Target Market

Target Companies

- Companies with **many front-line employees** (sweet spot: 500-2000 employees)
- Companies that have **high employee turnover**
- Companies with other negative outcomes (theft, fraud, violence, harassment, injuries, fatalities, property damage, high insurance costs)
- Target Industries:
  - Natural Resources (oil & gas, mining, forestry)
  - Construction and Utilities
  - Transportation & Logistics
  - Retail
  - Hospitality
  - Tech & Financial Services with large call centers
  - Health Care

Buyer Persona

- Primary target buyer within company: a decision maker in HR, often Director of Recruitment or Director of Talent Acquisition
- Secondary target buyer: a decision maker in Operations, Risk, or Safety (if concerned with safety)

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What to **Listen** For:

"I want to increase POSITIVE events..."

➔ Better hires

➔ Improved morale and employee engagement

➔ Increased efficiency, productivity

➔ Increased compliance with rules

➔ Enhanced Brand

➔ Improved customer satisfaction

➔ More time for other duties

"I want to decrease NEGATIVE events..."

➔ Less absenteeism

➔ Decreased employee turnover

➔ Decreased theft, fraud

➔ Reduced violence, harassment

➔ Fewer safety incidents, injuries

➔ Fewer customer complaints

➔ Fewer management headaches

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Lead Generation

Most Effective Methods:

1. Upselling new products to existing clients

2. Referrals

3. Content Marketing (blogs, white papers, videos, podcasts)

4. Advertising (Google Adwords, remarketing)

Other Methods Partners are Using:

- Email marketing

- Advertising on trade assoc. websites and journals
  like SHRM)

- Conference trade shows

- Cold Calling

Email an **Agenda** for Exploratory Call

For partners/distributors to use with potential clients

Hello, _____. Thank you for your interest in discussing how our assessments can help you address some business needs. In order for us both to maximize our time, here is a proposed **AGENDA** for the upcoming meeting on   <DATE>   at <TIME> .

Part 1: Understanding Your Company and Your Business Needs
- Overview of your company? # employees? Locations?
- Your key business challenges and problem areas?
- Existing assessments you use? What do you like and not like about that publisher's products or service?
- If we could help, what would "success" look like for you? (examples: Decrease employee turnover by __%. Decrease incidents by __%. Etc.)

Part 2: Understanding TalentClick and How We Can Help You
- I can tell you more about TalentClick (company, solutions, expertise)
- I can suggest products and services to solve *your* problem.
- I can share success stories from other clients.

Part 3: By the end of this meeting, what will be accomplished is:
- We will mutually determine if TalentClick can help you with your business challenges and quantify what sort of dollar impact (ROI) we might be able to have.
- If it seems there is sufficient value for you, we will discuss next steps in the process: (a) free trial on a few employees, or (b) 30-60 day pilot project / controlled study where you can benchmark your top performers.
- We will discuss general pricing that would kick in after the trial or pilot project, if you are satisfied and decide to proceed as one of our valued clients.

Please advise on a suitable time for a next discussion. I really look forward to speaking with you.

Best regards,

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Key **Message**

Key to Booking the Call

Do focus on the potential benefits and the **gains!** Gains are about:

- Making Money
- Saving Money
- Saving time
- Looking good or being the hero

They are analyzing ***"What's in it for me?"*** (WIIFM)

People don't buy products or solutions, they buy **better versions** of themselves or their companies.

Don't say: *"I'm just calling to learn about your business challenges & your current assessment solution."* This says you're just asking for their time, with no WIIFM.

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Features, Benefits, **Value** Mapping

Feature	Customer Benefit	Value/Gain
TalentClick has unique tests focused on **FRONT LINE** employees	• Better predictive insight for lower level hiring • Improved 'Quality of Hire' metric • Reduced employee turnover • Fewer workplace incidents	• Save money • Make money • Be a hero
Extremely AFFORDABLE! (with unlimited-use subscription pricing)	• Go ahead and test ALL applicants (and only interview the most suitable) • Fixed costs = budget certainty	• Save money • Save time
Unique Content: (i) Interview Questions, (ii) Employee Dev & Performance Management tips	• Better interviews, better insight	• Save time • Save money • Make money
Online, cloud based Mobile friendly	• Quick and Easy to use • Reliable, consistent process • Streamline internal processes, integration	• Save time • Ease of use
TalentClick is the test creator and publisher	• Can be white labelled • Can be customized • Ask questions directly of experts (us)	• Save time • Save money • Be a hero

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Quantify Their **Problems** (Pain)

Possible Pain Points

- Bad hires > employee disengagement
- Bad hires > employee turnover
- Bad sales rep hires > lost sales
- Bad call center rep > poor customer satisfaction scores
- Unsafe workers > incidents > paperwork time
- Unsafe workers > injuries > increased insurance premiums
- more

No Pain = No Change!

