

RedIron & Oracle Preferred Partnership

Sales Talking Points

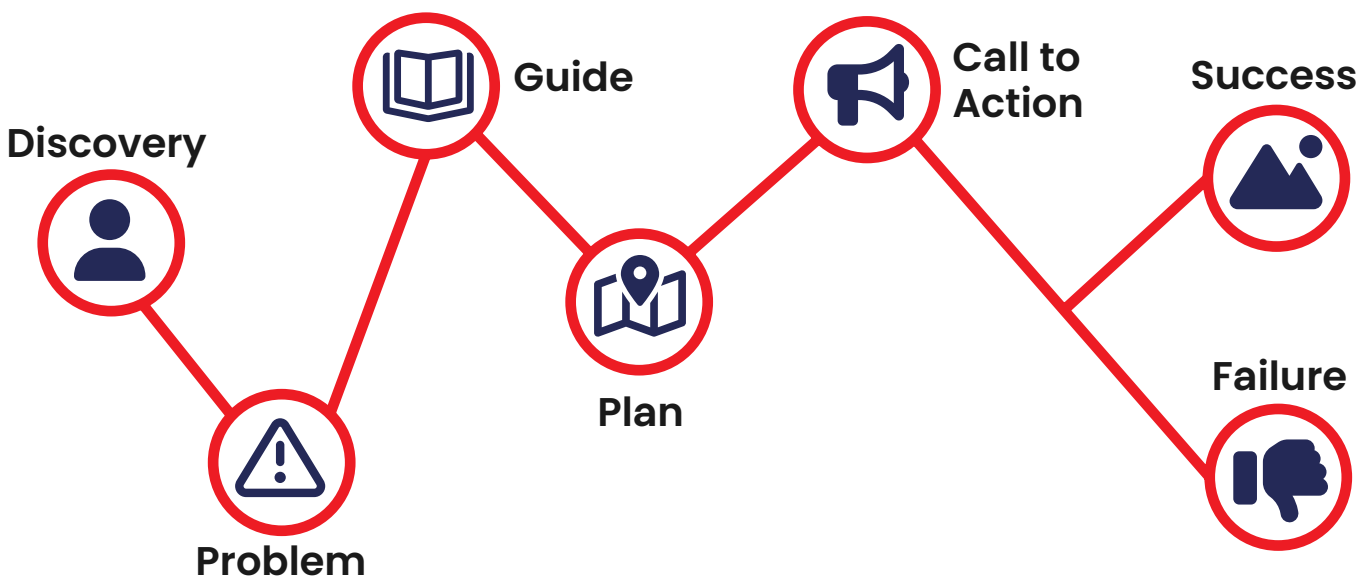
Discover the Power of Building Strong Relationships with Your Clients - Step by Step

This Sales Script is an extremely valuable tool for you and your business. Every point of contact with a client should engage them into a deeper relationship with RedIron and Oracle. Use this guide to make that happen.

Before you dive into scoping solutions, you have an opportunity to invite people into a story. You are the guide who takes them on a journey and sets them up to win. This Sales Script is a powerful way to learn about your potential clients, identify their problems, and position yourself as the one who can help them solve that problem. This is your moment to offer them hope and freedom.

BrandScript Methodolgy

This Sales Script is a guide. Feel free to adjust any elements to your own style of speech. But be sure to leverage the StoryBrand Framework to invite prospects into a story that makes them the hero.





Discovery

Who are they, and what are their main challenges?



Problem

What is the problem they simply cannot solve on their own? How is that problem making them feel? What's just plain wrong that they should have to deal with this?



Guide

How can you empathize with them and show them that you have the competence to help them solve that problem?



Plan

What do they need to be successful?



CTA

What do they need to do to start doing business with you?



Stakes

What are the potential negative consequences of not doing business with you, and what benefits can be expected from doing business with you?

You will see guiding questions for every category. You don't have to ask every question. Get as much information as you need and keep moving. But the goal is to learn about the person you are interviewing and drive them toward a conclusion: You are the guide who can help them win.

RedIron BrandScript Talking Points

Referencing your RedIron Oracle Partnership BrandScript, here are key talking points you should pull from as you drive sales conversations.



