Terms & Conditions

Last updated on September 01, 2026

1. AGREEMENT TO THE TERMS

These Terms of Use constitute a legally binding agreement made between you, whether personally or on behalf of an entity ("you") and BUSINESS SCALING SYSTEM (BSS) - FZCO («Company», «BSS», «We», «Us», or «Our»), concerning your access to and use of the https://app.business-scaling-system.com/login website as well as any other media form, media channel, mobile website or mobile application related, linked, or otherwise connected thereto (collectively, the "Site"). We are registered in the United Arab Emirates and have our registered office at IFZA, Dubai. By entering, executing, using, downloading, commenting, saving, accessing, or using this Site, you agree to the full acceptance of every provision included in these terms, in the version published by, and at the time you access or use the Site. You agree that by accessing the Site, you have read, understood, and agreed to be bound by all of these Terms of Use. If you do not agree with all of these terms of use, then you are expressly prohibited from accessing and using the site and you must discontinue use immediately.

Supplemental terms and conditions or documents that may be posted on the Site from time to time are hereby expressly incorporated herein by reference. We reserve the right, in our sole discretion, to make changes or modifications to these Terms of Use at any time and for any reason. We will alert you about any changes by updating the "Last updated" date of these Terms of Use, and you waive any right to receive specific notice of each such change. Please ensure that you check the applicable Terms every time you use our Site so that you understand which Terms apply. You will be subject to, and will be deemed to, have been made aware of and to have accepted, the changes in any revised Terms of Use by your continued use of the Site after the date such revised Terms of Use are posted. The information provided on the Site is not intended for distribution to or use by any person or entity in any jurisdiction or country where such distribution or use would be contrary to law or regulation or which would subject us to any registration requirement within such jurisdiction or country. Accordingly, those persons who choose to access the Site from other locations do so on their own initiative and are solely responsible for compliance with local laws, if and to the extent local laws are applicable. The Site is intended for users who are at least 18 years old. Persons under the age of 18 are not permitted to use or register for the Site.

2. TERMS OF USE

BSS is a company offering short duration courses for management, professional and personal development including providing training in areas such as education, social and behavioral development, management, HR, sales, advertising and market…etc.

To take the course provided by BSS, you must apply on our Site. BSS provides various short-term courses lasting no more than 12 months.

Each course includes several forms of study, such as the theoretical and practical part.

THE PRACTICAL PART

The courses consist of sections that provide for various of practical participation formats specified in Appendix No. 1.

Depending on the course, in the practical part you are provided with: trainings, coaching, mastermind, mentoring, workshops, analyses, expert consultations, testing, access to specialized chats and much more.

THE THEORETICAL PART

The courses are also divided into a list of theoretical blocks and modules specified in Appendix No. 2. Each block includes several modules containing theoretical classes.

Depending on the course, in the theoretical part you are provided with: theoretical materials, video courses, e-books and e-booklets.

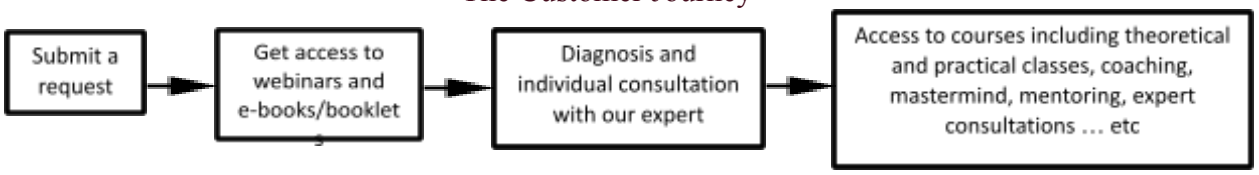
If you prefer to personally communicate with the expert and ask him questions, you can select the appropriate section. Each participant can choose the optimal format of participation in the sections in order to get the maximum benefit and knowledge from the course.

On the Site you can find webinars and e-books/booklets. You can undergo a paid diagnosis and receive an individual consultation from our expert.

BSS provides virtual courses and webinars, coaching, and consultation for clients willing to up sell their knowledge and competencies in the above-mentioned field.

Thus, in order to enroll in the course, the customer should complete the following steps:

The Customer Journey



We reserve the right, at our sole discretion, to optimize or modify the services provided at any given time. We may also optimize the features on our Site which may lead to partial suspension of service due to maintenance and development work.

Users can enroll in courses or request coaching and consultation which BSS provides.

COURSE ENROLLMENT

To enroll in a course provided by BSS you must have an internet connection. You must also provide us with a valid payment method on this Site. This means providing us with an active and valid Credit/Debit Card number. You can also make a payment by sending an Invoice You have the liberty to update or change your payment method at any given time. Upon successful payment and enrollment, you will be participating in either a virtual course. Courses will have a specific timeline and duration, mentioned on the Site.

ACCOUNT MANAGEMENT

Users can access their accounts on the Site under “My Account” to review or change their account information provided during account creation. The details of this information include, but are not limited to full name, username, passwords, email, phone number, payment methods, and other details provided by the user. You can also review past orders and choose to purchase new courses or require new consultation or coaching services.

BILLING

Once you enroll in a course, you will be charged the full price of the course mentioned on the Site. Local taxes such as VAT will be applied to your bill (if applicable in the buyer's jurisdiction). Should a payment failure occur due to insufficient funds, card expiry, or any other matter of the like, you will be solely responsible for any uncollected amounts. In such a case, the Company reserves the full right to refrain from providing any of the services detailed in the course description.

