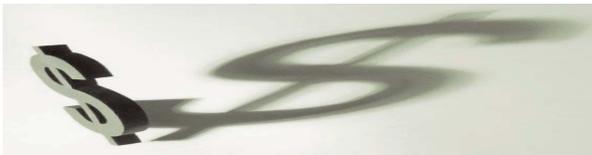


# EXECUTIVE OVERVIEW THE BENEFITS



- Increasing attachment rates will *add a fortune in profitable sales* to your revenue stream.
- PointsPlan rewards improved sales, attachment rates, training success, employee suggestions, quiz results or any other behavior you wish to encourage.
- Customers have reported *sales of PointsPlan incentivized products increased up to 4400%* since their website opened, with a compound *growth rates of 65%*
- PointsPlan is a hosted application that *does not impact your systems or IT staff.*
- Integrate your current promotions into the PointsPlan website. Let us handle the administration of your current programs.
- Administration is automated and does not tie up your management
- *Our website gives you sophisticated tools to judge the effectiveness* of not only the program but also of your staff and managers.
- There is no complicated enrollment process. All staff are registered from the first day. Sales are tracked automatically.
- Each employee gets their own *personalized web pages.*
- You get *detailed management reports* on attachment rate and sales. Reports are available from enterprise wide right down to the employee level.
- No waiting for programmers. You or your designated staff can *post announcements, quizzes or surveys and create web pages.*
- PointsPlan was studied by the Ivey School of Business at the University of Western Ontario. Studies showed a significant positive impact on sales of profitable Acoustic Research cable.
- *Your staff will love it!*



“Bottom line...the web site does have a positive and significant impact on sales associates' knowledge and sales performance.”  
Kersi D. Antia, Earl H. Orser/London Life Faculty Fellow, Assistant Professor of Marketing, Richard Ivey School of Business, The University of Western Ontario who is conducting surveys and ongoing research on our site's effective use of the internet.

- COMMUNICATE
- MOTIVATE
- TRAIN
- REWARD

## WHAT USERS SAY



*Just wanted to say that I love this site!  
My cable sales have increased, and so have my points. Do the training, Take the quizzes, and reap the rewards!  
There's no better way to be in the game than to know the score and track your sales  
Awesome Site - Awesome Rewards  
This rewards program is easily one of the best Incentive programs my company is affiliated with.  
Thank you for having a great product and a great points rewards program it makes your product a real bonus to sell to others  
I already told most of my co-workers about the points rewards and they were ecstatic about it!!!! I'm spreading the word, This is great.  
I would like to congratulate you on the extra motivation and knowledge your websites provide.*

Are your staff skilled in add-on selling? Or are they just acting as vending machines?

PointsPlan gives your staff the tools and incentives to maximize each customer's profit potential and it gives you the ability to measure and reward their performance.

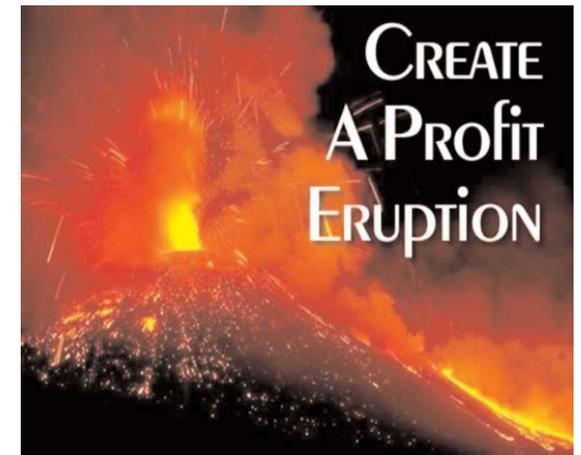


The PointsPlan website can be customized to meet your company's goals. We can reward sales, attachment rates, quiz results, overall store performance, sales ratios, percentage over target, or any other criteria you choose.



“We've found that users of the system beat their non-using counterparts' sales performance by a factor of 8. Among users themselves, heavy users tend to have sales double that of the light users..”  
Kersi D. Antia, Earl H. Orser/London Life Faculty Fellow, Assistant Professor of Marketing, Richard Ivey School of Business,

POINTSPLAN  
ON-LINE TRAINING  
ON-LINE REWARDS  
MANAGEMENT REPORTING  
= **Profits**



**MOTIVATE  
YOUR STAFF TO  
STUDY AND LEARN  
AT HOME,  
ON THEIR OWN TIME**

# TARGETED PERFORMANCE IMPROVEMENT OVER YOUR ENTIRE SALES FORCE

Who do you target?



Most incentive plans target the top performers. Within a few weeks most staff know that they won't win the trip or they won't get the car. A handful of top performers continue to be motivated by a major prize but the vast majority give up and continue their former behavior.