#

$

%

How much is that costing you?

- Sales example: What is the quota per sales rep? How much more does a high performer bring in?
- Call center example: How many calls should they be on per day? Time on call? Customer satisfaction?
- Safety example: What is your injury rate? How much time do you spend on paperwork?

What would success look like?

- Would 5 new customers = $___ really help you?
- Would a 10% increase in customer satisfaction scores make you look really good?
- Would a 20% decrease in safety incidents help you save about 10 hours per month of your time?

Conversation Guide

This 'cheat sheet' is on the Partner Resources page on the TC portal. It can help to have this in front of you during the call.

STARTING CONVERSATIONS

For more *Sales Resources* visit talentclick.com/partners

RECRUITING:

Probing Questions:

What key safety-related indicators to you look at when reviewing applications?

How do you currently address safety in the interview process?

How do you currently address safety in new workers' orientation?

Discussion Points:

SQ™ Provides:

1) Interviewers with guided interview questions adjusted for candidate's individual safety risk factors.

2) **SafeSELF Action Plan** to provide new workers with step-by-step plan for managing their own *Safety Self-Awareness*.

TRAINING & DEVELOPMENT:

Probing Questions:

What percentage of your workplace incidents are due to human behavior?

How much time and money would you save if your incident rates were reduced by 20%?

What are the causes of incidents in your workplace?

Discussion Points:

Unlike other tools which measure observable behaviors, **SQ™** predicts future behaviors on the job!

Why? Because the fact is, people act in predictable ways.

INCIDENT REDUCTION:

Probing Questions:

How much time do you spend on people issues like compliance?

Are you able to identify the safety strengths and weaknesses of your crew members?

What strategies do you use to support individual worker's safety risks?

Discussion Points:

SQ™ Provides:

1) Workers with self-awareness and self-monitoring tools.

2) Workers with insight into their unique safety strengths and risk areas.

3) Supervisors with the tools to manage and coach different types of workers.

SAFETY CULTURE:

Probing Questions:

What programs do you currently have in place to manage safety in your workplace? How well do they work together?

What is the most challenging aspect of your safety program?

What are some of your current safety concerns?

Discussion Points:

SQ™ is a predictive tool used by progressive leaders to:

1) Identify training needs.

2) Provide Managers & Supervisors with insight for performance management and coaching.

3) Provide workers with insight for self-coaching and monitoring.

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Why Choose TalentClick?

TalentClick is the only vendor offering all of this:

1. **Focus on Risk Tolerance within front-line employees (including Safety)**

2. **Unlimited-use subscriptions**

3. **So affordable that a company can assess all applicants**

4. Cloud-based, available on demand 24/7

5. **Customizable reports**

6. **Easy interpretation of reports in plain language (no certification required)**

7. Tailored interview questions for pre-hire screening

8. Tailored performance management tips for post-hire coaching

9. **Self-serve Benchmarking for creating ideal hiring profiles**

10. Team analytics for organizational business intelligence and decision support

11. **Performance guarantee/warranty!**

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Script: Summarizing the Call (<u>Employee Turnover</u>)

SUMMARIZE THE PROBLEM: Employee Turnover focus

1. What I've heard from you is, you wish your employee turnover rate could be lower. We hear that a lot from clients.
2. It's a problem, because the average **cost of turnover** is anywhere from 25% to 200% of the annual salary, depending on how senior the position is. But even for front-line, lower-level roles, the research shows that it's at least $6000 per person who walks out the door or is fired. You've told me that you have around **XXX** people leave each year, through both voluntary and involuntary terminations. They just weren't a good _**fit**_ with the job or fit with your culture, right? That means **employee turnover is costing you $X hundred thousand or $X million dollars per year.**

THE SOLUTION:

1. I think we can help you **save a lot of time and money**, and also help you look really good while you're at it.
2. I've explained that research shows that using a quality, normative assessment—like the ones from TalentClick—can **double the success rate of hiring good to top performers**. That means we can help you **eliminate about HALF of your turnover costs**! Based on what you've told me, that means we could be looking at a **savings of over $X hundred thousand or million dollars per year**!
3. The trick is to help you figure out what a top performer looks like BEFORE you interview them…BEFORE the bias kicks in. You want to be testing all your qualified applicants with unbiased, quantitative data. The problem before was, it was too expensive right?
4. TalentClick has a **super affordable, unlimited-use solution, much like Netflix.** The quality is still world-class, but now it costs a fraction of what it used to, and so you can test all the applicants you want.
5. Everything is **quick and easy to use** with their **cloud-based platform**, being used by thousands of leaders in more than 40 countries worldwide.
6. As well, TalentClick has benchmarked top performer profiles for hundreds of roles. So you'll get **"ideal fit" scores on every applicant**, so your recruiters and hiring managers can tell, at a glance, the likelihood of success. This helps them prioritize which resumes/applications to start with.
7. We have rave reviews and testimonials from employers who say they wish they had found this years ago.

CALL TO ACTION: NEXT STEPS

1. OPTION A is a **complimentary trial** where you can assess around 3 to 5 people, just so you can try it out and evaluate it. You can be assessing people within hours, just as soon as I send you my own personal link. I would also be forwarding the results to you after each person does the test.   **OR**
2. OPTION B: We can discuss a **30-60 day pilot project (controlled study)** where you can benchmark your top performers in 1 or 2 specific roles. I'd have to submit a link request to TalentClick, which takes 2 business days. Afterward, all the reports would go directly to you afterward, not me.

Which of those options sound more attractive to you?

Script: Summarizing the Call (<u>Safety</u> focus)

SUMMARIZE THE PROBLEM:
1. What I've heard from you is, you wish your safety incident rate could be lower. We hear that a lot from clients.
2. It's a problem, because the average **cost of an injury is $38,000** (US National Safety Council). In fact, workplace injuries equal **one-quarter of pre-tax corporate profits**! What's interesting is that up to **90% of workplace incidents are due to human error**!

THE SOLUTION:
1. What I've explained is that TalentClick **focuses on human error**. We focus on the **behavioral risk** each worker has.
2. For years, companies have done a great job with proper equipment, proper training and procedures. And those are important!
3. But forward-thinking companies are now paying more attention to the *individual* and what each person brings to the safety equation. A one-size-fits-all safety program doesn't cut it any longer.
4. Case studies show that human error is linked to human choices, to bad decisions. The person *knew* the rules and procedures...they knew what they were supposed to do, but didn't do it. Why?
5. We all have core personalities that are rule-resistant vs compliant, impulsive vs calm, distractible vs. vigilant, irritable vs. calm. We can be trained to act in a certain way for a while, but we will always drift back to our natural default settings.
6. At TalentClick, we figure out what each person's **default settings** are and what the **probability** is of that person acting safely or unsafely on the job.
7. Unlike generic personality tests, TalentClick has a behavioral assessment that is designed for Safety and validated for the industrial workplace.
8. Does it work? Absolutely! One of our recent research studies showed we could cut that company's incident rate in half...50% !
9. Because the cost of injury can be so high, we can usually **<u>save a company hundreds of thousands of dollars</u>** in both direct and indirect injury costs.
10. The **Return-on-Investment for our product is 10:1** with a **Payback Period of less than 6 months.**

CALL TO ACTION:
1. OPTION A is a complimentary trial where you can assess around 3 to 5 people, just so you can try it out and evaluate it. You can be assessing people within hours, just as soon as I send you my own personal link. I would also be forwarding the results to you after each person does the test. OR
2. OPTION B: We can discuss a 30-60 day pilot project (controlled study) where you can benchmark your top performers in 1 or 2 specific roles. I'd have to submit a link request to TalentClick, which takes 2 business days. Afterward, all the reports would go directly to you afterward, not me.
Which of those options sound more attractive to you?

ROI Calculator

Based on what you learned in the discovery call about their unique metrics, you may want to send them a customized ROI calculation of their **projected gain** by using TalentClick.

This calculator is on the Partner Resources page.

