

JOIN OUR PARTNER EMPOWERMENT PORTAL AND BOOST YOUR BUSINESS

PEP PLAYBOOK

SwipeClock is launching the SwipeClock Partner Empowerment Portal to empower partners and increase their selling success.

This new platform will make it easier to grow business with SwipeClock solutions.

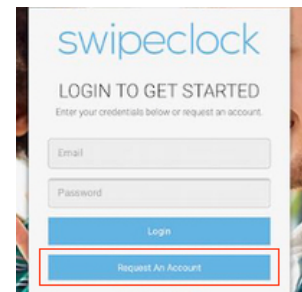
We're specifically focusing on tools and resources that will help you reduce churn, sell new clients faster and take advantage of our new programs such as Free Applicant Tracking.

STEP ONE: Claim Your Account

Claim your account in our system to gain access to custom marketing materials and support.

Complete the following steps:

1. Go to <http://swipeclock.allbound.com>
2. Click "Request An Account"
3. Enter your company email address
4. Complete your profile
5. Check your inbox for our confirmation email and confirm



Once you have an account you'll have access to all-new product and sales training, ready-built playbooks, customizable marketing collateral, personalized prospect pages, deal registration and engagement rewards.

STEP TWO: Complete Profile

Complete your profile to ensure your communications are customized with your contact information.

1. Log in
2. Hover over your name in the top right corner
3. Select "Profile" from the drop down
4. Update all fields including your photo
5. Don't forget to click "Update" at the bottom

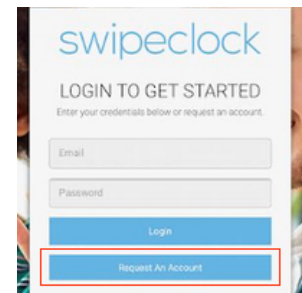


The screenshot shows a 'My Profile' page with a 'Contact Info' section. Fields include First Name, Last Name, Company, Office Phone, Mobile Phone, and Twitter URL. There are also sections for LinkedIn URL, Facebook URL, and Company Info.

STEP THREE: Invite Your Team

The SwipeClock Partner Empowerment Platform has resources for every member of your team. Make sure everyone has their own account and is empowered to learn, share and register deals.

1. Invite everyone on your team to claim their own account
2. Share with them the following instructions:
 1. Go to <http://swipeclock.allbound.com>
 2. Click "Request An Account"
 3. Enter your company email address
 4. Complete your profile
 5. Check your inbox for our confirmation email and confirm

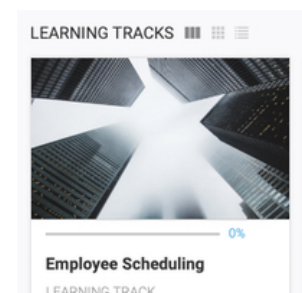


The screenshot shows the SwipeClock login page. It has fields for Email and Password, a 'Login' button, and a 'Request An Account' button which is highlighted with a red box.

STEP FOUR: Review Product Training

Product training provides informative reviews of each WorkforceHUB function. Track your progress and check off new features as they are released.

1. Log in
2. Click "Training and Pre-sales" in the left-hand menu
3. Click on a training program
4. Review all the materials in the training program to completion
5. Repeat for all training programs



STEP FIVE: Customize Your Collateral

Personalize collateral in PEP for printing and sharing custom-branded materials at trade events or in prospecting kits.

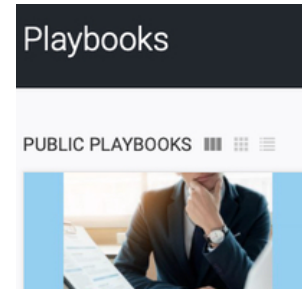
1. Log in
2. Click “Content and Resources” in the left-hand menu
3. Search for a topic in the top search filter (above the page title)
 1. Try “Geofencing” for example
4. Click on the Geofencing feature brief
5. Click “Cobrand” in the options on the right
6. Add your logo and text
7. Export to your desktop
8. Print or share from your desktop



STEP SIX: Follow A Playbook

Playbooks are included to help you quickly tackle a prospecting challenge. Playbooks are available for products, markets and selling scenarios. We’re adding new playbooks all the time.

