

SafetyZone Program Manual

Making the Most of Your RunFast.net Relationship

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SafetyZone Program Manual

1. SafetyZone Program Overview

It's real simple:

- Expand your revenue potential by selling industry-leading products and services to your existing clients with the full marketing, sales and implementation support of an experienced global product and service provider
- Maintain your EXCLUSIVE local territory, your SafetyZone, for subsequent product and service releases
- Buy-in to the SafetyZone program and collect highly competitive sales commissions up to 45% of suggested price

2. RunFast.net Relationship Benefits

To You:

- MORE MONEY: financial incentives on sales commissions
- Cross-calendar year hooks into existing client base to improve retention
- The ability to deliver differentiating value-added services
- Expansion into new, related industries where you may not have established products, services and credentials
- Frankly, because you could lose clients otherwise

To Your Clients:

- BETTER PROFITABILITY
- Lower insurance costs
- Lower out of pocket workers' compensation costs
- Happier, more productive employees
- Better retention → Reduced turnover costs
- Etc., etc., etc.

3. RunFast.net Product Lines

Safety InSite – Hand-held Inspection Software

Do you know where the next accident is going to happen, what will cause it, what it will cost, or who will get hurt? If you knew this information, I'm sure you would do all you can to prevent it. With Safety InSite, you'd know.

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ClickSafety – On-line Safety Training

Reduce training delivery costs and make your safety department more efficient with ClickSafety. You'll also reduce direct and indirect costs for on-the-job incidents. For less than the cost of a single workplace incident, you could implement safety training for your entire organization.

4. Safety InSite Product Line

Who Buys Safety InSite?

Anyone that inspects something:

- Wrap-up Insurance Programs (OCIPs, CCIPs), Construction Managers, General Contractors, Specialty Trades, Large Firms, Small Firms, Municipalities, Insurance Brokers, you name it. Anyone interested in controlling losses and preserving the health and safety of employees in Construction is a potential Safety InSite customer.
- Plus, any company in any industry with similar roles and responsibilities to those of the construction industry from above: Anyone interested in controlling losses and preserving the health and safety of employees is a potential Safety InSite customer.
- Notable code inspections: restaurant cleanliness, National Fire Prevention Association (NFPA), Eldercare and Nursing Homes (JCHAO), any internal safety manual checklists at any company, elevators inspections, etc., etc., etc.

How to Implement Safety Insite sales in Your Organization

Implementing a Safety InSite sales process in organization depends on available staff, knowledge of safety and industry economics, safety program costs and impacts, and current assignments. We've found that the Safety InSite sales processes fit neatly into current roles defined in organizations that are RunFast.net business partners – just market Safety InSite like any other product or service the organization already has.

Safety InSite is often bundled with existing inspection and safety program development services. Safety InSite is a very natural add-on to such services because the per-transaction cost on Safety InSite is so low when bundled with other inspection and program services. Insurance brokers can bundle Safety InSite with loss control funds. Inspectors can offer Safety InSite as a value-add to their existing service line.

Cost Containment Tips for Your Organization

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- Leverage existing channels – emails, faxes, website, newsletters – make Safety InSite just one more of your offerings
- In the office match Safety InSite process requirements with existing operations – order taking, payment processing, course assignments, sales and marketing of existing offerings

How to Market Safety InSite

At agreement signing

- Add Safety InSite logo to website with link to <http://www.runfast.net/products.htm>
- Send announcement to clients – through standard channels (fax, email, etc.)
- Personally call 10 most likely/influential/loudest/biggest clients based on:
 - o Technology usage
 - o Financial performance
 - o Safety as a priority
 - o Willingness to try new things
 - o Reputation with other clients
- Set up virtual staff training day (sales and product usage) with RunFast.net representative
- Establish visit date from RunFast.net representative
- Determine if a bundling period (bulk pricing across multiple clients) is appropriate to jump-start the selling process.

