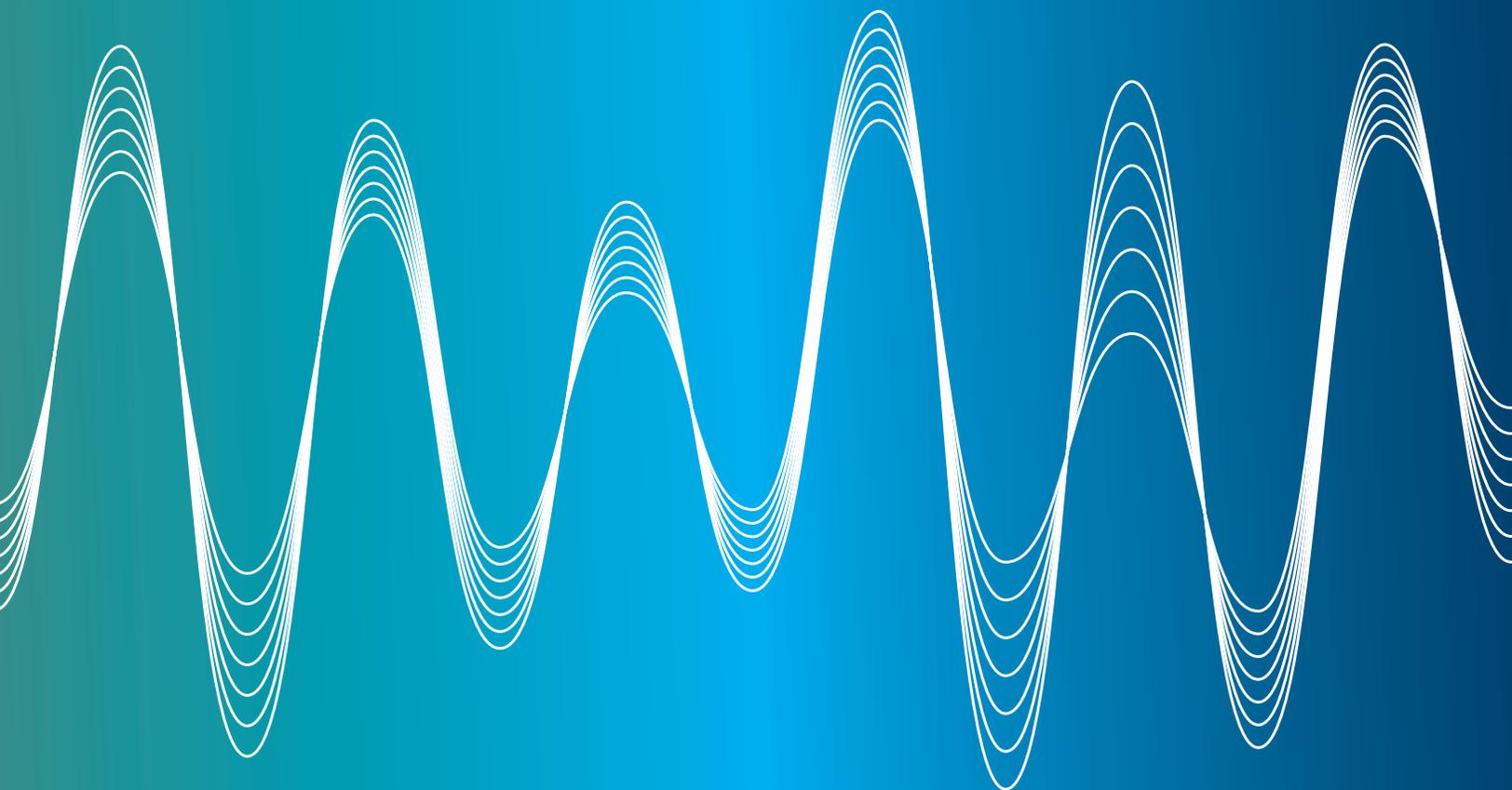


AVAMP

AUDIO VISUAL AS **A MONTHLY PAYMENT**



version 1.0



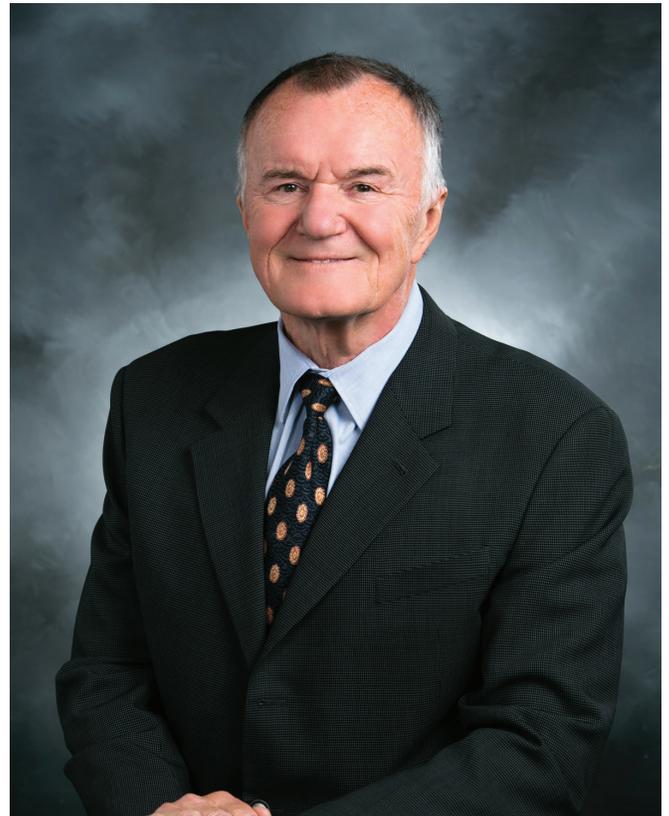
The Complete Training Guide

The AV AMP Solution is yet another opportunity to help you grow your recurring revenue business.

Dear NSCA Member,

We at GreatAmerica are very excited to present you with a great new product to help you beat your competition, better serve your customers, generate recurring revenue and increase your bottom line. NSCA and GreatAmerica have worked diligently to create a product that would best fit your needs. The AV AMP Solution is a unique way for your customers to gain access to the latest AV technology and for you to enter into long-term, mutually beneficial and very profitable business relationships with your customers. Please treat this information confidentially...it is your competitive edge!

The AV AMP Solution is yet another opportunity to help you expand your customer base. We are staffed and prepared to help you understand and use the AV AMP Solution to your best advantage. You can also review the materials on the NSCA site (www.nasca.com) or GreatAmerica (www.greatamerica.com) websites. Of course, some questions require more detailed attention, and our The AV AMP Solution experts are standing by.



We will continue to work hard in the future to make sure that we prove our- selves to be a worthy business partner for you. At GreatAmerica, you will always be looked upon as the most important person ... the one who puts the food on our families' tables. You will always receive prompt, courteous, and professional treatment from us. This is how we do business at GreatAmerica and you have our word on this. Additionally, any of your thoughts and suggestions are always welcome. Thank you for the opportunity to work together with you. All of us at GreatAmerica are looking forward to a long and mutually prosperous relationship.

Sincerely,