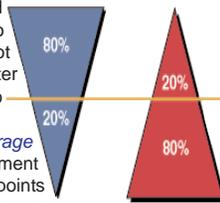
*PointsPlan "incentivizes" all of your staff.* All your sales staff can reasonably believe that they will eventually get an award. The higher their points value climbs the closer they get to earning a prize they want. That motivates them to take more training, complete more quizzes and sell more products.

## The 20 / 80 Rule

The 80 / 20 rule works in reverse with a broad based sales promotion. Finding a way to improve the performance of the 80% who are not your current top performers can reap far greater profits than relying on the top performers who are already working at a high level.

*PointsPlan gives you a way to get your average salespeople motivated* to improve their attachment rates. Believing that they are less likely to earn points with their sales, they are more likely than the top performers to use the rewards on the site. They will read the tutorials and take the quizzes to earn points. Over time they become familiar with the product and comfortable offering it. As they accumulate points they get excited about the opportunity to get a prize. They now make an extra effort to attach in order to get the prize they want.

As the sales level of the 80% improves, the sales level of the top performers typically rises as well. Before long *attachment selling becomes a culture.*



## Micro-manage in a big or small company

This system was created to reach down to the front line sales people and positively affect their behavior. The system gives you and your management the reports necessary to allow you to target individuals who are not performing to your standards. Senior managers know that many decisions must be made quickly on the basis of impressions and incomplete data. Unfortunately, when dealing with large groups of people, impressions can be misleading. *This program gives you data to allow you to enter a store completely informed on the sales, and attachment ratios of each of your staff.* You no longer need to depend on impressions. We give you facts.

# ROUND THE CLOCK TRAINING

Rewarded Training

*PointsPlan offers training 24 hours a day 7 days a week.* Staff can take the tutorials at their own pace and be rewarded for answering questions based on the training modules they have completed.

This self-guided training is extremely effective. Staff can return and refresh regularly. By allowing them to take the quizzes every 30 days we reinforce their training. Quiz questions change with every visit, so staff can't just memorize the answers.



Does a single training session with an expert teach a baby to walk? Our website is always there and never gives up.

## Reporting - The key to results

To be effective a program must be measurable. *Our website gives you sophisticated tools to judge the effectiveness* of not only the program but also of your staff and managers.

PointsPlan gives you sales reports and, if implemented, attachment rate reports by store, by region, by district and for your entire company. *The reports can drill down to the individual staff member on the floor.*

On-line reports show the data for each individual staff member by category. This allows you to target your training efforts.

Site wide statistics show you a snapshot of the program's performance. How much more effective will your next store visit be when you have, on a single report, the sales results for each member of the store's staff?

## Automated Email Reporting

An automated e-mail module reviews each employee's performance rating for sales and attachment rate, to rank them and send a report to the store manager listing each staff member's results and flagging underperformers. A module to examine the results of each store manager's sales of the products offered on the site and prepare a report that is automatically sent to the District and / or Regional Managers. Automatically issue reports to the buyers and management showing the attachment rate by region and district.

## Selling Teams

A new module allows the formation of *sales teams* at the store level. The concept is simple. You take two of your best salespeople and team them with three of your poorer performers. You then award each member of the team a points bonus, or other award, if the total performance of the team reaches your target.

This motivates the top performers to share their techniques and their confidence with the underachievers. Our goal is to make the underachievers into top performers to allow you to broaden the groups.

# AN ON-LINE COMMUNICATION Tool

Create your own Web Pages

Directly from your browser you can *add articles, announcements and web pages to the website.*

With no knowledge of HTML our WYSIWYG (What You See Is What You Get) editor allows you to format, add color, add links and add pictures to the article. You can create your page in Word and just paste it in. You can select a date range for the article to appear. You can add a quiz or survey to your page. If you know HTML, you have full access to edit the source code.

## Add a Quiz or Survey

You can *add a quiz or modify an existing quiz directly from your browser.* Choose the type of quiz and it appears instantly on your staff's sites. The results of every quiz are stored. You can determine who took the quiz and the questions that they missed. This allows you to automatically target further questions to reinforce their weaknesses.

You can add a survey. Choose True or False, 1 to 5, 1 to 10 or open ended questions. You can select a full page survey or a survey to appear in a banner. From the Executive website you can examine the results of your survey instantly, in real time.

## Executive Control

PointsPlan is multi-layered and allows you to give your management staff controlled access to various levels of the Executive site.

*Each participant gets their own customized experience.* You can post messages on the web pages of all participants, a selected group of stores, an individual store or even on the site of an individual employee. This can all be done in real time from any browser. You are in complete control.

The image shows two side-by-side screenshots of the software interface. The left screenshot, titled 'Executive Website', displays a dashboard with various data tables and charts, including a 'WELCOME HERE ISHMAEL' message and a 'Your Rescue' section. The right screenshot, titled 'Personalized Employee Site', shows a more detailed view of a specific employee's performance, including a 'Model MS221C' and 'Model MS221E' section with a '100' score and a '5-Video' link.