



NETREVENUE[®]

COMPANY

HANDBOOK

2026

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01 : Introduction

Welcome to Net Revenue!

Accepting this role and receiving this handbook means that you are now accountable to the standards and expectations outlined in this document. It also means that you get to be a part of a company that is at the forefront of changing how the world's businesses operate.

This handbook will detail exactly how we operate as a company, what we expect from you and how to succeed here at Net Revenue.

Whether you are a sales rep, developer, media buyer, or operator : this handbook is your compass.

Who we are:

At our core, **we help businesses scale** with the right team, systems & processes. Everything we do, falls into this category.

When a business comes to Net Revenue we immerse ourselves into their company and operate as a true partner. More specifically what this looks like is owning the entire front end revenue generation of their business. We do this mainly by recruiting + managing their sales team, building their CRM, owning their lead journey, managing the marketing of their business & anything else they need to scale their revenue.

A lot of you will come into this company, see the size or impact of it, and not fully understand the sacrifice behind how we got here, and the sacrifice that is required to continue to grow.

Net Revenue came to life in 2019, originally with just Ambro plugging himself into a business, taking the sales calls and taking a commission.

Now, nearly 8 years later, we've helped our partners generate hundreds of millions of dollars in revenue with our sales team, systems & processes. That growth path was built on years of sacrifice, delayed gratification and constantly putting the needs of our customers before our own. That standard not only brought us here, but it continues to govern our actions as an organization.

Vision Statement

Our vision is to create a world where predictable revenue is accessible to every business and scalable income is attainable for every high performer, without ever compromising integrity.

Core Values

IRONCLAD OWNERSHIP

Everything is your fault. You own all your achievements and all your mistakes. You can't have one without the other. You always look within for a solution before blaming it on outside circumstances. You put love into every detail of everything you do, because you know at the end of the day, you have to own the results.

RAISE THE STANDARD

Every day you strive towards being the absolute best version of yourself in every area of your business and life. The thought that you could have done something better should send shivers down your spine.

Even when no one is watching, even when you feel like the results will be the same, you do it better than everyone else. From your sales calls all the way to your end of day reports, your standards are unyielding.

WIN TOGETHER

We win as a team and lose as a team. You take responsibility not only for your own performance, but for the people beside you. You communicate, you support, and you elevate the standard of the room. Your success means nothing if the team fails and the team's success multiplies when everyone pulls their weight. Winning together is the only acceptable outcome.

02 : Company Structure

The organization is broken up into 7 main departments. Sales, Marketing, Fulfilment, Client Acquisition, Recruiting, Engineering, & Operations/IT.

Our exact org chart and team canvas is visible in the company knowledge base ([internal.netrevenue.io](#)). Make sure you familiarize yourself with the individuals on the team that you will be engaging with, and the different roles in your department if applicable.

Each department is upheld to specific KPIs & activity metrics depending on what their role is.

As you get onboarded and ramped, you will learn what those are, and how to outperform them.

03 : Expectations & Culture

I could list dozens of core competencies or commitments you're expected to follow here. None of them matter if you can't do the most important thing required at Net Revenue:

Be a winner.

At this company, being a winner means refusing to coast on "good enough." It means treating small tasks with the same urgency and care as big ones. Speed matters. Details matter. Execution matters.

How you do one thing is how you do all things and those habits compound fast, for better or worse.

This is exactly what our second core value is built upon and should be top of mind each day.

Here are some examples of how the best people show up as winners in this company

- Attend all meetings on time
- Fast communication with your account team
- Do the things you say you're going to do
- Don't do the minimum
- Show up prepared
- Hit your KPI's without exceptions

If you're reading those and thinking to yourself "well duh, that all seems pretty obvious", then good, that is probably why you made it through the interview process.

Two other honourable mentions that did not make it into the core values, but they show up in the day to day more than almost anything else.

Candor.

We expect honesty to flow in every direction. If something is broken, say so. If you disagree with a decision, say so. If you got feedback and you think it's wrong, say so. What we don't have patience for is someone who smiles in a meeting and complains in a Slack DM. Give people the real thing, say it with respect, and then move forward. On the flip side, when you receive

feedback here, you take it seriously. You don't have to agree with everything, but you have to be able to hear it without your ego getting in the way. People who can't receive feedback don't grow, and people who don't grow don't last. The key with candor is that it must always be delivered with positive intent.

Resourcefulness.

We are a fast moving company. Things will not always be perfectly set up for you. There will be gaps, ambiguity, and moments where you don't have a clear answer. The people who thrive here, figure it out anyways. They don't wait to be told what to do next. They don't sit on a problem until someone notices. They exhaust what's available to them before they ask for help, and when they do ask, they come with context and a proposed solution. Use good judgment. Be resourceful. Own the outcome either way.