A handwritten signature in blue ink that reads "Tony Golobic". The signature is fluid and cursive, with a long horizontal stroke extending to the left.

Tony Golobic, Chairman and Chief Executive Officer
GreatAmerica Financial Services

GREATAMERICA SUPPORT

We are excited about the opportunity to help bring the AV AMP program to your customers. We stand ready to provide our expertise and assistance to you, whether you need a quick question answered or help with a larger, more complicated transaction. We're here to support you.



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LEVERAGING THE AS-A-SERVICE SOCIETY

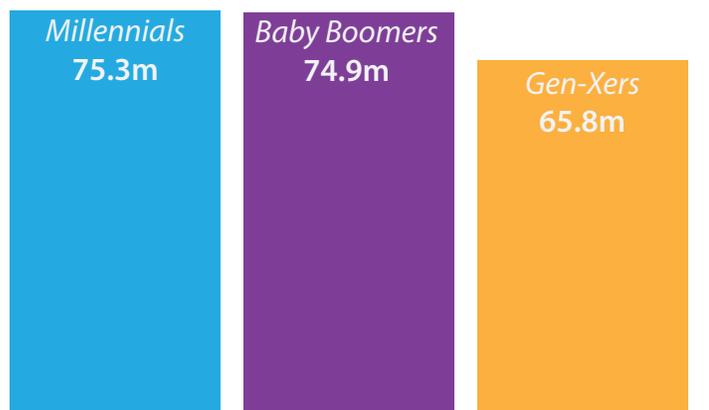
The phrase As-A-Service is as pervasive as “The Cloud” and neither is going away. So what is leading to the popularity of As-A-Service?

RISE OF THE MILLENNIALS

Last year, Millennials surpassed the size of the Baby Boomer generation in the U.S. (Pew Research Center). Millennials were the first generation to be “digitally watched” by their parents via candy bar cell phones. Before you could blink, we were all carrying the internet in our pockets. Each year the technology improved, and each year Millennials expected something better.

Millennials have also overtaken Baby Boomers in the workplace. They are the emerging decision makers of today. Millennials are IT Managers, CIOs, CFOs and have been paying monthly for technology since they had jobs in high school.

What does that have to do with As-A-Service? Millennials have a big impact. They naturally embrace emerging technology and understand the value of renting technology instead of owning to stay up-to-date... think about the consumer cell phone financing model.



Source: The Pew Research Center

THE DIGITAL DISRUPTION

Consider these two statistics:

- The world’s largest taxi company owns no taxis. (Uber)
- The largest accommodation provider owns no real estate. (Airbnb)

The value of those first two organizations is in the technology and the mindshare. They both demonstrate the Digital Disruption has already happened.

