



Avitus Business Services

Dear Business Development Team Member,

Welcome to Avitus Group! We are excited to have you on the team and look forward to working with you. It is our belief that you have chosen a dynamic career with us that is full of opportunity, and it is our sincere desire to have a long and successful working relationship. With this in mind, we have designed our training program intended to provide you with the tools you need to be successful in your new position. The following information is a detailed outline of what to expect in the coming weeks and months as you begin your new career with Avitus Group.

Our expectation is that you work diligently to learn each service presentation and the process by which new prospective clients are introduced to our company and receive accurate proposal and pricing information. It is important that you commit to memory the presentation verbiage that we have provided to you and practice it regularly for consistent and successful delivery. Your success as a Business Development Associate will depend on this.

You will be evaluated on each presentation during your training period. The evaluation form has been provided in the training materials so that you can review the criteria on which you will be scored. There is also a portion of this evaluation that you will complete prior to your presentation to help prepare you for successful delivery. You will be required to provide the evaluation form with your answers to the presentation preparation questions to the department manager performing the evaluation before beginning your presentation.

In addition to the presentation script, you will need to learn and follow the proposal process we have outlined below in order to receive a pricing proposal. This process is important for your personal success, our company's success and the success of our clients and partners. Each department process is as follows:

Co-employer

1. Presentation delivered to prospective client.
2. RFP information is gathered and submitted for proposal preparation.
3. Proposal scheduled with prospect and Business Development Manager.
4. Proposal delivered by Business Development Manager.

Avitus Business Service

1. Presentation delivered to prospective client.
2. RFP information is gathered and submitted for discovery phone call.
3. Discovery phone call scheduled with prospect and ABS Department Manager.
4. Service needs and additional information discussed with prospect for Proposal preparation.
5. Proposal scheduled with prospect and ABS Department Manager.
6. Proposal delivered by ABS Department Manager.

Avitus Payroll Service

1. Presentation delivered to prospective client
2. Pricing Quote prepared within Avitus Group sales app and delivered to client

Most new Business Development Associates want to know what it takes to grow in their career and ultimately become a successful team member. Although there may be a variety of things that contribute to this, one of the most important factors in the beginning is the individual's commitment to learning and following the presentation scripts and proposal process outlined during their training period. Due to the complex and varied nature of the services Avitus Group provides, these materials and processes have been carefully developed to maximize the potential for everyone's success.

As a result, it is our requirement that a new team member receive an aggregate score of 80% or higher on their presentation assessments during their training period. This aggregate score is based on the average score received on all presentations delivered and evaluated on which will include the Co-Employer Relationship, Accounting, Information Technology, Marketing & Branding and Recruiting services. Failure to meet this minimum score requirement may result in termination of employment from Avitus Group, so your commitment to successfully learning and delivering these presentations is imperative.

Once you successfully complete your training period, you will then return to your home market to begin prospecting, presenting and closing business opportunities. In addition to the training you receive during your first week of employment, we will conduct periodic training assessments in your home market to help contribute to your development as a new team member. We also provide quarterly Business Development Planning Meetings normally held in Billings, MT where you will have the opportunity to review and plan your quarterly production in collaboration with your fellow team members. The intent of these meetings is to provide each team member a platform to learn from their colleagues and plan their work to achieve their individual goals.

As part of our commitment to your success, we have defined our minimum production expectations below so that you can track and measure your development and progress. These minimum production requirements are as follows:

First 90 Days

1. Presentation scripts memorized and effective delivery for each Avitus Group service.
2. RFPs filled out completely and submitted correctly through DMI application.
3. Effective introduction line and in-person cold call organization system used.
4. Accurate activity reporting through CRM.
5. 4 RFPs obtained and corresponding Proposals delivered (any service).
6. 2 signed agreements (any service).

Although we know it's important for you to understand the minimum production requirements to maintain employment with Avitus Group, we believe it's more important to focus on the objectives to achieve promotion to the Business Development Specialist position. You should set achieving this promotion as your goal in the first 12 months of employment. In order to receive this promotion, you must complete these objectives within a 12-month period. This promotion includes eligibility for Bonus and President's Club qualification as well as the ability

to deliver and close your own Co-Employer Proposals. The requirement to achieve this promotion is as follows:

Objectives For Promotion To Business Development Specialist

1. 30 Co-Employer RFPs obtained and corresponding Proposals delivered
2. 15 Co-Employer closes
3. 24 Avitus Business Service Proposals delivered
4. 12 Avitus Business Service closes
5. 48 Avitus Payroll Service Quotes delivered
6. 12 Avitus Payroll Service closes

Avitus Group employs an extraordinary team of Business Development professionals that achieve record-setting results year after year. As such, we believe it is important that each individual understand what is expected of them and know the roadmap for growth and promotion within the department. Our culture is one of empowerment defined by Professionalism, Personal Responsibility and Productivity or what we refer to as “The 3 Ps”. These terms are crucial for each team member to internalize and represent to clients and fellow employees throughout their employment with Avitus Group. Not only do they define a successful Business Development team member, they are critical for building our premier brand within the professional services industry.

Again, we look forward to working together and believe that you have a tremendous opportunity ahead of you. See you in Billings, MT soon!

All the best,

Travis Bruyere
VP of Business Development