04 : Employment

Team members at Net Revenue may be engaged as full-time employees, contractors, or international contractors depending on role, location, and business need.

Your classification is defined in your signed agreement. Nothing in this handbook overrides that agreement.

However,

- Expectations around performance, communication, and accountability remain the same.
- Output and reliability matter more than hours logged.
- Standards and consequences differ by classification and are governed by your signed agreement.

All new team members begin with an onboarding period.

This period exists to confirm alignment on:

- Performance expectations
- Ability to meet KPI requirements
- Communication standards
- Ability to operate within the core values

During this period:

- Performance is reviewed more frequently
- Feedback is direct and actionable
- Engagement may be discontinued at any time if standards are not met, subject to the terms of your signed agreement

Passing the onboarding period does not guarantee continued engagement. It simply confirms baseline alignment.

05 : Time off & Availability

Your signed agreement governs your specific engagement. If anything in this section conflicts with your agreement, your agreement takes precedence.

Team members may take time off by following the procedure below:

There is no real limit for time off or sick days as long as it isn't being abused. Same ideology as the working hours, if everyone is truly incentivized to grow and earn, then time off should never be a recurring problem, otherwise it will affect your income.

The one thing that applies to everyone here, regardless of role or classification, is similar to the principle we talked about in section 03:

Use good judgment.

You own your availability. If your availability starts to conflict with your ability to do the job you agreed to do, that is a problem you need to get ahead of, not one we should be finding out about after the fact. If you're blocking time and that means commitments can't be covered, the team needs to know. Not because you need permission, but because leaving people in the dark is the quickest way to lose trust from clients and team members.

Communicate early. Cover your commitments. Use good judgment.

06 : Company Policies

Company policies exist to protect the company, our clients, and the people doing the work.

If you operate with professionalism, ownership, and common sense, this section should rarely be an issue.

6.1 Code of Conduct

You are expected to act professionally at all times.

This applies to:

- Internal communication
- Client communication
- Slack, meetings, calls, and written correspondence

Professional conduct means:

- Clear, respectful, and direct communication
- Showing up prepared and on time
- Handling disagreements constructively
- No emotional volatility

6.2 Anti-Harassment & Anti-Discrimination Policy

Net Revenue does not tolerate harassment, discrimination, or hostile behavior of any kind.

Violations will be investigated and may result in immediate termination.

6.3 Confidentiality & Data Protection

You will have access to sensitive information.

This includes:

- Client data
- Internal company data
- Processes, systems, scripts, and IP

Expectations:

- Do not share confidential information externally [this includes sales call recordings]
- Do not reuse internal materials outside the company
- Protect access credentials and systems
- Follow basic cybersecurity best practices

All work product and intellectual property created while working with Net Revenue belongs to the company unless explicitly stated otherwise in writing.

AI tools may be used for efficiency, but may not be used to expose confidential data or bypass quality and accuracy standards.

6.4 Remote Work Policy

Net Revenue operates as a remote-first company.

Remote work does not reduce expectations around:

- Availability
- Responsiveness
- Professionalism
- Performance

If remote setup or availability interferes with performance, it must be corrected.

07 : Systems & Tools

Everybody in the company has access to three main systems:

1. Slack
2. Gmail + Gdrive
3. Our Knowledge Base [internal.netrevenue.io]

Then, depending on the role you're in, you'll have access to more necessities along with SOPs on how to use them (you can reference the knowledge base or specific handbooks for all SOPs).

System access is granted based on role and responsibility. For independent contractors, access to company platforms is provided as a service accommodation under the terms of your engagement agreement and does not alter your classification or the nature of your engagement.

Expectations:

- Do not share logins or access credentials
- Report access issues immediately
- Access may be revoked at any time

7.1 Data Accuracy & Hygiene

Data integrity is a company-wide requirement — not just a sales responsibility.

If you touch a system, you are accountable for:

- Accurate inputs
- Timely updates
- Clean statuses
- Clear notes where required

Sloppy data creates downstream failure and will be addressed as a performance issue.

7.2 Ownership of Tools

Tools do not own outcomes. People do.

You are expected to:

- Use systems to support execution
- Follow established SOPs
- Flag inefficiencies or breakdowns
- Suggest improvements when appropriate

Bypassing systems, tracking work privately, or creating shadow processes without approval is not acceptable.

08 : Termination Of Contract

Our goal in the company is to have every single team member be a long term player in the business. We want to pay everyone as much as humanly possible and give everybody the opportunity to grow with the company.

That said, certain conduct will put your engagement at risk regardless of your role or classification. This includes but is not limited to:

- Lying about the product or service on sales calls to close a deal
- Receiving client complaints
- Consistently missing performance standards
- Breaking company policies outlined in section 6

If applicable, the process and terms governing warnings, corrections, and termination are outlined in your signed agreement. If you have questions about your specific terms, contact operations.