System Integrators embracing the Digital Disruption understand customers may see no value in owning technology. System Integrators selling an As-A-Service model are urging customers to forego ownership and allow themselves to evolve their technology environment at the pace of technology evolution.

PROFITABILITY

More companies are realizing that transiting to a recurring revenue model is the key to increase business valuation, push higher growth, and become more profitable and stable.

That is because through the As-A-Service and popular consumer monthly subscription models (think Netflix, BarkBox, Blue Apron...) these combines are gaining consistent, long-term customer instead of one of sales.

Add the customer stickiness to the fact that monthly payment sales usually have higher profit margins than cash sales, and you have a winning formula for business profitability.



ADAPT YOUR BUSINESS TO AN AS-A-SERVICE MODEL

AV AMP is a program that brings your state-of-the-art Audio Visual solutions and services to your customer, all in a single monthly payment that is contractually fixed for up to 5 years.



What does the AV AMP Solution mean to you?

- **Increase your recurring monthly revenue.**
Bundle your maintenance and professional services into the monthly agreement.
- **Get paid faster.**
Advance funding options provide an opportunity to receive a portion of the hardware sale prior to completion of the project; accelerating your cash flow and reducing your days sales outstanding.
- **Higher closing ratios when you've eliminated your competition.**
Competitors are not likely to be able to provide this product.
- **Higher commissions. No price discounts.**
With differentiation established, discounts are not necessary and are actually discouraged.
- **Create repeatability for future clients.**
The AV AMP solution has a built-in opportunity to upgrade and refresh your customer's equipment, every few years, ensuring they stay your customers well into the future.

HOW TO PACKAGE AV AMP

The secret to building a recurring monthly revenue (RMR) stream happens in three steps:

STEP 1:

Price out the monthly payment option for the AV project. Include the hardware, software, project costs and the first year of maintenance. A 5 year (60 month) finance agreement is a great place to start.

$$\begin{array}{l} \text{(HARDWARE + SOFTWARE} \\ \text{+ INSTALLATION + FIRST} \\ \text{YEAR MAINTENANCE)} \end{array} \times \begin{array}{l} \text{60 MONTH} \\ \text{LEASE RATE} \\ \text{FACTOR} \end{array} = \begin{array}{l} \text{PROJECT MONTHLY} \\ \text{PAYMENT**} \\ \text{(Without RMR)} \end{array}$$

**see page 17 for quoting tool integrations that calculate this in one click!

STEP 2:

Take your maintenance contract for years 2, 3, 4 and 5, add the cost together and divide by 60. This is now your RMR.

$$\frac{\begin{array}{l} \text{(MAINTENANCE COSTS FOR} \\ \text{YEARS 2 + 3 + 4 + 5)} \end{array}}{60} = \begin{array}{l} \text{RECURRING MONTHLY} \\ \text{REVENUE (RMR)} \end{array}$$

STEP 3:

Add the monthly finance payment together with the 4 years of RMR for the grand monthly total.

$$\begin{array}{l} \text{MONTHLY PAYMENT} \\ \text{OPTION} \end{array} + \begin{array}{l} \text{RECURRING MONTHLY} \\ \text{REVENUE (RMR)} \end{array} = \begin{array}{l} \text{TOTAL MONTHLY} \\ \text{PAYMENT} \end{array}$$

CALCULATING AV AMP MONTHLY PAYMENTS

Following the steps on the previous page, let's use the example of a \$100,000 deal with annual maintenance costs of \$8,000 per year. The term is five years, and the rate factor is .02032.

STEP 1:

First, add your total deal cost of \$100,000 to the first year of maintenance cost, \$8,000, for a total of \$108,000. Then, multiply that by the rate factor of .02032 to get \$2,194.56, your project monthly payment option without the recurring monthly revenue (RMR).

$$(100,000 + 8,000) \times .02032 = \$2,194.56$$

STEP 2:

Next, you have to calculate your RMR. Find the total remaining cost of the maintenance contract. In this case, there's five years total, and there are still four years remaining at \$8,000 year. So \$8,000 x 4 years = \$32,000. Then, divide the \$32,000 by the total number of months in the term. In this case, 5 years is 60 months. That gives you your total RMR of \$533.33.

$$\frac{(8,000 + 8,000 + 8,000 + 8,000)}{60} = \$533.33$$

STEP 3:

Finally, you just add the monthly payment option from step 1, to the recurring monthly revenue you calculated in Step 2 to get your customer's total monthly payment of \$2,727.89.

$$\$2,194.56 + \$533.33 = \$2,727.89$$

WHO ARE YOUR PROSPECTS?

You'll score higher closing ratios using The AV AMP Solution with companies who are high tech, want to expand, and want to predict their costs.



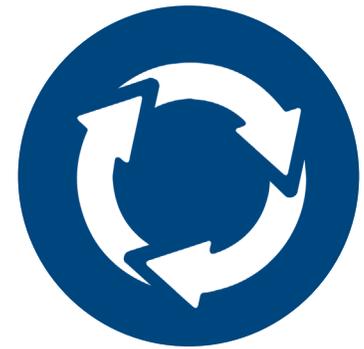
THE AV AMP SOLUTION IS PERFECT FOR GROWTH-ORIENTED COMPANIES.