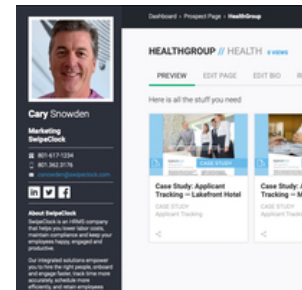
1. Log in
2. Click “Playbooks” in the left-hand menu
3. Find a playbook that matches your selling scenario
 1. Try “Sales Kit: Applicant Tracking” for example
4. Open the playbook to find a brief walkthrough of the materials available, and a collection of items that will help you present a successful sales pitch.



STEP SEVEN: Create A Prospect Page

Prospect pages empower you to assemble your own collateral materials to present to a specific client or category of sales opportunity. Prospecting pages are a powerful tool that will help you present deals online in a personalized experience, custom-tailored for your prospect.

1. Log in
2. Click “Prospect Pages” in the left-hand menu
3. Click the “Add New” tab
4. Complete the form to create a new prospect page
 1. Add your client info to personalize the page



2. Include a brief intro - don't worry about contact info; that's already included
3. Add your own Vidyard video or screen capture
4. Add content from playbooks
5. Add content a-la-carte
5. Click "Create Prospect Page" at the bottom
6. Share your page with your prospect
 1. Click "Email Link" in the top right
 2. Email to prospect

STEP EIGHT: Share Your Content

You have access to all the content you need to generate interest with your clients, walk them through interest, and compel them to buy. All you have to do is share it.

There are many ways to share content in PEP. You can share individual PDFs or videos, or you can share an entire collection of content from a custom prospect page. You can also share flyers and infographics to your social media accounts. Here's how:



1. Log in
2. Search for content using the search box at the top of the page
 1. Try "Geofencing" for example
3. Click the item you want to share
4. Click a share option in the options on the right
 1. "Email" gives you a link to share via your own email application
 1. This link can be used to share this content on any platform. You can add this to a link on your website, for example.
 2. "LinkedIn" will share to your own LinkedIn page
 3. "Twitter" will share to your Twitter feed
 4. "Facebook" will share to your Facebook page

STEP NINE: Register a Deal

Register a deal to lock in powerful sales support from our team.

Deal registration is required to take advantage of our promotions including Sweeten The Deal with Free Applicant Tracking for Six Months and Get WorkforceHUB Ready with Free FileGuardian for Six Months.

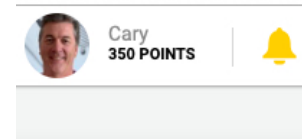
To register a deal, do the following:

1. Log in

2. Click "Pipeline" in the left-hand menu or select Register A Deal from the Dashboard
3. Click the "Deal Reg" button in the top right corner of the page
4. Complete the deal registration form with as much content as possible
 1. Note there are required fields
5. Click Submit to save the deal in the system
 1. This will alert your account manager, who will contact you to help close the deal
6. View the deal in your pipeline
7. Associate prospect pages and other attachments to the deal
8. Track the deal through the sales timeline by changing status at the top of the form

STEP TEN: Earn Points

Engagement with PEP allows you to accumulate points toward your next pricing tier. We'll also be offering special awards at our SPF and Summit events for our most engaged partners.



To earn points in PEP, all you have to do is engage. We are always adding new activities to earn points, and you can track your progress next to your name at the top.

You will earn points for the following activities:

1. Creating an account
2. Completing your profile
3. Complete a learning track
4. Following us on social media
5. Register a deal
6. Share content via email
7. Viewing and reading content
8. Passing a quiz
9. Logging in
10. ...more to come!

QUESTIONS?: Contact Your Account Manager

If you have questions about how to engage with the SwipeClock Partner Empowerment Platform, contact your SwipeClock account manager. We are standing by to help.

Call: 801-617-1234