PROMOTIONS, DISCOUNTS, AND COUPONS

We may, at our sole discretion, offer a number of promotional offers in the form of discounts or coupon codes. The eligibility and value of such offers is determined by the Company. We may choose to offer these promotions, discounts, or coupons to members of our choice at any given time. Such offers will be communicated to members by electronic means such as email, SMS, or other forms of communications. Offers will have a limited period of validity which will be mentioned in the communication. Promotional offers will have limitations and exclusions and cannot be used more than once during the mentioned period of validity.

3. INTELLECTUAL PROPERTY RIGHTS

Unless otherwise indicated, the Site is our proprietary property and all source code, databases, functionality, software, website designs, audio, video, text, photographs, and graphics on the Site (collectively, the “Content”) and the trademarks, service marks, and logos contained therein (the “Marks”) are owned or controlled by us or licensed to us, and are protected by copyright and trademark laws and various other intellectual property rights and unfair competition laws of the United Arab Emirates, international copyright laws, and international conventions. The Content and the Marks are provided on the Site “AS IS” for your information and personal use only. Except as expressly provided in these Terms of Use, no part of the Site and no Content or Marks may be copied, reproduced, aggregated, republished, uploaded, posted, publicly displayed, encoded, translated, transmitted, distributed, sold, licensed, or otherwise exploited for any commercial purpose whatsoever, without our express prior written permission. Provided that you are eligible to use the Site, you are granted a limited license to access and use the Site and to download or print a copy of any portion of the Content to which you have properly gained access solely for your personal, non-commercial use. We reserve all rights not expressly granted to you in and to the Site, the Content and the Marks.

4. USER REPRESENTATIONS

By using the Site, you represent and warrant that: (1) all registration information you submit will be true, accurate, current, and complete; (2) you will maintain the accuracy of such information and promptly update such registration information as necessary; (3) you have the legal capacity and you agree to comply with these Terms of Use; (4) you are not a minor in the jurisdiction in which you reside; (5) you will not access the Site through automated or non-human means, whether through a bot, script, or otherwise; (6) you will not use the Site for any illegal or unauthorized purpose; and (7) your use of the Site will not violate any applicable law or regulation.

If you provide any information that is untrue, inaccurate, not current, or incomplete, we have the right to suspend or terminate your account and refuse any and all current or future use of the Site (or any portion thereof).

5. USER REGISTRATION

You may be required to register with the Site. You agree to keep your password confidential and will be responsible for all use of your account and password. We reserve the right to remove, reclaim, or change a username you select if we determine, in our sole discretion, that such username is inappropriate, obscene, or otherwise objectionable.

6. PROHIBITED ACTIVITIES

You may not access or use the Site for any purpose other than that for which we make the Site available. The Site may not be used in connection with any commercial endeavors except those that are specifically endorsed or approved by us. As a user of the Site, you agree not to:

Systematically retrieve data or other content from the Site to create or compile, directly or indirectly, a collection, compilation, database, or directory without written permission from us.

Trick, defraud, or mislead us and other users, especially in any attempt to learn sensitive account information such as user passwords. Circumvent, disable, or otherwise interfere with security-related features of the Site, including features that prevent or restrict the use or copying of any Content or enforce limitations on the use of the Site and/or the Content contained therein.

Disparage, tarnish, or otherwise harm, in our opinion, us and/or the Site. Use any information obtained from the Site in order to harass, abuse, or harm another person.

Make improper use of our support services or submit false reports of abuse or misconduct.

Use the Site in a manner inconsistent with any applicable laws or regulations. Engage in unauthorized framing of or linking to the Site. Upload or transmit (or attempt to upload or to transmit) viruses, Trojan horses, or other material, including excessive use of capital letters and spamming (continuous posting of repetitive text), that interferes with any party’s uninterrupted use and enjoyment of the Site or modifies, impairs, disrupts, alters, or interferes with the use, features, functions, operation, or maintenance of the Site. Engage in any automated use of the

system, such as using scripts to send comments or messages, or using any data mining, robots, or similar data gathering and extraction tools. Delete the copyright or other proprietary rights notice from any Content. Attempt to impersonate another user or person or use the username of another user. Upload or transmit (or attempt to upload or to transmit) any material that acts as a passive or active information collection or transmission mechanism, including without limitation, clear graphics interchange formats (“gifs”), 1×1 pixels, web bugs, cookies, or other similar devices (sometimes referred to as “spyware” or “passive collection mechanisms” or “pcms”).
Interfere with, disrupt, or create an undue burden on the Site or the networks or services connected to the Site. Harass, annoy, intimidate, or threaten any of our employees or agents engaged in providing any portion of the Site to you. Attempt to bypass any measures of the Site designed to prevent or restrict access to the Site, or any portion of the Site. Copy or adapt the Site’s software, including but not limited to Flash, PHP, HTML, JavaScript, or other code.
Except as permitted by applicable law, decipher, decompile, disassemble, or reverse engineer any of the software comprising or in any way making up a part of the Site. Except as may be the result of standard search engine or Internet browser usage, use, launch, develop, or distribute any automated system, including without limitation, any spider, robot, cheat utility, scraper, or offline reader that accesses the Site, or using or launching any unauthorized script or other software.
Use a buying agent or purchasing agent to make purchases on the Site. Make any unauthorized use of the Site, including collecting usernames and/or email addresses of users by electronic or other means for the purpose of sending unsolicited email, or creating user accounts by automated means or under false pretenses. Use the Site as part of any effort to compete with us or otherwise use the Site and/or the Content for any revenue-generating endeavor or commercial enterprise.
Use the Site to advertise or offer to sell goods and services. Sell or otherwise transfer your profile.