Throughout the Year

In your standard calendar of events, through standard channels (email, fax, newsletters, trade shows and appearances) include Safety InSite as part of safety messages:

- January – new year's resolution message to be safe
- March – Get training in now before summer crunch hits (Spring into Safety?)
- May – gear up for new employee orientation, minimize summer risk exposures
- August – plan for safety now, add safety training budget, here's the best way to get comprehensive bang for buck
- September – back to school theme
- November – pilot programs now in bad weather, before holidays and new year's hit (rainy day activity)
- December – happy holidays are happier when we've completed a safe year

Selling Points

- **Reduce workers' comp insurance costs (for operational exec)**
- **Make the safety guy's job easier (for the safety guy)**

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- RISK MANAGEMENT: work to reduce the conditions that allow incidents to happen
- Real time data to know exactly what is going on in the field
- Data to look for trends
 - o By site
 - o By condition
 - o By supervisor
 - o By client
 - o By tasks
 - o Etc., etc., etc.,
- Reduce w-c insurance costs
- Eliminate double-keying of existing inspection reports
- For less the cost of one incident, Safety InSite could be implemented for the entire organization

Product Demo

Best done online through demo account

Safety InSite Pricing Model

- Core Inspection Management Module
 - o Annual software fee
 - o By the inspection
 - o Custom template development
- Field Data Capture Gateway
 - o Annual license
- Advanced Reporting / Benchmarking
 - o Annual license
- Customization and Integration – priced by client requirements

Overcoming Sales Obstacles

- Cost
 - o Kicks competitions' pricing butts – much more like pay-as-you-go than large up-front commitment
 - o No per-user charges to constrain usage
- Technology acceptance
 - o Don't have access devices – we can turnkey the whole thing – all the way to turning on the cell service
 - o Our sites don't have cell reception – we have store and forward feature available

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- Don't do inspections – we can provide the inspectors
- Worries about security of data – Safety InSite is secured with the latest in internet security

How to Process an Order

- Fill out Client Information Form
- Fill out and get client to sign user agreement
- Fax forms to RunFast.net
- Send payment to RunFast.net
- Set up client training session
- Support client

Your Safety InSite Liaison

David McCarthy
Email: dave@runfast.net
Phone: 703 669 6466
Cell: 703 629 4056
Fax: 703 997 5971
Addr: 43066 Waters Overlook Ct., Suite 250
Leesburg, VA 20176

Safety InSite Attachments List

All attachments are available on the accompanying CD along with the Safety InSite product demo.

- Web references
 - <http://www.runfast.net/products>
 - <http://runfastnet.blogspot.com>

5. ClickSafety Product Line

Who Buys ClickSafety?

Wrap-up Insurance Programs (OCIPs, CCIPs), Construction Managers, General Contractors, Specialty Trades, Large Firms, Small Firms, Municipalities, Insurance Brokers, you name it. Anyone interested in controlling losses and preserving the health and safety of employees in Construction is a potential ClickSafety customer.

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How to Implement ClickSafety Sales in Your Organization

Implementing a ClickSafety sales processes in your organization will be very similar to implementing: Safety InSite: it depends on available staff, knowledge of safety and industry economics, safety program costs and impacts, and current assignments. We've found that the processes fit neatly into current roles defined in organizations – just market Safety InSite like any other course or offering the organization has.

There are two basic models to implementing /marketing/selling the product: annual Subscriptions administered by the client, and By-The-Course administered by RunFast.net.

Cost Containment Tips for Your Organization

- Leverage existing channels – emails, faxes, website, newsletters, demos, trade shows, public appearances – make ClickSafety just one more of your offerings
- In the office, match ClickSafety process requirements with existing operations – order taking, payment processing, course assignments, sales and marketing of existing courses

How to Market ClickSafety - At agreement signing

- (Same as Safety InSite)
- Add ClickSafety logo to website with link to <http://www.runfast.net/products.htm>
- Send announcement to clients – through standard channels (fax, email, etc.)
- Personally call 10 most likely/influential/loudest/biggest clients based on:
 - o Technology usage
 - o Financial performance
 - o Safety as a priority
 - o Willingness to try new things
 - o Reputation with other clients
- Set up virtual staff training day with RunFast.net representative
- Establish visit date from RunFast.net representative
- Determine if a bundling period (bulk pricing across multiple clients) is appropriate to jump-start the selling process.