If a company is growing or projects growth in the future, having to add individual pieces of equipment and re-train employees can be a headache for your clients. AV AMP features Equipment Add-Ons, Upgrade Flexibility and System Training benefits that are great resources to plan for future growth.



HIGH TECH COMPANIES CAN ALWAYS USE UPGRADE FLEXIBILITY.

If you see a company that is highly automated, equipment obsolescence is a real concern. These companies, who wish to keep their office equipment state-of-the-art, will favor the Upgrade Flexibility of the AV AMP Solution that allows their technology to easily stay cutting edge without impacting their budget.



ANSWER BUDGET AND FINANCIAL CONCERNS WITH COST PREDICTABILITY.

The AV AMP Solution incorporates the expenses associated with equipment ownership, so there are no unexpected large expenditures. The program is attractive to a financial decision maker because they can project the exact cost of their system. Preparing budgets and projections are simplified.



89% of surveyed businesses expect a finance option when they acquire equipment.

91% of surveyed customers viewed a business as more professional if they offered financing.*

**Survey conducted of businesses who have leased equipment with GreatAmerica.*

DIFFERENTIATION IS THE KEY

Leads are hard to get. The key to your success is to differentiate your product and services from the competition.

THE PRODUCT IS THE PROGRAM

True differentiation is achieved only when you have a unique product, and it's the AV AMP program. You may have multiple systems available, great technology solutions, and an effective service conduit for your customer. BUT WAIT! This is all secondary to your customer's most important added need. They really want:

- a product that maintains the system
- a product that stays current with
- a product that is expandable to adapt to a changing business environment.
- a product that will protect them from the risks and responsibilities that come with equipment ownership, which frees them to concentrate on their own business

Your **BIGGEST** Challenge: Commit to a totally different approach to what you've been doing.

Differentiation Advantages

- More Sales. Richer Margins
- Better Closing Ratios
- Bigger Sales with Provisions added
- More commissions
- No need to discount to get the sale, which improves gross margins
- Keeps your customer for future Add-On, Recast and Upgrade sales

“Thanks to monthly payments, we are able to keep our technology updated without having a large amount due at once.”

- Stacey Barry, Owner

AV AMP VS. STANDARD LEASE

See the pros and cons between the AV AMP Solution and a Standard Purchase Lease plan.

	AV AMP	STANDARD LEASE
UPGRADE FLEXIBILITY	<ul style="list-style-type: none"> • Upgrade to new equipment on a new contract • Cancel current rental program without any penalty when upgrading (minimum of 24 months) • Return the old system 	<ul style="list-style-type: none"> • Audio Visual equipment loses most of its value immediately after purchase • Unfavorable lease payoffs • Substantial lease upgrade penalty • Write-off of non- depreciated equipment
CUSTOMER EXPERIENCE	<ul style="list-style-type: none"> • Customer gets to keep their cash by avoiding the upfront purchase price • Peace of mind around knowing your equipment will be serviced over the life of your agreement 	<ul style="list-style-type: none"> • Customer bears the burden of the upfront purchase price • Maintenance and service prices can be hard to predict and budget for
SYSTEM TRAINING	<ul style="list-style-type: none"> • Receive substantial training: <ul style="list-style-type: none"> • Current employees • New employees • Temporary employees • Increase office productivity by optimum use of system 	<ul style="list-style-type: none"> • Do it yourself... Incomplete training and loss of efficiency • Needless service calls resulting from user errors • What will it cost? How much will it escalate?

BENEFITS TO YOUR CUSTOMERS

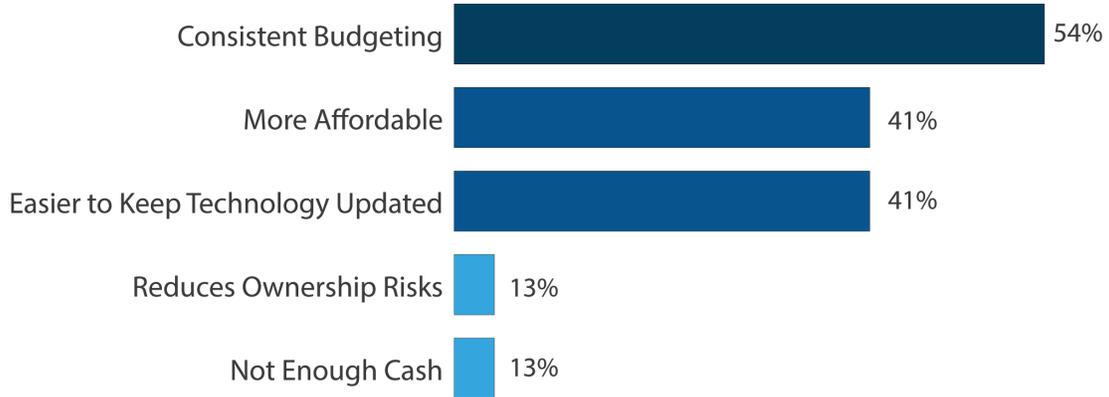
The purchase price of your customer's new technology is just the tip of the iceberg compared to the costs associated with its upkeep and total cost of ownership.

