

HOW TO MARKET AND SELL

CONNECTING WITH THE BUYER / KEYS TO REMEMBER

1. Make it about them, not about you.
2. Focus on their business problems and how you can help solve their pain.
3. Tell stories about similar customers and how you helped them.
4. They don't care if you are an ASO or PEO, so don't tell them until later in the buying cycle.
5. Key differentiation to discuss; Workforce mobile app(Pacific Timecard) to document employees time/GPS location and meal periods, Seamless integration between Pacific Timecard app and Payroll, help manage compliance with labor laws and a one stop shop for all administration needs.
6. Make sure you know what you can sell.

FOCUS ON THE ISSUES THAT MATTER TO YOUR PROSPECT

	10 - 25 WSEs	26 - 75 WSEs	76 - 150 WSEs
Business Concerns	<ul style="list-style-type: none"> • Cash flow. • Finding good talent. • Not enough time. • Insurance. 	<ul style="list-style-type: none"> • Managing costs. • Finding and retaining talent. • Growing the business. 	<ul style="list-style-type: none"> • Managing costs. • Finding & retaining talent. • Scalability. • Government regulations.
Buying Motivation	<ul style="list-style-type: none"> • Insurance (Benefits/WC). • Simplification. • More time to focus on the business. 	<ul style="list-style-type: none"> • Access to insurance. • Access to expertise. • Labor cost management. • Improved efficiency. 	<ul style="list-style-type: none"> • Improved efficiency. • Access to expertise. • Access to insurance. • Liability management. • Labor cost management. • Improved consistency.
Buying Triggers	<ul style="list-style-type: none"> • Insurance renewal. • Poor service from current vendor. • WSEs in new states. 	<ul style="list-style-type: none"> • Insurance renewal. • WSEs in new states. • Key employee turnover. 	<ul style="list-style-type: none"> • WSEs in new states. • Key employee turnover. • Insurance renewal.

TECHNICAL ADVANTAGES OF THE CLOUD / WHAT SMBS WANT

1. Nothing to install, maintain for clients.
2. Anytime, anywhere access via a web browser for employees.
3. Anytime, anywhere access via a web browser for managers.
4. Works on desktops, laptops, smartphones and tablets.
5. Backup and disaster recovery.
6. Security.

PROVEN TECHNOLOGY

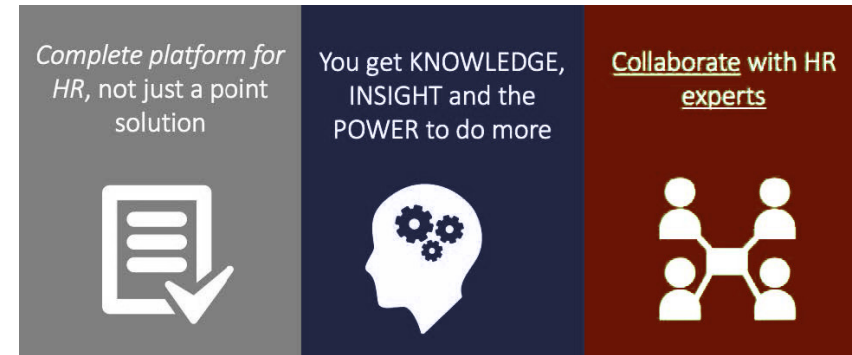


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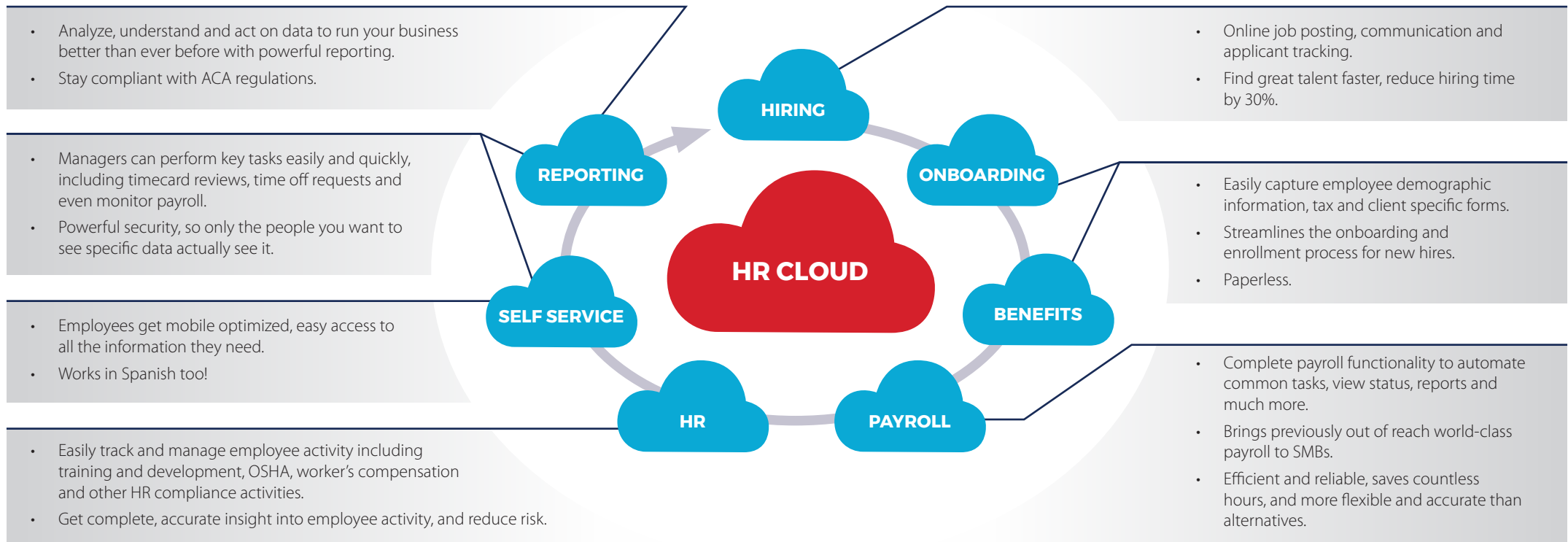
HOW THE HR CLOUD HELPS YOUR CUSTOMERS