**RedIron
Delivers**

World-class cloud migration services and purpose-built cloud software for retailers and franchises that enable you to successfully buy, manage and sell products at scale.

How we help:

We help you gain full visibility over your consumer demands and inventory management so you know exactly how much product to order and when.



The Problems We Solve

Having the wrong tech that locks you on-prem will hold your retail business back from the growth you deserve.

Pain Points:

- Spending tens of millions on software and never being able to roll it out
- Purchasing and then repurchasing new solutions every time you grow or have something change
- Complex workflows and operational inefficiencies
- Poor end user experience and clunky customer flows are frustrating to customers
- Battling with technical debt with clunky systems integrations



Value Proposition: What Makes Us Different

We deliver comprehensive, end-to-end solutions and integrations to equip you with the agility you need to meet today's demands and position you for the future.

- Hyper-focused expertise for North American brick and mortar retail stores and franchises
- Constantly evolving SaaS product, so you can leverage advancements as they emerge, without purchasing expensive software
- Pre-built integrations that enable us to fast-track our ability to customize the unique solutions that meet your requirements
- Web Omni-Channel Integration capability so customers can easily purchase online and pick up in-store



Who We Are: Guide

Empathy: We understand that implementing any new system can have massive ramifications throughout your organization. And that means, while necessary, making a change like this can be incredibly daunting.

Authority: We combine and balance new technology and processes to solve any inventory problem in any given situation and create the most efficient solutions.

- 1,350 successful projects in retail
- We are on target and in progress to transition retailers to OCI.
- 886-store retailer into the cloud (Party City)
- Strong support from Oracle



Benefits of Working With RedIron: Success

- The right amount of inventory, at the right time, matched to your replenishment capability
- Understand your customers and gain insight into what you need to buy
- Deploy best practices in your inventory management and customer relations
- Perfect your product inventory turnover ratio
- Get robust functionality that scales with you
- Leverage a proven, robust implementation system that identifies potential risks and mitigates them before we even start. Our proven process to migrate you to the cloud is unique and simple.
- A comprehensive and robust migration service and process
- Get an Impact Assessment to ensure you have a clear roadmap, milestones and methodology to successfully migrate to the cloud
- Hyper-specific industry knowledge and expertise to ensure data and systems across your entire franchise network are migrated seamlessly and with no issues.
- Get actionable data and analytics to simplify workflows and increase efficiency
- Improve end user flow and deliver a flawless customer experience
- RedIron not only offers services to migrate retailers to the cloud, we also have the services and products to ensure all their systems are integrated. It doesn't end once you're in the cloud.
- Gain confidence in your inventory strategy and grow your business

Cold Call Intro Pitch

VI:

Hi [NAME], this is [NAME] from Oracle. How's it going? I'd like to speak with you about your current cloud software to find out if it's truly enabling you to buy, manage and sell products at scale. Is now a good time for you to chat? Or would it be easier to schedule a follow-up call?

I'm calling because we know that having the wrong technology in place will hold your retail business back from real growth.

Making a change with your technology can be daunting – I understand. But I want to make sure that your retail business is truly set up to scale and that you can predict and manage future inventory needs appropriately.

We deliver comprehensive, end-to-end cloud migrations and technology solutions for growing retailers. With our services, you will equip your retail stores to meet today's demands and secure your position in the future of retail.

I'd love to talk with you about how [BUSINESS NAME] can utilize our tools that increase your flexibility and profitability to deliver a flawless customer experience. Can we compare calendars and find a time that's convenient for you to talk?

V2:

Hi, this is [NAME] from Oracle. We're working with the company RedIron, who are retail experts helping franchises migrate to the cloud and implement new technology to enable companies to scale.

Is now a good time to talk? If not, should we schedule a follow-up, or is there someone else on your team I should speak with?

We've seen retailers struggle with the wrong tech that locks them on-prem, blocking their franchise operations from scaling up.

RedIron delivers end-to-end cloud migrations and technology solutions for growing retailers, all powered by Oracle, to ensure your franchise operations are meeting the demands of your customers.

I know it can be daunting to make big technology changes, but our team has facilitated thousands of successful projects, and I'd love to talk with you more about how we can help transition you to the Oracle cloud, and ensure your business is set up to scale.