How to Market ClickSafety - Throughout the Year

In standard calendar of events, through standard channels (email, fax, newsletters, trade shows and appearances) include ClickSafety as part of safety messages:

- (Same as Safety InSite)
- January – new year's resolution message to be safe
- March – Get training in now before summer crunch hits (Spring into Safety?)

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- May – gear up for new employee orientation, minimize summer risk exposures
- August – plan for safety now, add safety training budget, here's the best way to get comprehensive bang for buck
- September – back to school theme
- November – get training done now in bad weather, before holidays and new year's hit (rainy day activity)
- December – happy holidays are happier when we've completed a safe year

Selling Points

- **Reduce workers' comp insurance costs (for operational exec)**
- **Make the safety guy's job easier (for the safety guy)**
- Manage risk exposures from information gaps
- Provide consistent and ongoing training
- Ensure everyone has task appropriate safety training
- Keep people on site and productive
- Make the most of down time between assignments, on bad weather days
- Keep new employee orientation costs down, accountability up
- Reduce administrative and training time of safety manager; increase job site inspections, audits, etc,
- Provide required training from owner companies and general contractors

Product Demo

Best done online through demo account – demo scripts available

Subscription Pricing Model

Larger contract values than by-the-course (see below), larger commissions on dollar basis, and larger numbers of employees served

- Your organization resells subscriptions to clients
 - o Markets/sells annual user subscriptions
 - o Closes deal
 - o Processes agreements and payments
 - o Retains up to 25% commission
- Client administers program
 - o Adds users
 - o Assigns courses
 - o Report progress
- Your organization provides first line customer service

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By-the-Course (BTC) Pricing Model

Deal structure for courses ordered from www.runfast.net; for reference, see <http://www.runfast.net.orderclicksafety.htm>

Courses:

- * OSHA 30-hour = \$295
- * OSHA 10-hour = \$150
- * HAZWOPER Refresher = \$150
- * 1-hour Courses = \$19.95

Commissions:

- * 10% on all courses

Runfast.net will do all processing and forward commission checks on a monthly basis

Overcoming Sales Obstacles

- Cost
 - o What would a client otherwise pay for on-demand safety training for all their people, where ever, whenever, they need/have time to take training?
 - The cost of an annual clicksafety license typically costs less than what you pay for a single instructor-led course
- Technology acceptance
 - o When safety training is a priority and people are given the option to come into a classroom, its amazing how many people adapt to technology
 - o ClickSafety courses can be taken from any Internet-connected PC 24 hours a day, 7 days a week
 - o Easy to use for even the most novice computer user

How to Process an Order

- Fill out Client Information Form
- Fill out and get client to sign user agreement
- Fax forms to RunFast.net
- Send payment to RunFast.net
- Set up client administrative training session
- Support client

Your ClickSafety Liaison

David McCarthy

Email: clicksafety@runfast.net

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Phone: 703 669 6466
Cell: 703 629 4056
Fax: 703 997 5971
Addr: 43066 Waters Overlook Ct., Suite 250
Leesburg, VA 20176

ClickSafety Attachments List

All attachments are available on the accompanying CD along with the ClickSafety product demo.

- * ClickSafety Course Order Form
- * Compliance Magazine Article
- * OSHA Authorization Letter
- * Pricing Addendum Renewals
- * Pricing-ClickSafety
- * Reference Customers – Electrical, Mechanical
- * Reference Customers
- * Sample Post Card
- * Sample User Agreement
- * Testimonial
- * Why ClickSafety Is Good For Your Safety Culture
- * Blast faxes
 - o You Need HAZWOPER?
 - o You need a 10-hour?
 - o You need a 30-hour?

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