7. USER GENERATED CONTRIBUTIONS

The Site does not offer users to submit or post content. We may provide you with the opportunity to create, submit, post, display, transmit, perform, publish, distribute, or broadcast content and materials to us or on the Site, including but not limited to text, writings, video, audio, photographs, graphics, comments, suggestions, or personal information or other material (collectively, “Contributions”). Contributions may be viewable by other users of the Site and through third-party websites. As such, any Contributions you transmit may be treated in accordance with the Site Privacy Policy. When you create or make available any Contributions, you thereby represent and warrant that: The creation, distribution, transmission, public display, or performance, and the accessing, downloading, or copying of your Contributions do not and will not infringe the proprietary rights, including but not limited to the copyright, patent, trademark, trade secret, or moral rights of any third party. You are the creator and owner of or have the necessary licenses, rights, consents, releases, and permissions to use and to authorize us, the Site, and other users of the Site to use your Contributions in any manner contemplated by the Site and these Terms of Use.

You have the written consent, release, and/or permission of each and every identifiable individual person in your Contributions to use the name or likeness of each and every such identifiable individual person to enable inclusion and use of your Contributions in any manner contemplated by the Site and these Terms of Use. Your Contributions are not false, inaccurate, or misleading.

Your Contributions are not unsolicited or unauthorized advertising, promotional materials, pyramid schemes, chain letters, spam, mass mailings, or other forms of solicitation.

Your Contributions are not obscene, lewd, lascivious, filthy, violent, harassing, libelous, slanderous, or otherwise objectionable (as determined by us). Your Contributions do not ridicule, mock, disparage, intimidate, or abuse anyone. Your Contributions are not used to harass or threaten (in the legal sense of those terms) any other person and to promote violence against a specific person or class of people. Your Contributions do not violate any applicable law, regulation, or rule.

Your Contributions do not violate the privacy or publicity rights of any third party. Your Contributions do not violate any applicable law concerning child pornography, or otherwise intended to protect the health or well-being of minors. Your Contributions do not include any offensive comments that are connected to race, national origin, gender, sexual preference, or physical handicap. Your Contributions do not otherwise violate, or link to material that violates, any provision of these Terms of Use, or any applicable law or regulation. Any use of the Site in violation of the foregoing violates these Terms of Use and may result in, among other things, termination or suspension of your rights to use the Site.

8. CONTRIBUTION LICENSE

You agree that we may access, store, process, and use any information and personal data that you provide in accordance with the terms of the Privacy Policy and your choices (including settings). By submitting suggestions or other feedback regarding the Site, you agree that we can use and share such feedback for any purpose without compensation to you. We are not liable for any statements or representations in your Contributions provided by you in any area on the Site. You are solely responsible for your Contributions to the Site and you expressly agree to exonerate us from any and all responsibility and to refrain from any legal action against us regarding your Contributions.

9. SUBMISSIONS

You acknowledge and agree that any questions, comments, suggestions, ideas, feedback, or other information regarding the Site ("Submissions") provided by you to us are non-confidential and shall become our sole property. We shall own exclusive rights, including all intellectual property rights, and shall be entitled to the unrestricted use and dissemination of these Submissions for any lawful purpose, commercial or otherwise, without acknowledgment or compensation to you. You hereby waive all moral rights to any such Submissions, and you hereby warrant that any

such Submissions are original with you or that you have the right to submit such Submissions. You agree there shall be no recourse against us for any alleged or actual infringement or misappropriation of any proprietary right in your Submissions.

10. SITE MANAGEMENT

We reserve the right, but not the obligation, to: (1) monitor the Site for violations of these Terms of Use; (2) take appropriate legal action against anyone who, in our sole discretion, violates the law or these Terms of Use, including without limitation, reporting such user to law enforcement authorities; (3) in our sole discretion and without limitation, refuse, restrict access to, limit the availability of, or disable (to the extent technologically feasible) any of your Contributions or any portion thereof; (4) in our sole discretion and without limitation, notice, or liability, to remove from the Site or otherwise disable all files and content that are excessive in size or are in any way burdensome to our systems; and (5) otherwise manage the Site in a manner designed to protect our rights and property and to facilitate the proper functioning of the Site.

11. PRIVACY POLICY

We care about data privacy and security. By using the Site, you agree to be bound by our Privacy Policy posted on the Site, which is incorporated into these Terms of Use. For full details regarding the Privacy Policy, please click the following link: https://business-scaling-system.com/

12. TERM AND TERMINATION

These Terms of Use shall remain in full force and effect while you use the Site. Without limiting any other provision of these terms of use, we reserve the right to, in our sole discretion and without notice or liability, deny access to and use of the site (including blocking certain ip addresses), to any person for any reason or for no reason, including without limitation for breach of any representation, warranty, or covenant contained in these terms of use or of any applicable law or regulation. We may terminate your use or participation in the site or delete your account and any content or information that you posted at any time, without warning, in our sole discretion.

If we terminate or suspend your account for any reason, you are prohibited from registering and creating a new account under your name, a fake or borrowed name, or the name of any third party, even if you may be acting on behalf of the third party. In addition to terminating or suspending your account, we reserve the right to take appropriate legal action, including without limitation pursuing civil, criminal, and injunctive redress.

13. MODIFICATIONS AND INTERRUPTIONS

We reserve the right to change, modify, or remove the contents of the Site at any time or for any reason at our sole discretion without notice. However, we have no obligation to update any information on our Site. We also reserve the right to modify or discontinue all or part of the Site without notice at any time. We will not be liable to you or any third party for any modification, price change, suspension, or discontinuance of the Site. We cannot guarantee the Site will be available at all times. We may experience hardware, software, or other problems or need to perform maintenance related to the Site, resulting in interruptions, delays, or errors. We reserve the right to change, revise, update, suspend, discontinue, or otherwise modify the Site at any time or for any reason without notice to you. You agree that we have no liability whatsoever for any loss, damage, or inconvenience caused by your inability to access or use the Site during any downtime or discontinuance of the Site. Nothing in these Terms of Use will be construed to obligate us to maintain and support the Site or to supply any corrections, updates, or releases in connection therewith.