Can we compare calendars and find a time that's convenient for you to talk?

Cold Call Intro Pitch

Your Discovery Call should be focused on learning as much about your prospect as possible. This is your opportunity to hear directly what problems their company faces, and will give you invaluable insight into how you can present RedIron as the solution to their specific problems. Ideally, a Discovery Call should be more about listening than talking. Use this as an opportunity to learn as much as you can about the prospect and then deliver a personalized closing pitch at the end of the call.

Some elements of this Discovery Call Script will be guiding questions, and others will be talking points. These are all examples - use your knowledge of the industry or the prospect to personalize these questions and talking points wherever possible.

1

Connect with your prospect, and gather initial information about whether or not they have a current solution.

2

Highlight the problem(s) that the product or service can solve for them.

3

Lay the groundwork to position your prospect as the Hero and you as the trusted partner who can help them.

4

Identify what success looks like for the prospect.

5

Give a closing pitch that reflects on what you've heard & move down the funnel

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redirontech.com

All of the below questions can lead to vital information. The goals in these conversations are to:

- Build a trusting, collaborative relationship
- Learn the problem(s) and pain points they are experiencing
- Identify the use case that would map to the right solution(s)

Discovery Call Guiding Questions

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1 Connect with your prospect, and gather initial information about whether or not they have a current solution.

Start first by contextualizing the call, and finding a point of connection with the prospect, if possible, such as:

- I'm here to listen and learn about BUSINESS NAME.
- I noticed you're from Michigan; go STATE!

Talking points:

- I'm here to listen and learn about BUSINESS NAME. We take a customized approach to helping retailers transition to the cloud, so I want to really make sure we match the right solutions to your unique challenges.
- How are things going with your current technology systems? Are you thinking about transitioning to the cloud? Are you able to proactively meet customer demands? Why or why not?
- Give me an idea of your inventory management.
- How many stores do you have? Where are they? Are you able to accurately predict when to buy a product and how much you need?

2 Highlight the problem(s) that the product or service can solve for them.

The Goal:

- Listen and learn about why they need you
- Find the pain points RedIron can relieve
- Identify the primary use case that best resolved their problems

Talking points:

Can you tell me about the solutions you currently have in place?

- On a scale of 1:10, how would you rate your current solutions?
- What would make it a 10?

How do these challenges affect your team day-to-day?

RI Commerce Product

- What's not working right now when it comes to your current inventory management?
- Does your team struggle to deploy new processes or customer experience programs with your current technology? Have you recently had to purchase and then repurchase a new solution every time you grow or have something change?
- Are you confident your inventory will always match customer demand?
- How much top line revenue are you losing due to the wrong amount of inventory at the wrong time?
- How confident do you feel in your ability to surface analytics and insights into your customer behaviors and preferences?

OCI Migrations

- Are there any vulnerabilities that you're thinking about right now and want to make sure we address?
- What are you most worried about when it comes to upgrading your on-prem environment?
- How scalable and nimble are your systems right now?
- Have you found that you can meet new customer demands with your current systems?
- How are you currently handling security with your on-prem solutions? Is it taking up significant time for your team?

3

Lay the groundwork to position your prospect as the Hero and you as the trusted partner who can help them succeed.

The Goal:

- Empathize with the challenges they are encountering
- Share your competence (why they can trust you)

Talking points:

We understand that implementing any new system can have massive ramifications throughout your organization. And while necessary, making a change like this can be incredibly daunting. Because we specialize in retail, we know the cascade effect and can plan for that to ensure a successful implementation. When you're in the cloud, you can more easily integrate new tech solutions to your existing tech stack, and you can more easily pivot when you need to make a change with much more flexible technical infrastructure.