With AV AMP, they can get **ALL** the coverage they need with only **ONE** monthly payment.

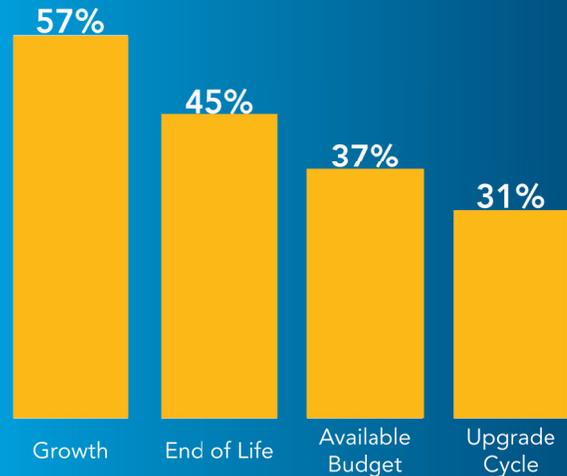


We asked 528 technology buyers about how they view purchasing technology for their business.

WHY DO YOU CHOOSE TO PAY MONTHLY FOR TECHNOLOGY?



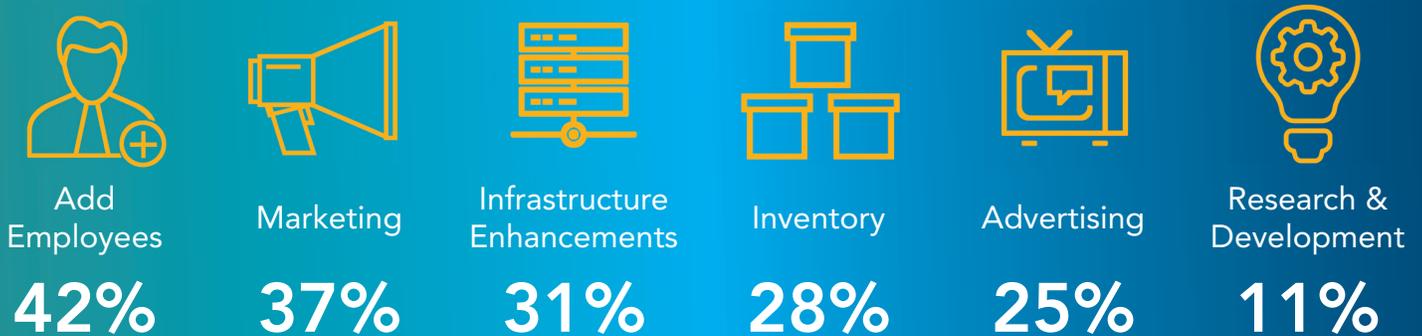
HOW DO YOU DECIDE WHEN TO ACQUIRE OR UPGRADE YOUR TECHNOLOGY?



"We choose monthly payments for our equipment and technology because it frees up cash for other areas of our business."

- Barb Tesarz, Controller

WHAT EXPENSES DO YOU PREFER TO USE YOUR BUSINESS CASH FOR?



HOW TO SELL AV AMP

First, lay down the foundation for the concept of a complete Audio Visual solution with monthly payments. Explain what it is, why it's different and the value behind it.

3 RULES OF THUMB

RULE 1

Be Different. Your competitors are selling only equipment, however, you are selling a completely different product they can't match...
Service.

RULE 2

Your customer wants good communications. Good equipment does not guarantee good communication. Quality service and support are just as important.

RULE 3

Understand the customer's perspective: they want the best possible solution for the lowest possible price... and they're used to purchasing the equipment.

STEP 1: INTRODUCE THE AV AMP SOLUTION AND MONTHLY PAYMENTS EARLY ON

Tell your customer:

- I am going to be different from everyone else.
- Many companies will only sell you a system. The system is important, but what you need most is for that system to be reliable. What is the cost to you if you can't use your AV system?
- I will provide two components for dependable and cost-effective AV communications:
 - The best AV system designed for your specific needs
 - A Program to protect it that includes maintenance in your monthly payment
- In my analysis of your AV needs, I consider how to protect you from many uncertainties you'll face in the future due to constantly evolving technology.
- This is why I will not try to just sell you an AV system, but a complete solution that will work for you today, tomorrow and into the future.

SALES TIP

The Customer will be presented with many AV solutions. They think they want to buy and own an AV system. You need to educate them that audio visual equipment is important, but AV service and maintenance is their true goal. Tell them about "a different program that revolves around service."

HOW TO SELL AV AMP

After explaining AV AMP and monthly payments as a complete solution, next you'll need to focus on the features that relate to your customer's concerns.

