

From Prospect to Loyal Gevity Client

Prospect journey Making the invisible visible: showing the edge

Client journey Implement and demonstrate value

Identified, qualified prospect in database

New Client

Monthly prospecting activity

200 calls

12 IA's

6 RFP's

1 client

Introduction of the **Gevity Edge™** concept

Build awareness of potential improvement

Teasers and reminders

Special offers

Impact diagnosis

Introduce HR Consultant "Clover Leaf"

Present Gevity Edge and discuss
Diagnostic process and roadmap design

Proposal and signup

Install and deliver Gevity Edge services

Diagnostic phase

Roadmap design and implementation

1000 prospects per territory

Prospecting Activities

Client Activities

Direct mail



Events



Referral program



Drip e-mail campaign



Gevity OnSite™

Gevity OnLine™

Gevity OnCall™

Newsletter



Keep Clients First Program



Client employee communications (bill stuffer for PERKS)

Tools and Resources

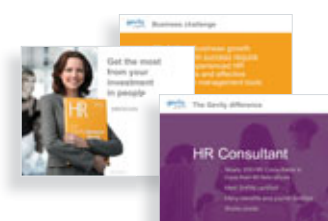
Simplified brand messaging



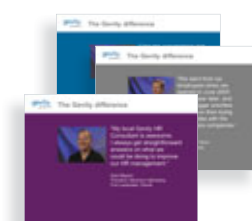
BDM Sales Guide



Sales presentations



Client testimonials



Proposal kit



HR consultant guides



OnTrack: Performance Analysis

OnTrack: Policies Audit

OnTrack: Gevity Edge Score Card



Salesforce.com



Collateral

HR Consultants