WHAT MAKES THE HR CLOUD UNIQUE?



HOW TO POSITION OUR TECHNOLOGY



HOW TO MARKET AND SELL PACIFIC TIMECARD WORKFORCE APP



KEY DIFFERENTIATORS AND ADVANTAGES OF PACIFIC TIMECARD

- Application is easy to use.
- Store and Forward – The application remains active, even if the mobile device is out of network coverage areas; you will never lose data.
- Robust workforce application provides over 30 data reports and GPS tracking.
- Seamless integration from Punch to Payroll – no more paper timesheets or signature collecting.
- Google Enterprise Mapping – accurate GPS data with GEO-fencing and Breadcrumb trails.
- Meal Period and Rest Break Management – Notifies Employees to take breaks and Management if the employee fails to take breaks within a specified time.
- Photo Capture and digital signature capture.
- Team/Crew/Supervisor Clock in – Provides the ability to clock in team members on a single device.
- Multiple Notifications and Triggers including speed, idle, early clock in, restricted location clock-in, approaching 40-hour week, short meal, etc.
- GPS Settings are configurable to an individual or a team and can be as aggressive or passive as desired.
- GPS lookup allows lookups for specific jobs/accounts within a specific radius.
- Provides Accurate Mileage Tracking and Mileage Reports.
- Ability to create multiple teams for specific jobs and payrates.
- Scheduled Report capabilities on individuals and teams for Management.
- End of Day Forms/Survey's with digital signature - replacing employee's required paper form submissions.
- Grab and Go Multiple User feature for drivers.
- Able to view and search thousands of jobs/accounts within the mobile device.
- California Meal and Rest PDF Reports.
- The most reliable timecard application for workforce apps. Most others fall short.

BENEFITS

- Better visibility to manage mobile workers activities and GPS movement throughout workday.
- Helps companies manage labor law regulations.
- Helps eliminate time-theft by reducing false timesheets submitted by employees.
- Reduces payroll processing time and provides more accurate time calculations.
- More efficient and better visibility of job costing and overtime.
- Seamlessly transfer to payroll once approved by management.
- Over 30 exportable reports with real-time data.
- Reduction in false mileage reimbursements.
- Digital timesheet signoff.

FOCUS ON THE ISSUES THAT MATTER TO YOUR PROSPECT



FOCUS ON FEATURES/INDUSTRIES

Pacific Timecard App

Construction, Home Health Care, Landscaping, Utilities, Distribution, Services, HVAC, Security, Salesforce, Government... any company with mobile workers.

Team/Crew/Supervisor Clock in/out

Construction Industry, Landscaping.

Photo recognition

Security, Government.

Catalina Time Tracker App

Warehouse workers, Maintenance Workers, Farm Hands.

Notables

- Hosted in cloud environment - Amazon WEB Services (AWS).
- Available on Apple IOS and Android - phones and tablets.
- Functionality and enhancements constantly being added at no extra charge.
- Available in English and Spanish
- Pacific Timecard Data is stored for 6-month period.
- Mobility Department focuses just on Pacific Timecard Set Up/ Support, available 8am-8pm EST.

LISTEN TO YOUR PROSPECT!

What are they hoping to accomplish by deploying a workforce management app? Focus on their needs and highlight how Pacific Timecard can solve or resolve any pain points they are experiencing.

15 - 20 Mobile Workers	Basic functionality app, key advantages, benefits.
21-100 Mobile Workers	Basic functionality of app, key advantages, Benefits, Meal Period and Rest Break Management, Seamless Payroll Integrations from punch to payroll, Labor Cost Management, Improved efficiency.
100+ Mobile Workers	Basic functionality of app, key advantages, Benefits, Meal Period and Rest Break Management, Seamless Payroll Integrations from punch to payroll, Labor Cost Management, Improved efficiency, helps protect against class action labor law litigation. Real-time data for critical decision making, simplifies payroll process with timesheet approval and digital signature.