STEP 2: SHOW THE TOTAL COST OF OWNERSHIP TO OWN THE SYSTEM

Think of the iceberg we showed you earlier. Your ideal situation is to go up against three or four vendors who are all selling the equipment, while you are selling the service.

For example, you can say "We are concerned about the future of your business, which is why we address the other costs associated with owning an AV system."

SALES TIP:

Ask Step 4 questions early on. If the customer repeats these questions to other vendors, they are trying to match the AV AMP program.

They want a side-by-side comparison and is leaning toward AV AMP. However, no one else will offer all the features of AV AMP.

STEP 3: UNDERSTAND THE CUSTOMER'S PERSPECTIVE

They want the best possible system for the lowest possible price.

They want to compare apples to apples, so they can get all the vendors joined in a bidding war.

They are unfamiliar with the AV AMP solution, but they understand the concept of paying monthly for technology services well.

They need to be educated.

STEP 4: ASK QUESTIONS THAT YOUR COMPETITOR CAN'T ANSWER OR DOESN'T WANT TO

Can additional equipment be added to the lease? How much will it be?

Are maintenance and professional services included for the full term of the agreement? If not, what is it going to cost 2 years from now? ...4 years from now?

What if the manufacturer or vendor discontinues support of the system? Who will service and support it then, and for how much?

The AV AMP solution answers ALL these questions! It's the closest anyone will get to predicting the future.

QUOTING BEST PRACTICES

You only get one shot to make a first impression, and the same is true when you show your client your proposal for the first time. The appearance of the quote and what you choose to include, or not include, has a big impact on the success of your sale. Industry experts and top-performing partners have shared their three best practices for creating appealing quotes.

#1 GET RID OF PART NUMBERS AND TECHNICAL DESCRIPTIONS

Keep your customer in mind when you are crafting your proposal. The executive-level person you are presenting to likely doesn't want to see the bits and bytes of each element of your solution. Instead, replace the technical descriptions with business descriptions on how that part of the solution will improve their business. You'll win bonus points if you demonstrate you listened during the discovery or assessment.

#2 REMOVE LINE-ITEM PRICING

Pair your line item pricing with technical descriptions and you've crafted the best invitation for your customers to price shop you on Amazon or CDW. Plus, you increase the likelihood your customer identifies the most expensive item on the proposal and decides they don't need it...even if it is the most critical piece of the solution they agreed on.

#3 GIVE THEM OPTIONS, BUT DON'T OVERWHELM THEM

This has the ring of Goldilocks to it, doesn't it? Not too little and not too much. Here's a rule of thumb: if you are quoting financing, stick to two or three options. Providing only one could lead your customer to request more options, just for the sake of having them. On the flip side, give them every option and you risk paralyzing them with too many choices.



QUOTING INTEGRATIONS

We offer integrations with popular tools that let you quote monthly payments with a few easy clicks. We work with Solutions360, QuoteWerks and many more.



**FOR THE EASIEST QUOTING
PROCESS, USE OUR
SOLUTIONS360 INTEGRATION.**

CREATE QUOTES DESIGNED TO CLOSE WITH THESE FIVE TIPS:

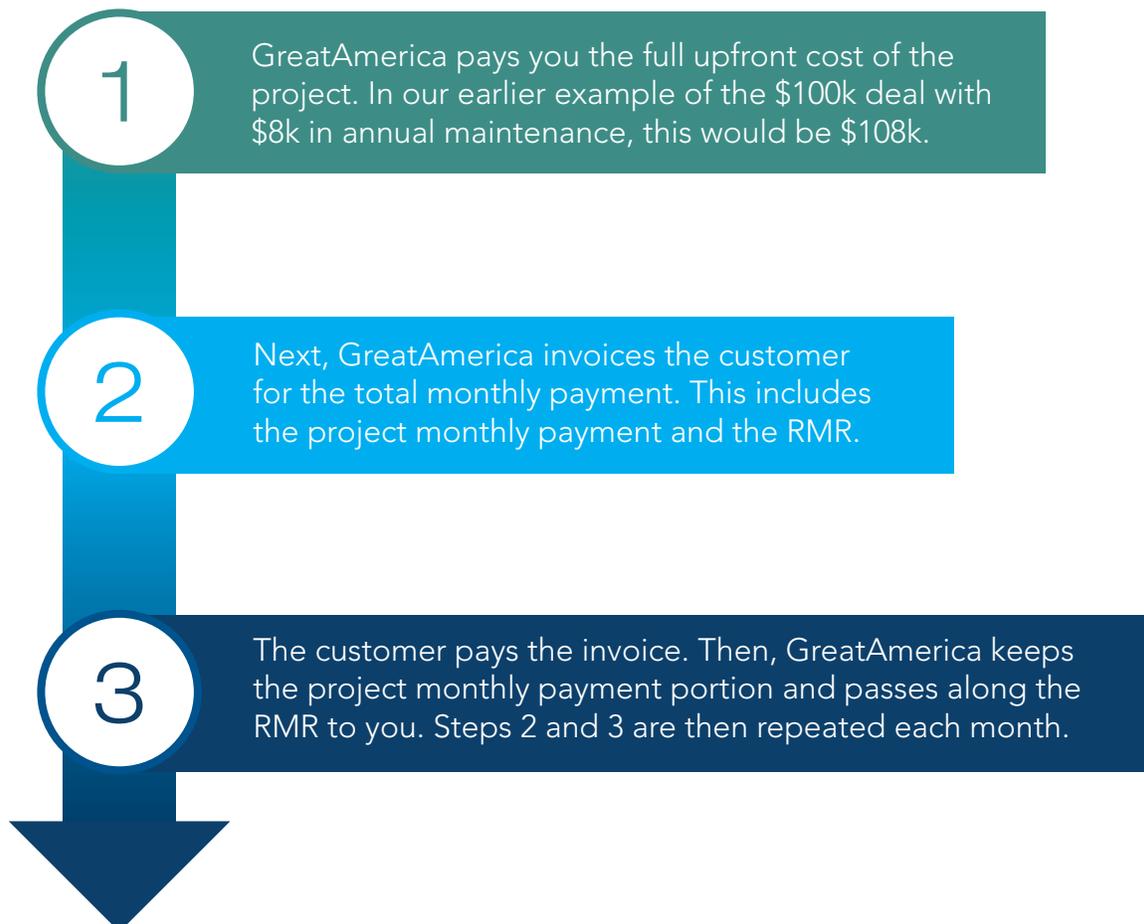
- 1** Include a monthly payment option on every proposal.
- 2** Remove line item pricing.
- 3** Replace part numbers and descriptions with business benefits.
- 4** Bundle your recurring fees with the equipment payment.
- 5** Remove cash price from your proposals.

