



The ROI-Calc Lead Referral Program

The ROI-Calc Lead Referral Program compensates you up to \$15,000 per customer and your annual amount, based on all of your qualified leads is unlimited. Turn a quick conversation into a great referral bonus.

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The Program

The ROI-Calc Lead Referral Program compensates you equal to 12% of the amount purchased by the customer that you referred (20% if you are a customer of ROI-Calc). The payment for one individual sales lead cannot exceed \$15,000 annually, but your compensation is

unlimited based on the number of sales leads that become paying customers.

Submit leads online and earn referral compensation from services including:

- Calculators
- Dashboards
- Training
- Workshops
- Consulting

NO upfront fees

NO pressure

NO risk

...Just great benefits for you
and our new customers.

Best of all, there are NO upfront fees, NO pressure, & NO risk!

...Just great benefits for both you and our new customers.

Participating and profiting from the ROI-Calc Lead Referral Program is fast and easy. All information and forms are online and easy to use. And there's no capital outlay necessary to join or participate. With our portfolio of products and services, it's a win-win situation for everyone.

To get started on the ROI-Calc Lead Referral Program:

Have a confirmed lead (they agree to have ROI-Calc contact them or they can contact us).

Read and Accept the Terms and Conditions

Go to the Lead Generator at www.roi-calc.com/leadgenerator.htm

Enter all of the information

...and you're ready to cash in!

For reference purposes a typical purchase is \$3,000-\$15,000.

The Benefits:

ROI-Calc can increase a company's net revenue by:

- Reducing their product discounts by 35-50%
- Reducing their customer 'no decision' rates by 25-40%
- Reducing their sales cycle time by 20-50%.

At ROI-Calc we specialize in quantifying the value of strategies, products, services, processes, individual performance or group dynamics. We have even quantified the value of Customer Service and Human Resources. We communicate quantitative value propositions in simple, believable numerical terms leading to increased revenue and dramatic cost savings.

ROI-Calc specializes in five areas that are critical to the success of organizations:

Quantifying Your Value Proposition – using our QV™ methodology, our research team gathers the right data to articulate your value propositions in financial terms that are meaningful and compelling to prospects (increase revenue) or to executive management (protect/defend the budget).

Quantifying & Aligning Your Strategy – using our Quantifiable Strategy Scorecard© methodology we create a custom diagnostic tool used to measure the focus and alignment of business teams across several areas that are instrumental to growing business over the short and long term.

Creating Custom ROI Tools – using our Simulation ROI™ software, we create easy-to-use tools that are highly visual, interactive, flexible and powerful. Instantly include audience input into the analysis and show the results in less than 5 seconds! Get immediate buy-in from even the most stubborn critics of the strategy/product/service/solution. Never again will people have to reschedule a meeting, waste time doing a new analysis, or lose credibility for not considering alternative points of view.

Accelerating Employee Development with 360° Feedback – using our 360° interactive system provides employees with detailed information that highlights their areas of excellence and pockets of concern. Our interactive models target and accelerate participant insight and provide real focus to individual development plans.

Training and Education – a solid value proposition backed by accurate analytics gains executive access makes all of the difference. We can equip the sales force, marketing team, staff or management team with the information and insight they need to be successful at all levels in an organization.

ROI-Calc History

ROI-Calc was started with several other business leaders focused on the goal of giving decision makers the tools and methodologies to accurately evaluate and communicate a quantitative value proposition to their customers (internal and external). ROI-Calc focuses on providing customers with tools that directly increase revenue, accelerate employee productivity, increase customer satisfaction, and raise market share.

Our strategy division ROI-Strategy, along with the ROI-Calc team has worked with hundreds of decision makers and has personally directed key product development and go-to-market strategies for companies such as General Motors, Du Pont, Compaq (now HP) and Adaptec. Our product, sales and marketing management has led to 6 separate and unique products being worldwide market share and gross margin dollar leaders while also achieving the following recognition:

- Network Computing's Editor's Choice Award
- Gold IDEA award for design excellence
- Network World's World Class award
- Gartner Research Magic Quadrant
- InternetWeek Best of Best Award
- Ranked #1 for overall product value in Enterprise Storage by Information Week Research Survey
- Network Computing's prestigious Well-Connected Award for the best products and services.

We have served as an expert authority on ROI and data storage technology and have been quoted by leading publications like:

- InfoStor
- CMP Asia
- Integrated Solutions
- ComputerWorld
- EE Times
- Byte and Switch
- ISP-Planet
- Washington Technology

Q & A

Here are some answers to the most common questions people ask us about the ROI-Calc Lead Referral Program. If you don't find the answer to your question here, please contact us.

