**Scope of work RKI Instruments – Wireless Program**

Based on 20 hours of work per week approximately 7 – 9 weeks of work to complete

This will be specific to RKI’s Connected Worker Solution product offering with the goal of selling 500 subscriptions within 2023. Most of this scope should be complete prior AIHCE, May 22. April 1 we have a National Sales Meeting where I’d like to have some content to present.

* Review existing plan and propose improvements
  + Brochure, webpage, price page, pp features and benefits, PPC campaigns **8- 10 hours**
* Develop Barrier to adoptance for Wireless program month **8-10 hours** (private cell phone and App $30 per / month)
* Layout Customer problem & Job to be done **8- 10 hours**
* Identify cost of problem to be solved **8-10 hours**
* Review Guardhat/RKI combined solution and determine differentiated value against competition **10 – 20 hours**
  + What does RKI solution do better than MSA, ISC and Blackline
  + Identify vertical market targets
* Create value propositions or refine pre existing ones **- 10 hours**
  + Create value messaging – Fast incident response – data collection – lone worker monitoring – multimedia
* Segmentation of Operations manager and safety manager as well as corporation **10 hours**
  + Incident occurred
  + Ultra safe – ASSP membership
  + Don’t care – compliance regulation
* Refine Distributor Offerings: Finder’s fee, discount schedule, demo accounts, rental platform, lease to own, etc. **10 hours**
* Create 1-2 articles – **15-20 hours**
* Campaign building 3-6 month connected worker push **10 hours**
* Develop sales playbook **10 – 20 hours**
  + Problem statements
  + Buyer persona
  + Value Proposition – value messaging
  + Key features of solution
  + Product portfolio
  + Pricing
  + Competitor overview
  + Competitive differences - Develop battle cards
  + Selling against competition
  + Applications
  + Target sales opportunities
  + Operational overview
  + Technology review
  + Part numbers
  + Distribution
* Train sales team on value of solution & where to target **5 hours**
* Develop Value calculator – lost devices, purchase vs rental **10 hours**

**KPI’s to be complete by May**

* Proposed Marketing improvement recommendations – March 17th
* Differentiated competitive value analysis – March 31st
* Value Calculator – April 7th
* Create 1 to 2 articles – April 14th
* Refined Distributor offering – April 28th
* Marketing Campaign – May 5th
* Sales Play Book (RKI & Distributor sales) – May 12th

Questions