How You Get Paid Through GreatAmerica

So, how does the money flow through the AV AMP program when you work with GreatAmerica?

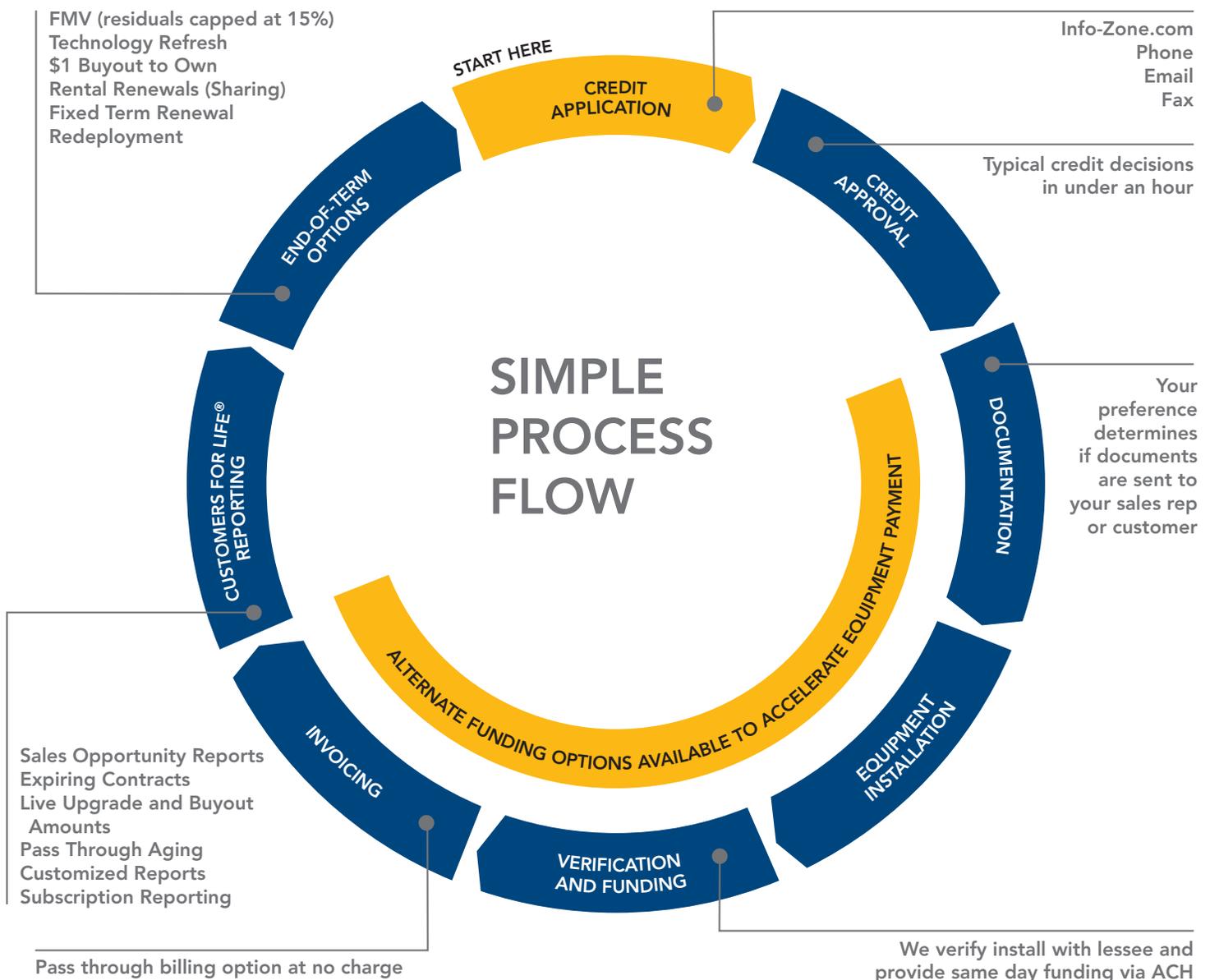
We pay you upfront for everything included in the project monthly payment. This means your full hardware costs, installation, etc. Every month after that, when the customer pays their invoice, we pay you the recurring monthly revenue portion of the invoice.