14. GOVERNING LAW

These Terms shall be governed by and defined following the laws of the United Arab Emirates. BUSINESS SCALING SYSTEM (BSS) - FZCO and yourself irrevocably consent that the courts of Dubai, United Arab Emirates shall have exclusive jurisdiction to resolve any dispute which may arise in connection with these terms.

15. DISPUTE RESOLUTION & BINDING ARBITRATION

Any dispute arising out of or in connection with this contract, including any question regarding its existence, validity or termination, shall be referred to and finally resolved by private and confidential binding arbitration before a single arbitrator. The number of arbitrators shall be one (1). The seat, or legal place, of arbitration shall be Dubai, United Arab Emirates. The language of the proceedings shall be English. The governing law of the contract shall be the substantive law of the United Arab Emirates pursuant to the Rules of Commercial Conciliation and Arbitration of 1994, as amended, replaced and re-enacted from time to time. Restrictions: The Parties agree that any arbitration shall be limited to the Dispute between the Parties individually. To the full extent permitted by law, (a) no arbitration shall be joined with any other proceeding; (b) there is no right or authority for any Dispute to be arbitrated on a class-action basis or to utilize class action procedures; and (c) there is no right or authority for any Dispute to be brought in a purported representative capacity on behalf of the general public or any other persons.

16. CORRECTIONS

There may be information on the Site that contains typographical errors, inaccuracies, or

omissions, including descriptions, pricing, availability, and various other information. We reserve the right to correct any errors, inaccuracies, or omissions and to change or update the information on the Site at any time, without prior notice.

17. ACCURACY OF INFORMATION

While BSS strives to provide the most accurate and complete information of its products and partners, and provide updates on the Site, BSS does not warrant that course descriptions and other information are free from error. The Site can contain general information about various topics relating to its courses and their implementation. This information is provided for general informational purposes. Such information should not be considered as form of advice or be substituted for guidance relating to education. In addition, BSS does not in any form or way guarantee or promise that the information regarding education is accurate. Results may vary depend on the execution. For more information, kindly read the Disclaimer in clause 18 of these Terms of Use.

18. DISCLAIMER

SITE DISCLAIMER

The site is provided on an as-is and as-available basis. You agree that your use of the site and our services will be at your sole risk. To the fullest extent permitted by law, we disclaim all warranties, express or implied, in connection with the site and your use thereof, including, without limitation, the implied warranties of merchantability, fitness for a particular purpose, and non-infringement. We make no warranties or representations about the accuracy or completeness of the site’s content or the content of any websites linked to the site and we will assume no liability or responsibility for any (1) errors, mistakes, or inaccuracies of content and materials, (2) personal injury or property damage, of any nature whatsoever, resulting from your access to and use of the site, (3) any unauthorized access to or use of our secure servers and/or any and all personal information and/or financial information stored therein, (4) any interruption or cessation of transmission to or from the site, (5) any bugs, viruses, trojan horses, or the like which may be transmitted to or through the site by any third party, and/or (6) any errors or omissions in any content and materials or for any loss or damage of any kind incurred as a result of the use of any content posted, transmitted, or otherwise made available via the site. We do not warrant, endorse, guarantee, or assume responsibility for any product or service advertised or offered by a third party through the site, any hyperlinked website, or any website or mobile application featured in any banner or other advertising, and we will not be a party to or in any way be responsible for monitoring any transaction between you and any third-party providers of products or services. As with the purchase of a product or service through any medium or in any environment, you should use your best judgment and exercise caution where appropriate.

We make no representation, warranty, or guarantee that The Site will meet your requirements, that it will not infringe the rights of third parties, that it will be compatible with all systems, or that it will be secure.
We make reasonable efforts to ensure that the Content on Our Site is complete, accurate, and up-to-date. We do not, however, make any representations, warranties or guarantees (whether express or implied) that the Content is complete, accurate, or up-to-date.
If you are a consumer, you may have certain legal rights with respect to Our provision of digital content. If We fail to comply with Our legal obligations, consumers may be entitled to certain legal remedies including repair or replacement or price reductions.

EXTERNAL LINKS DISCLAIMER
The Site may contain (or you may be sent through the Site) links to other websites or content belonging to or originating from third parties or links to websites and features in banners or other advertising. Such external links are not investigated, monitored, or checked for accuracy, adequacy, validity, reliability, availability, or completeness by us. We do not warrant, endorse, guarantee, or assume responsibility for the accuracy or reliability of any information offered by third-party websites linked through the site or any website or feature linked in any banner or other advertising. We will not be a party to or in any way be responsible for monitoring any transaction between you and third-party providers of products or services.

PROFESSIONAL DISCLAIMER
The Site cannot and does not contain legal advice. The use or reliance of any information contained on the site is solely at your own risk.

TESTIMONIALS DISCLAIMER
The Site may contain testimonials by users of our products and/or services. These testimonials reflect the real-life experiences and opinions of such users. However, the experiences are personal to those particular users, and may not necessarily be representative of all users of our products and/or services. We do not claim, and you should not assume, that all users will have the same experiences. Your individual results may vary. The testimonials on the Site are submitted in various forms such as text, audio and/or video, and are reviewed by us before being posted. They appear on the Site verbatim as given by the users, except for the correction of grammar or typing errors. Some testimonials may have been shortened for the sake of brevity where the full testimonial contained extraneous information not relevant to the general public.
The views and opinions contained in the testimonials belong solely to the individual user and do not reflect our views and opinions. We are not affiliated with users who provide testimonials, and users are not paid or otherwise compensated for their testimonials.