Reference relevant experience and capability:

- Hyper specific retail expertise, backed by the strength of Oracle
- We combine and balance new technology and processes to solve any inventory problem in any given situation and create the most efficient solutions.
- 1,350 successful projects in retail
- Successfully migrated an 886-store retailer into the cloud (Party City) – we can handle anything
- Oracle partnership- preferred partner program
- Strong support from Oracle

RI Commerce Product

This is all so we can deliver the cloud platform you need to buy, sell and manage products. With the power of RI Commerce, you'll:

- Gain access to a suite of extensive options to expand your resources, tools, and functionality
- Get a proven process to bridge the gap between where you are and where you want to be
- Rest easy knowing your systems are highly reliable and secure
- Keep accurate track of your inventory across your entire franchise and make better technology decisions.
- Nail your inventory position
- Perfect your product inventory turnover ratio

OCI Migrations

Backed by 20+ years of retail expertise, we take a comprehensive and holistic approach to cloud migration projects. We deliver:

- Comprehensive project planning, accounting for more than just the migrating of data. We offer security, performance, reliability and scalability as a part of our project planning.
- Full visibility into the process, where you'll receive an Impact Assessment to ensure we have a clear roadmap, milestones and methodology to successfully migrate you to the cloud
- Freedom from server maintenance so you can get your tech team back to R&D and not constantly stuck in reactive mode managing security. OCI security is unparalleled.

4 Identify what success looks like for the prospect.

The Goal:

- Gain direct insight into what a win would look like for your prospect.
- Reflect back their picture of success throughout the sales process to ensure you're pitching services that will deliver the value and wins the prospect is looking for

Talking points:

We want to set you up to deliver some huge wins.

- When it comes to buying, managing and selling products at scale, what does success look like for your business?
- What is your most important success metric?
- What milestones are most important for us to hit with a cloud migration?
- What's the greatest ROI you're hoping to get after deploying RI Commerce technology?

5 Closing Pitch

The Goal:

- Reiterate the problem you heard from them on the call
- Empathy statement
- Name the solutions you have in mind
- Clear next steps

Talking points:

We deeply care about our customers' success and want to equip you with the tools and resources your retail business needs to grow and scale.

Instead of being limited by your technology, we'll help you effortlessly exceed growing customer expectations and stay ready for the future.

I have some solutions in mind that would help resolve the exact challenges you're describing.

Specifically around (REITERATE THE PROBLEMS YOU HEARD).

I want to make sure our next conversation is highly tailored to your needs - I'd like to invite my (STAKEHOLDER FROM REDIRON). Is there anyone else from your team who should be there?

Okay great! What's the best next step to get that scheduled?

Common Objections and Overcome Statements

“It’s not the right time to make a move to the cloud.”

- Let’s dig into what makes the timing not right. Typically we see businesses struggle with (1) other projects that are higher priority or (2) limited bandwidth on your team. Does this match with what you’re experiencing? This is totally understandable for a growing retail business!
- We can help increase your capacity to alleviate future issues and move more quickly for you to focus on those priorities.
- We’ve found this type of change can actually free you up to focus on your more important priorities. We can take these things off your plate and increase your bandwidth.
- You may not be feeling pain right now, but when things are broken, it can be too late to fix.
- We’re backed by Oracle which means this is technology that will scale with you.

“We already have an integration partner, can I work with my existing partner and move to RedIron?”

- Great! That’s awesome you have a third party vendor for integrations. You likely have a competitive edge to make sure your tech stack stays up to date. But here’s what we’ve learned: there’s a huge opportunity for savings with this solution because you get additional discounts from RedIron on top of what you get with Oracle, and not every other vendor has that capability.
- We would replace a third party vendor, and because we’re retail specialists, we’re well positioned to equip you for success.

Common Objections and Overcome Statements

“Oracle doesn’t have as much footprint with retail/not widely known for retail support.”

- RedIron authority – we are specifically focused on retail
- List of retailers we’ve moved into OCI with successful projects and are doing great [INSERT RETAILERS]
- We have franchise-specific features that make it easier for retailers to transition to the cloud and operate more effectively
- RedIron is purpose-built for retail; Oracle are the cloud experts. The two of us together make the most robust solution for all retail.

“We’re moving to AWS instead”

- AWS is very expensive. RedIron has successfully transitioned retailers from AWS to OCI to reduce up front cost and maximize long term cost efficiency.
- Oracle has built a better cloud, and partnered with RedIron, we specialize in the retail industry and can help address your specific industry needs.
- We are on target and in progress to transition these retailers from AWS to OCI:
 - Zurchers
 - Travel Traders