This worksheet should be completed prior to a Customer Agreement					
ROI CALCULATOR AND VALUE PLANNING					
# EMPLOYEES in the company?	1000				
Average Wage in the company?	$ 48,000				
please input/adjust #'s according to company's internal data	**BAD HIRES** ('Below Average' performance reviews)	**ABSENTEEISM** (including stress)	**VOLUNTARY TURNOVER** (employees quitting)	**INVOLUNTARY TURNOVER** (terminations for poor performance)	**INJURIES & FATALITIES**
What is the company's estimated % RATE per 100 employees?	**20.0%**	**7.1%**	**21.0%**	**2.8%**	**3.6%**
Your avg COST FOR REPLACEMENT WORKER(S)? Including recruiting, hiring, training, temp wages	$ -	$ 22,000	$ 16,000	$ 18,000	$ 11,000
Your avg cost of LOST PRODUCTIVITY per low performer? (40% of annual wages per "low performer")	$ 19,200	$ 10,000	$ 25,000	$ 14,800	$ 44,800
Your avg cost of WORK STOPPAGE per event?	$ -	$ -	$ -	$ -	$ 44,800
Your avg cost of LOST CUSTOMER BUSINESS per event?	$ -	$ 14,800	$ 25,000	$ 14,800	$ 44,800
Your avg LEGAL COSTS per event? (incl. severance)	$ -	$ 1,000		$ 20,000	$ 30,000
Your MEDICAL and/or INSURANCE COSTS per event?	$ -	$ 30,000	$ -	$ 6,000	$ 38,000
Your avg PROPERTY DAMAGE per event?	$ -	$ -	$ -	$ 2,300	$ 9,000
Cost of management's TIME to deal with each event? At an average of $200/hr	$ 6,000	$ 2,000	$ 2,000	$ 6,000	$ 5,000
BEFORE TalentClick	**$ 5,040,000**	**$ 5,665,800**	**$ 14,280,000**	**$ 2,293,200**	**$ 8,186,400**
Minimum Gain	20%	20%	25%	25%	20%
AFTER TalentClick solution	**$ 4,032,000**	**$ 4,532,640**	**$ 10,710,000**	**$ 1,719,900**	**$ 6,549,120**
ROI: Savings Per Year	**$ 1,008,000**	**$ 1,133,160**	**$ 3,570,000**	**$ 573,300**	**$ 1,637,280**

ROI Calculator: Safety Incidents only

ROI Calculator for TalentClick "Safety Quotient" Assessment				
	Construction	Natural Resources	Manufacturing	Transportation	**Your Company**
Avg. injury rate per 100 workers	4.2	3.9	4.0	5.2	**4.2**
Avg. direct cost per injury	$38,000	$38,000	$38,000	$38,000	**$38,000**
Total direct cost of injury per 100 workers	$159,000	$148,200	$152,000	$197,600	**$159,600**
25% Decrease in Injury Rate using TalentClick Safety Quotient (SQ)					
Avg. injury rate per 100 workers after SQ	3.2	2.9	3.0	3.9	**3.2**
Avg. direct cost per injury	$38,000	$38,000	$38,000	$38,000	**$38,000**
Total direct cost of injury per 100 workers	$119,700	$111,150	$114,000	$148,200	**$119,700**
Savings on injuries	**$39,900**	**$37,050**	**$38,000**	**$49,400**	**$39,900**
TalentClick Cost / 100 Hires (~150)	$12,000	$12,000	$12,000	$12,000	**$12,000**
ROI **X**:1	**3.3**	**3.1**	**3.2**	**4.1**	**3.3**
Payback Period (months)	3.6	3.9	3.8	2.9	**3.6**

After your **presentation**

Trial (Using Partner Link)

Encourage them to Try!

- Send them your own partner link.
- Tell them to choose a small handful of people (3-5 employees) and test them. (TC will not charge Partner for up to 5 free trials per prospect.
- Reports will go to you, the partner, and you must forward them to prospective client.

Pilot Project (Using Dedicated Link)

Free 30-60 day use

- We recommend choosing 1 or 2 roles/titles and we'll add benchmarked 'ideal fit' scores.
- Customer can assess as many people (employees, applicants) as they want in those roles.
- Link will expire after 30 or 60 days (choose).
- Reports will go directly to Customer contact.

SALE!

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Follow Up Activity

The Secret to Selling: "Hurricane Sales System"

Activity, activity, activity! While this is elementary, most sales people do not do it.

Every action must be noted, and a **FOLLOW UP** action scheduled: a call, an email, whatever, you have to schedule a follow up. The best partner-distributors, like John Beck Jr., have 1000s of follow up tasks that are on their books, and every day those tasks pop up and they execute them. Everyday this creates "Activity". This is John Beck's "secret." He calls it the Hurricane Sales System!

Other advice from John Beck:

- "A lead for us is never dead. The contact maybe, but never the organization. So if we get shut down by a prospect, we would note, "Tim Smith will not do business with us. FU - E3 in one year on 9/5/2020. At that time, Mr. Smith may be gone." Then we schedule the pop-up reminder for one year later.

- Or "Not interested at this time, This is our code: ("Not interested, FU on 2/5/2020 with touch E2)

- Then on and on and on. The activity and follow ups are never ending! You have to hustle. This is sales!