19. LIMITATIONS OF LIABILITY

In no event will we or our directors, employees, or agents be liable to you or any third party for

any direct, indirect, consequential, exemplary, incidental, special, or punitive damages, including lost profit, lost revenue, loss of data, or other damages arising from your use of the site, even if we have been advised of the possibility of such damages.

20. INDEMNIFICATION

You agree to defend, indemnify, and hold us harmless, including our subsidiaries, affiliates, and all of our respective officers, agents, partners, and employees, from and against any loss, damage, liability, claim, or demand, including reasonable attorneys' fees and expenses, made by any third party due to or arising out of: (1) use of the Site; (2) breach of these Terms of Use; (3) any breach of your representations and warranties set forth in these Terms of Use; (4) your violation of the rights of a third party, including but not limited to intellectual property rights; or (5) any overt harmful act toward any other user of the Site with whom you connected via the Site. Notwithstanding the foregoing, we reserve the right, at your expense, to assume the exclusive defense and control of any matter for which you are required to indemnify us, and you agree to cooperate, at your expense, with our defense of such claims. We will use reasonable efforts to notify you of any such claim, action, or proceeding which is subject to this indemnification upon becoming aware of it.

21. USER DATA

We will maintain certain data that you transmit to the Site for the purpose of managing the performance of the Site, as well as data relating to your use of the Site. Although we perform regular routine backups of data, you are solely responsible for all data that you transmit or that relates to any activity you have undertaken using the Site. You agree that we shall have no liability to you for any loss or corruption of any such data, and you hereby waive any right of action against us arising from any such loss or corruption of such data.

22. ELECTRONIC COMMUNICATIONS, TRANSACTIONS, AND SIGNATURES

Visiting the Site, sending us emails, and completing online forms constitute electronic communications. You consent to receive electronic communications, and you agree that all agreements, notices, disclosures, and other communications we provide to you electronically, via email and on the Site, satisfy any legal requirement that such communication be in writing. You hereby agree to the use of electronic signatures, contracts, orders, and other records, and to electronic delivery of notices, policies, and records of transactions initiated or completed by us or via the site. You hereby waive any rights or requirements under any statutes, regulations, rules, ordinances, or other laws in any jurisdiction which require an original signature or delivery or retention of non-electronic records, or to payments or the granting of credits by any means other than electronic means.

23. PURCHASING

There are cases where courses purchased on the Site may be refused. BSS reserves the right to cancel or refuse orders at its own discretion at any given time. Reasons for refusal or cancellation may pertain to additional personal information requirements, including but not limited to address, phone number, payment method. This will be treated on a per case basis, whereby we reserve the right to contact you should we choose to rectify the situation.

24. PRICING

In the event of mispricing an error on the Site, BSS reserves the right to refuse or cancel the purchase at any time. We, at our own discretion, may or may not contact you in such an event, to notify you of the cancellation. Further, we retain the right to refuse or cancel your purchase whether or not the purchase has been confirmed, or your credit card has been charged. In such a case, we reserve the right to refund the set amount.

25. MISCELLANEOUS

These Terms of Use and any policies or operating rules posted by us on the Site or in respect to the Site constitute the entire agreement and understanding between you and us. Our failure to exercise or enforce any right or provision of these Terms of Use shall not operate as a waiver of such right or provision. These Terms of Use operate to the fullest extent permissible by law. We may assign any or all of our rights and obligations to others at any time. We shall not be responsible or liable for any loss, damage, delay, or failure to act caused by any cause beyond our reasonable control. If any provision or part of a provision of these Terms of Use is determined to be unlawful, void, or unenforceable, that provision or part of the provision is deemed severable from these Terms of Use and does not affect the validity and enforceability of any remaining provisions. There is no joint venture, partnership, employment or agency relationship created between you and us as a result of these Terms of Use or use of the Site. You agree that these Terms of Use will not be construed against us by virtue of having drafted them. You hereby waive any and all defenses you may have based on the electronic form of these Terms of Use and the lack of signing by the parties hereto to execute these Terms of Use.

26. CONTACT US

In order to resolve a complaint regarding the Site or to receive further information regarding use of the Site, please contact us at:
BUSINESS SCALING SYSTEM (BSS) – FZCO
Dubai, United Arab Emirates
Email: info@business-scaling-system.com