Q: Do I need to sign a contract?

A: You need to review and accept the Terms and Conditions of the program before you can submit a lead. It is important that you carefully review the Terms and Conditions to fully understand the program offer.

Q: How will this program help my business?

A: The ROI-Calc Lead Referral Program has a highly competitive compensation plan for leads that turn into a closed ROI-Calc sale. Earning up to \$15,000 for an eligible lead that closes creates a win-win situation for everyone and there is no capital investment or commitment level to receive the commission.

Q: How do I submit a lead?

A: Just enter your name, complete the lead tracking form, and submit.

Q: What type of information do I need in order to submit a lead?

A: You must provide details about the type of product or service needed, as well as complete name, address, and contact information for the lead. The lead must agree that they want ROI-Calc to contact them or they can contact us.

Q: What type of lead does ROI-Calc want?

A: ROI-Calc is looking for leads where you have had a specific conversation with the lead and the lead desires and expects contact to be made by ROI-Calc.

Q: What happens to the lead once it is submitted?

A: The Lead Referral program administrator receives the submitted leads and distributes to the indicated sales rep on lead or to appropriate sales channel. The sales rep closes the lead. ROI-Calc reserves the right at their sole discretion to provide lead information to the sales channel of their choice including, but not limited to, ROI-Calc Representatives and authorized ROI-Calc Sales Agents. You, the lead referral agent, agree upon acceptance of the program to disclose to any potential customer the relationship between Sales Agent and ROI-Calc existing under the Lead Referral

Program agreement, including payment for referrals resulting in closed sales.

Q: What type of compensation is involved?

A: A payment equal to 15% of the amount purchased by the referred customer. The payment for one individual sales lead cannot exceed \$15,000 annually.

Q: When will the lead be contacted by ROI-Calc?

A: Typically, a ROI-Calc Representative will make initial contact with the potential customer within 2 to 5 working days.

Q: How will I know if the lead turns into a sale?

A: All leads submitted through the ROI-Calc Lead Referral Program will be tracked and you will be contacted.

Q: How will my lead be tracked?

A: The lead will be date-stamped and assigned a tracking number when it is entered into the system. This will eliminate any confusion on who owns the lead.

Q: How quickly will I be paid once the lead turns into a sale?

A: You will be paid if the lead turns into a closed sale for ROI-Calc. Approximately 30 days after the customer has paid for the product or service, you receive compensation.

Q: How many days before the lead expires?

A: The lead will expire 180 days from the submission date. If you feel the lead needs more time to develop due to the nature of the products or services requested, the lead will need to be refreshed and entered again. Please clarify the reason for re-entry in the "Comments" section on the Submit New Leads form.

Q: If there is a problem with my account whom do I contact?

A: If you have any problems or questions send an email to the ROI-Calc Lead Referral Program administrator at info@roi-calc.com

Q: Is there research supporting the ROI based approach?

A: Yes, please look at the following table:

Reduce Discounts	Reduce No Decisions	Reduce Sales Cycles
<p>Early adopters of ROI selling methodology have reduced discounting by 20-30% and realized significant up-sell and cross-sell opportunities by selling on value rather than price. <i>International Data Corp (IDC)</i></p> <p>Optimal pricing is all about delivering maximum value to each customer and capturing an equal value for your company in the form of fair, value based prices. <i>PricePoint Partners</i></p> <p>By making prospects fully aware of all the costs and benefits they become less price sensitive enabling vendors to discount less and achieve list prices more frequently. <i>CIOview</i></p>	<p>81% of buyers expect vendors to quantify their value proposition. <i>Information Week</i></p> <p>Between 60-80% of all losses are due to 'No Decision.' <i>Customer Centric Systems</i></p> <p>Results from 707 proposals produced 30% wins, 15% losses and 55% no decision/pending. Of the no decisions only 2% became wins (98% became losses). <i>Thomas & Company Inc.</i></p> <p>Executives that believe that shareholder value is a critical component for making corporate decisions, 75% of them said they require ROI analysis before making an investment choice. <i>Doremus Communications</i></p>	<p>"On average the sales cycle is reduced 30-40% with ROI-based selling." <i>IDC</i></p> <p>A valid ROI sales effort reduces the sales cycle by 30-40% <i>Gartner Group</i></p> <p>Early adopters of ROI selling methodology have increased effectiveness by as much as 60%. <i>IDC</i></p> <p>The average sales cycle for a million dollar Lotus Notes deal is 18 months. For companies that first completed an ROI analysis, 65% reported their purchase process to be 6 months or less. <i>IDC</i></p>