<u>Stoneridge Software: Executive Sales and Marketing Plan</u>

<u>Stoneridge Software</u>– Recommended Campaigns with Expected Returns:

LinkedIn Connection Campaign
   Expected Return:
   40 qualified connections per week
   10 leads requesting additional information per week
   2-3 appointments per week
   - First LinkedIn connections to start via HCD using Stoneridge Software CEO (or high-level) LinkedIn profile.

Outbound E-Mail Marketing
   Expected Return:
   10% response rate for targeted contact lists
   100 leads via 1000 contacts through e-mail drip campaign
   - HCD to build large data lead lists through LinkedIn outreach campaign and through other data sources
   - HCD and Stoneridge Software to accumulate all contact lists from events, research, cold-calling, etc. to create new master list to be used for e-mail outreach campaigns.
   - HCD will set-up and manage a Autovation.io account for Stoneridge Software and run event-centered campaigns to help uncover additional leads to set exploratory meetings with Stoneridge Software.

Sales Training
   Expected Return:
   30-50% Shorter Average Closing Time
   - HCD to work with Stoneridge Software to improve the sales process.
   - HCD to implement S.P.I.N. Selling model and evaluate current consultative selling approach.

Referral Campaign
   Expected Return:
   Estimate of 10% for the current Stoneridge Software Customer Base to Respond
   1-2 Qualified Referrals Each
   - E-mail from Stoneridge Software to current and past customers.
   - HCD to conduct outreach to customers who respond, to set meetings with Stoneridge Software.
   - Stoneridge Software to ask for referral and new business.
   - Identify best and willing clients for written testimonials.
   - Identify best and willing clients for video testimonials.