Appendix No. 1

Name of the Course	Course sections/Online product	Type, format and service	Duration	The possibility of suspension	The possibility of transferring to third parties	Number of participants	Link to the course page
Business scaling	**VIP rate with an expert**	Individually with an expert for 60 minutes	8 weeks	NO	NO	1	https://business-scaling-system.com/mentor
	extended VIP rate	Individually with an expert 1.5 hours a week	8 weeks	NO	NO	2	
	All-inclusive rate	Individually with an expert 1,5 hours a week Weekly meetings with Katty Crew +documents: - Sales plan decomposition, including sales channels - Reporting metrics tailored to the specifics of the business - Sales growth and performance tracking sheets - Motivation and incentive system for Sales and Marketing departments - CRM sales funnel structure - Organizational structure for Sales and Marketing departments - Job profiles and role descriptions ABC/XYZ analysis	4 months	NO	NO	3	https://katty-crew.com/vv4
	X2	**- Standard** 8 meetings with an expert online	8 weeks	NO	NO	1	https://business-scaling-system.com/couching_ru
	System billion	1 format of participation:	-				https://sales-code.club/milliard
		4 offline meetings with Ekaterina and - 8 hours/meeting 4 online sessions with Ekaterina and experts - 4 hours/session Weekly meetings with Ekaterina	4,5 months	NO	NO	1	
	BOOTCAMP	1 format of participation:	-				https://katty-crew.com/proriv1
		Daily meetings with Ekaterina Ukolova Offline Daily joint planning meetings Session with a business psychologist Daily reports and work on your business. Development of sales and marketing department documents tailored to your business's specifics Work with experts: Decomposition, organizational structure, incentive system 8 weeeks: Individually with an expert 1.5 hours a week Weekly meetings with Katty Crew	7 days + 2 months	NO	NO	1	
Sales Management	**School of Heads of Sales Department**	**- VIP rate** 60 templates for the sales department	5 weeks	NO	YES	1	-
	School of Sales Managers	**- VIP rate**	5 weeks	NO	YES	1	-
	Sales code	**- VIP rate** Private meeting of the Sales Code Family Club Access to a private chat «Sales Code»	-	NO	NO	1	-
	Expert support	**- 3 months** Individual meetings with an expert twice a month, 30 minutes each	3 months	NO	NO	-	-
		- 6 months Individual meetings with an expert 4 times a month, 30 minutes each	6 months	NO	NO	-	-
		- 12 months Individual meetings with an expert twice a month, 60 minutes each	12 months	NO	NO	-	-

Appendix No. 2

LIST OF THEORETICAL BLOCKS AND MODULES

Scaling

Module 1. Strategic tools that influence sales
ABC-XYZ classic
Setting a SMART goal
SWOT analysis
The PDCA Deming Cycle
2Q1D technology
Aggregators of the target audience
Glossary
Communication channels
Sales channels
The organizational structure of the sales department
Portrait of the target audience
An example of sales business processes
A typical working day card

Module 2. Strategic tools that influence sales
ABC-XYZ classic
Setting a SMART goal
SWOT analysis
The PDCA Deming Cycle
2Q1D technology
Aggregators of the target audience
Glossary
Communication channels
Sales channels
The organizational structure of the sales department
Portrait of the target audience
An example of sales business processes
A typical working day card

Module 3. Reporting system in the sales department
Types and kinds of reports in the sales department
Weekly meeting, agenda
Sales Manager's interview
Development Sheets
Activity Report

Payment plan
The plan is a fact for the week
Working with an inactive customer base
The rules of the morning meeting
Reporting system
Technology for increasing the average check in the store
A typical NPS report

Module 4. Strategic marketing tools
Lead generation
Marketing and sales
Social network
Event
E-mail
Nett app press kit
ZTE press kit
Delivery press kit
Kercher press kit
Matrix of key areas
List of lead generation methods
Technology for evaluating the event format
Technology for working with external events
Technology of working with the media for the event
Fibram press kit

Module 5. Staff motivation system
Monetary and non-monetary motivation
Motivation of the Commercial director (CD) Instructions for working with the calculator
Motivation of the CD Calculator
Motivation of the CD
Motivation of the Heads of Sales Department (HSD) Instructions for working with the calculator
Motivation HSD Calculator
Motivation of the HSD
Examples of contests for the sales department
Wiretapping calls
The depremation system
Sales Department Manager motivation system
Typical preparation for the meeting
Typical Sales Funnel Report Typical Meeting Report
Typical report Plan Fact of the meeting
Typical report Plan Fact of the event
Typical report Plan Payment Fact
Typical report Plan Fact of sale by managers
Typical activity report

Typical Traffic Light Report

Module 6. Skill sales model
The difference between B2C B2B B2B B2C
The difference between negotiations and sales
"Cold Calls" skills
"Pre Sale" Skills
"Negotiation" skills (fields of interest, negotiation variables, negotiating position, manipulation)
Script Automation
Features of script development
Working with objections
The script for skipping the secretary
The script of the conversation with a decision maker
Cold Call Script

Module 7. Personnel selection and training system. Sales automation.
Selection funnel
Job description of a sales manager
Sales Book
A professional's book. Sales techniques
Candidate's assessment sheet
Sales Manager's Skills Assessment Sheet
Evaluation sheet
Farmers Development Sheet
Development sheet call 1
Manager's Development Sheet
Leader's Development Sheet
Sample test
Event Manager Profile
Sales Manager Profile
Business Coach Profile
Profile Head of Sales Department
SALES MANAGER TEST
Tests sales managers
Management cases
HSD Interview Checklist
Sales Coach Interview Checklist (Coach assessment sheet)
Criteria for the selection of automation systems
IP telephony
DashBoard
How to make a technical specification for the system
A guide to the work of all levels of employees
What and how to automate
How to increase sales with CRM

Monitoring and control
Integration of systems with each other
Methodological guide for working with clients in CRM
Examination of business processes and technical specifications with CRM
Technical specification with CRM

Level 2.0

Module 1. Scaling of the sales department. Going beyond the glass ceiling. Development of a business model. Introduction of changes to the company. Living in a mode of change with multiple growth. Preparing for growth
Module 2. What HSD should do and how to check it. HSD's checklist. Training and growing HSD inside. Development checklists.
Module 3. Sales management via CRM, advanced level, additional services that speed up work + chatbots.
Module 4. Pricing in sales, types of prices and increasing sales and profits through pricing. Finance + Marketing.
Module 5. Compilation, implementation and automation of scripts in the sales department. Double the conversion rate through scripts.
Module 6. Product packaging.
Module 7. Lead generation advanced level: SEO, Direct, SMM, Target, YouTube, Instagram. Processes, reporting, team, motivation, control and selection.
Module 8. Automation of lead generation and Assortment matrix, different target groups of customers. Sales growth through the assortment.

