources

Section 2: Why Become an ECP™ Partner?

- ✓ Rights in your country to deliver BDA-CP and BDA-SCP prep
- ✓ 10 free exam vouchers When paying for the first time
- ✓ Listing on BDA's website and public directory
- ✓ Access to all updated training materials and digital tools
- ✓ Participation in BDA global campaigns and events
- ✓ Direct support from BDA's academic and exam team
- ✓ Branding benefits including the **BDA ECP™ badge** and official certification partner recognition
- ✓ Commercial exclusivity and strong market differentiation

Section 3: ECP™ Accreditation Packages & Fees

Feature	Description
Initial Partnership Fee	€7,500 (Includes 10 certification vouchers)
Annual Renewal Fee	€5,500 (Includes 10 vouchers annually)
Additional Exam Vouchers	€345 (BDA-CP) / €395 (BDA-SCP) per learner

Section 4: The Accreditation Process

1. **Submit Application**

Complete the ECP application form with full organization profile and capabilities.

2. **Preliminary Review**

BDA reviews the partner's experience, reputation, team, and reach.

3. **Academic & Compliance Review**

BDA evaluates the readiness to deliver the certification programs in line with BDA BoCK™ and LMS.

4. **Approval & Agreement**

Approved partners sign a formal agreement and receive the official ECP accreditation certificate and badge.

5. **Onboarding & Access**

Partners receive access to:

- ✓ Exam platform demo
- ✓ LMS Administrator account
- ✓ Trainer guides and support

Section 5: ECP™ Quality & Compliance Standards

All ECP Partners must adhere to:

- ◆ Delivery of BDA-approved programs using BDA BoCK™ and LMS
- ◆ Full guidance to candidates on certification process
- ◆ Ethical sales and marketing practices
- ◆ Trainer qualifications aligned with BDA standards

- ✦ No modifications to exams or unauthorized adaptations
- ✦ Annual performance review and minimum delivery metrics

Section 6: ECP™ Badge Usage Guidelines

✓ Badge must appear on:

- Partner website
- Certificates of course completion (preparation only)
- Promotional materials

✗ Badge may NOT:

- Be altered or resized disproportionately
- Be used for programs outside BDA-CP / SCP
- Be sublicensed to third parties
- Remain in use after non-renewal or termination

Correct phrasing:

"[Organization Name] is an endorsed certification partner for BDA-CP and BDA-SCP in [Country Name], officially recognized by the Business Development Association (BDA®)."

Section 7: Frequently Asked Questions (FAQs)

Q: Can an ECP deliver custom BD programs?

A: ECP partners focus on certification preparation. For other programs, consider PDP.

Q: What if I want to renew or expand?

A: You may renew annually and request to add delivery locations, subject to BDA review.

Q: Do I manage the exams?

A: No. Exams are managed via BDA's secure exam platform. You guide learners, but BDA administers the test.

Section 8: Contact & Next Steps

How to Apply for ECP™ Accreditation

Applying for ECP accreditation is a simple process. Follow these steps to begin:

- 1) Complete the ECP™ Application Form** – Download and fill out the application form with details about your training organization and courses.
- 2) Submit Required Documentation** – Send the completed form along with supporting documents (training materials, course outlines, trainer profiles) to partnerships@bda-global.org.
- 3) Application Review & Evaluation** – The BDA team will assess the submission to ensure alignment with BDA BoCK™ standards.
- 4) Approval & Payment Processing** – Once approved, the partner will receive an invoice for accreditation fees.
- 5) Official Recognition & Badge Issuance** – Accredited partners receive the **ECP™ Certificate and Official BDA ECP™ Badge**.

For assistance during the application process, reach out to our ECP™ support team.

Support & Contact Information

Email: partnerships@bda-global.org

Website: www.bda-global.org/partnerships/ecp-3

Renewal & Compliance Queries

Annual Renewal Reminder: Accredited partners will receive a renewal notification **45 days before expiration** with renewal instructions.

Compliance Review: Partners must ensure continued adherence to BDA BoCK™ standards.

Renewal Fee Submission: Payments must be processed before the expiration date to maintain active accreditation.

Policy & Compliance Inquiries: For questions related to ECP™ compliance, program updates, or renewal policies, contact partnerships@bda-global.org



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