In this scenario, your initial cash flow won't look much different from cash sales because you realize the full cost of the project up front. The bonus is that you start building in recurring monthly revenue on professional services you might not otherwise be able to sell and gain your RMR each month.



FINANCING PROCESS WITH GREATAMERICA

Here's how the financing process for the AV AMP solution works, from when you first submit a deal, to the end of the contract.



What happens at the end of the AV AMP?

One of the most beneficial parts of selling an AV AMP program, is that when the contract comes to an end, there is an opportunity to upgrade the customer and refresh their technology.

KEEP YOUR CUSTOMERS LONG TERM

Instead of one-time cash sale, where you might never see your customer again, AV AMP makes your customers stickier through your maintenance services and a built in opportunity to refresh their technology at the end of term.

When the AV AMP program ends within 5 years, your customer will be ready to update their technology to keep it current, especially since they can continue to pay roughly the same monthly amount they already have budgeted.

It's a win-win for you and your customer. They'll have newer equipment that performs better for around the same price they were paying already. Meanwhile, you can make the sale more easily and the newer equipment is less expensive for you to service and maintain.

MULTIPLE OPTIONS

It's also important to note that on occasion, your customer won't be ready to upgrade right at the end of term. Sometimes, they'll want to upgrade early, which we can help accommodate.

Other times, they'll be happy with the equipment they have and want to continue using it. In this case, they can continue to rent

the equipment past the contract for the same price and upgrade at a later date. This is great for System Integrators because at this point, the monthly payment goes straight to your bottom line.

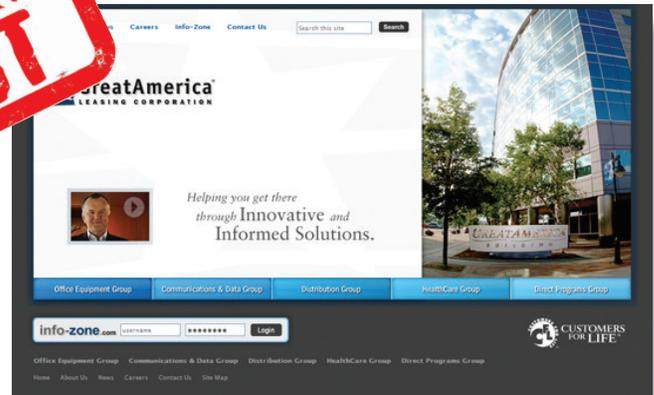
WHAT HAPPENS TO THE OLD EQUIPMENT?

After ripping and replacing the customer's old equipment through the tech refresh, you might be wondering what happens to their old technology.

That is up to you! After you upgrade the customer, the old equipment belongs to the System Integrator and you can do with it as you please.

Simplify with Info-Zone

The GreatAmerica **Info-Zone** is easy to use and simplifies the process flow. It provides a technological edge for the entrepreneur.



WHAT WE SEE, YOU SEE. Once you get on the Info-Zone, you have proprietary access to all your customer files. Instantly access details of individual contracts or reports on your entire portfolio. And it's all available from your web browser - day or night!

MAKES THE PAPERWORK EASIER

- Create a credit application with ease
- Check the status of your customers. You see all proposals created by your sales staff.
- Automatically generates applications

DESIGN REPORTS THAT FIT YOUR NEEDS

- Download any report you create right into Excel for budgeting and forecasting

MANAGE YOUR CUSTOMER BASE FOR THE COMPETITIVE EDGE

- The Info-Zone helps you keep your customers and sell more equipment
- Track equipment coming to term so you can offer extra-competitive pricing on buyouts or upgrades
- Print buyout or upgrade letters right from your browser
- Track equipment by serial or model number for useful sales reports
- Find and print old invoices to service your customers quickly and easily or track cash applications
- Sort your customers by their expiration dates for sales opportunity reports

RESOURCES

GREATAMERICA INTEGRATIONS:

<http://www3.greatamerica.com/it-integrations>

AV AMP:

<http://www3.greatamerica.com/av-amp>

NSCA:

<https://www.nasca.org>

MATERIALS

EXAMPLE RENTAL AGREEMENT CONTRACT ATTACHED