School of Sales Managers

Module 1. Goal setting
Self-motivation
The sales profession is the best thing that can happen
Goals: smart interpretation of E. Ukolova
Consumer goals and lifelong goals based on example of SIMS 3
Time management
The principle of 10000 hours
Tech TOP Seller (list of interview questions)
Decomposition by the Brian Tracy method
Marathon or Sprint in achieving goals
The formula of financial stretch marks
The formula for going beyond the glass ceiling

Module 2. Decomposition
What sales consist of
Sales functions: new, current, lead generation
The business process of sales
The activity of the sales manager

Sales funnel
Optimizing break time
Customer share
Share by product range
Mathematical calculation of the target output: SMART by portfolio and funnel
Setting personal sales plans
Visualization technique
Auto-training technique
ABC clients
XYZ customers

Module 3. Customer qualification
Creating a portrait of the target audience based on ABC XYZ
Compilation of indirect customer criteria
Making a list of incoming and outgoing questions
Customer search, databases: SBIS, SPARK, Kontur Focus
The principle of small entrance
Setting communication plans depending on the rating of clients

Module 4. The skill model of sales by business process
The business process of sales
What does the conversion depend on
A map of Sales Managers' skills
Drawing up a skill map for conversion and transition to the next stage
Development Sheets development: new/current customers
Automated wiretapping of your calls
The principle of voice recorder in meetings
When scripts are running
Writing scripts

Module 5. Sales in messengers and social networks

Module 6. Cold calling and contacting the decision maker
Psychological and informational training, setting goals for a call
Establishing contact
Positive negative words
Smalltalk and the rules of compliment
Portrait of the secretary
Techniques for skipping the secretary: deception and a difficult phrase
Find a decision maker without a call
Objections mirror of an unsuccessful crawl
Techniques for working with objection methods
Three reasons
Reference to the norms

Boomerang
Alternative completion
Development of a cold call development sheet

Module 7. Conducting a meeting

Module 8. Processing an incoming call or an incoming request for an appointment.
Processing an incoming call to receive a request and identify needs
Psychological and informational training, setting a goal for a call
Signals: verbal/non-verbal/paraverbal
Establishing contact: who, from where, why I call
The "clarity hook" technique
Entrance to the funnel
Qualification issues
Identification of needs. The difference between motives and needs. Types of motives
Types of questions
Funnel technique
SPIN Technique
Presentation on the technique "characteristics, advantages, benefits" (CAB)
Active listening techniques
Dealing with objections
Algorithm
Technique 5 of working out objections
Closing the deal. Purchase signals.
Completion methods: alternative, with a limited validity period
Three closure technique
Analysis: have you reached the goal or not
Drawing up a development sheet by stage

Module 9. Call back on a Commercial offer for invoicing

Module 10. Objection Bank
What are objections
Objections are an opportunity
The principle of 9 is no and 1 is yes
Types of objections
The algorithm for dealing with objections
Methods of dealing with objections

Module 11. Identification of needs: SPIN questions and funnel questions
Purchase motives
The difference between motives and needs
The technique of entering the funnel of questions
The technique of the funnel of questions

The technique of SPIN questions

Module 12. The Art of Presentation
Presentation relevant to needs
CAB technique
Features of drawing up a competitive map
SPIN questions for competitors

Module 13. Sales from the stage

Module 14. Working with manipulations

Module 15. Working with distributors

Module 16. Work at a point of sale

The school of the Head of the sales department

Module 1. Goal setting
Setting personal goals and company goals
Self-motivation
Goals: smart as interpreted by Ukolova
Marathon or sprint in achieving goals
The formula of financial stretch marks

Module 2. Setting up a CRM system
Integration with other systems
Basic reports in CRM
Transactions, tasks
How to get a manager to complete 150 tasks per day
Funnel stages, how to make them, which ones are correct

Module 3. Telephony in the sales department
Program options
Which numbers to track in telephony
Remote Quality Control Department
How to start, what is the motivation
Where to find and how to connect to employee motivation

Module 4. Setting sales plans
The system of setting plans
Rationing of employees
Work standards

Module 5. Motivation of Sales Managers
The material motivation system
Features of motivation of remote managers
Non-monetary motivation system
The traffic light system
Motivational meetings with employees

Module 6. Management in the sales department
How to conduct meetings
How to conduct educational meetings
How to conduct trainings
Staff Delegation Squares
The Eisenhower Square

Module 7. Interviews with a sales manager
Manager position Profile
The competence model
Checking the development sheet manager
Role-playing business games at the interview

Module 8. Creating a calendar of the activity of the head of the sales department
Monthly task plan
Distribution of tasks by week
Working day card

X2

Module 1. Glass ceiling
A typical working day card
The organizational structure of the sales department
The Commercial Director's Skills Assessment Sheet
Skills Assessment sheet for Commercial Director, Sales Director, Head of Sales Department, Head of the competitor's sales department chain
Decomposition

Module 2. Elegant solutions
Sales metrics
The organizational structure of the commercial block
Traffic. Marketing
Defining the target audience.
Reporting in the sales department

Module 3. Delegation
The structure of household chores

The organizational structure of the sales department
Staff motivation
The card of the working day of the owner and employees and delegation
Staff motivation based on the FIX FLEX principle

Module 4. Traffic
Lead generation scheme
Traffic sources
Motivation of the Marketing department
Communication channels
Marketing plan

Module 5. Sales Management
Setting sales plans and motivation
Sales funnels

Module 6. Hiring staff
Recruitment system
Position profile
Company presentation
Group interviews
The structure of the group interview

Module 7. Scaling
Scaling up the company
Introduction of changes to the company
Business model development
Preparing for growth

Module 8. Finance
Profit for a certain period. Profit calculation formula
Types of forecasting and planning reports
Management balance sheet
The stages of making a profit
Decomposition of profitability
Current assets. The money cycle

System billion

Module 1. Parsing per billion
Decomposition
Structure
Copying the model of a more successful company
The mindset of a billion. How billionaires live and work

What makes up a billion
Formula
Connecting and Configuring specialists

Module 2. Marketing
Traffic per billion + analytics
Dashboards for employees
Power Bi
Plan-fact report
Microconversions and figures in reports
Traffic channels and CJM
Selection of team employees

Module 3. Delegation
Sales and a team for billion
The full organizational structure of the company
Development of a motivation system for all employees at different levels.
Getting out of the operating system

Module 4. Reinvestment: system billion
Where to invest in order to increase money
Principles of investing billionaires
5 strategies for investing billionaires

BOOTCAMP

Day 1. Business Diagnostics and Scaling Strategy

— determining the company's current stage of development;
— analyzing the business model;
— identifying key constraints and bottlenecks;
— identifying the main growth opportunities;
— analyzing potential sources of revenue and profit growth;
— defining the owner's role in the company's future development;
— developing a business scaling strategy;
— an individual review of each participant's project by Ekaterina Ukolova, taking into account the specifics of their business and industry.

Outcome: an individual growth map and a list of strategic business priorities.

Day 2. Organizational Structure, Goal Breakdown, and Team Motivation

Work based on the "Structure — Metrics — Motivation" system:

— developing an organizational structure aligned with the company’s planned scale;
— defining employee functions and areas of responsibility;
— identifying limitations within the existing organizational structure;
— breaking down financial targets by department and employee;
— developing KPIs for managers and team members;
— creating financial and non-financial motivation systems;
— analyzing the profitability of departments, employees, and customer segments;
— developing a recruitment funnel;
— defining requirements for key employees and A-players;
— scaling the business through recruitment and the development of a strong team;
— an individual review of each participant’s organizational structure by Ekaterina Ukolova.

Outcome: a draft organizational structure, a detailed breakdown of financial targets, KPIs, and a team motivation system.

Day 3. Personal Brand, Business Brand, and Marketing System

— defining the positioning of the business owner and the company;
— developing and strengthening the owner’s personal brand;
— developing and strengthening the company’s brand;
— creating or refining the company’s offer;
— increasing product value and average transaction value;
— developing a content strategy and content plan;
— selecting customer acquisition channels;
— creating a predictable flow of leads;
— developing a strategy for building a consistent pipeline of customers;
— aligning the marketing and sales departments;
— developing the structure of the marketing team;
— developing KPIs and a motivation system for the marketing team;
— analyzing unit economics and customer acquisition costs;
— an individual review of each participant’s marketing, brand, and positioning by Ekaterina Ukolova, taking into account the specifics of their business.

Outcome: clear positioning, a content plan, a list of marketing channels, and a marketing system development plan.

Day 4. The Mindset of a Large-Scale Business Owner

— identifying personal limitations that affect business growth;
— working on attitudes toward ambitious financial goals, responsibility, and managing a large team;
— analyzing habitual decision-making patterns;
— transitioning from the role of an expert and operational manager to the role of a business owner and architect;
— working through factors that prevent effective delegation;

— developing readiness to manage a company at a new level of scale;
— practical work with Ekaterina Ukolova's psychologist;
— individual management reviews with Ekaterina Ukolova.

Outcome: a clearly defined new role for the business owner and a list of decisions required for further company growth.

Day 5. Biohacking for Entrepreneurs

— factors affecting the business owner's energy, performance, and concentration;
— the key principles of organizing an effective work and recovery routine;
— workload management and burnout prevention;
— the impact of sleep, rest, and daily habits on productivity;
— approaches to stress management;
— the impact of the owner's physical and emotional state on decision-making, the team, and business development;
— principles for maintaining energy under high managerial workloads;
reviews by Ekaterina Ukolova, taking into account the specifics of each participant's professional activities.

Day 6. Developing and Presenting the 2027 Business Strategy

— setting a financial target for 2027;
— breaking down revenue and profit targets;
— developing a product strategy;
— developing a marketing strategy;
— creating a team development plan;
— identifying the year's key projects;
— assessing the required resources and investments;
— defining deadlines, responsible team members, and performance indicators;
— analyzing potential risks and constraints;
— preparing and presenting the business development strategy;
— presenting and defending the project before Ekaterina Ukolova;
— receiving feedback and recommendations for refining the strategy.

Outcome: an individual 2027 business development strategy with specific goals, performance indicators, deadlines, and responsible team members.

Day 7. A New Standard for Goals, Business, and Life

— setting annual goals using a system based on Neil Rackham's approach;
— defining a new financial and managerial standard;
— raising personal standards and quality-of-life expectations;
— aligning business, personal development, health, family, and lifestyle goals;
— identifying the resources and network required to achieve the goals;

— developing a system for monitoring the implementation of the annual plan;
— final refinement of the development plan;
— final individual reviews with Ekaterina Ukolova.

Outcome: an integrated annual development plan for both the business and its owner, including specific goals, priorities, and actions.

The program also includes access to a powerful in-person network and an exclusive private community for participants.

Mentoring methodology
Module 1. Mind
Module 2. Product Methodology
Module 3. Packaging of social networks
Module 4. The Reels Block: Selling and Expert vertical Videos
Module 5. Purchase of advertising from bloggers
Module 6. CJM
Module 7. Marketing
Module 8. Automation
Module 9. Sales Department
Additional: 20 online business contractors