

A Reality Based Customer Experience Solution

Presented to:



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Statement of Confidentiality:

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Table of Contents:

About your Project	page 3
Why Reality Based Group™	pages 4-5
Your Solution	pages 6-7
Timelines & Deliverables	pages 8-9



Project Overview

NutriMost has experienced a tremendous amount of rapid growth. With that growth, there has been no program in place to measure brand standards and behaviors, leading to missed sales opportunities and unknown customer loyalty. In order to increase sales, improve retention and strengthen the NutriMost brand you're ready to join forces with RBG, engage in a 'reality-based' continuous improvement program and reach your goals.

What we've learned about you:

NutriMost has an unbelievable opportunity to impact the bottom line through improved location level behaviors. During consultation, our teams have agreed that:

Locations may not be performing to brand standards.

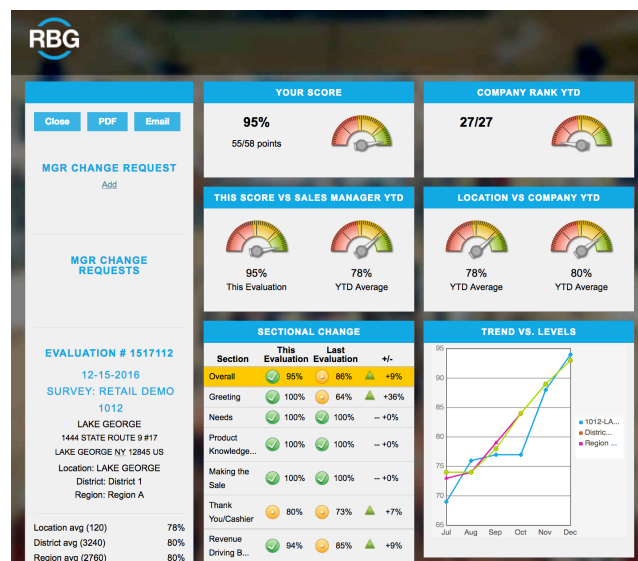
A 'reality-based' approach using GameFilm will allow us to see and learn more about NutriMost 'A' player behaviors, and replicate those behaviors to improve the other locations. It also provides the opportunity to identify which franchisees and locations are not applying the best practice brand standards that have been implemented.

With tremendous growth, there is a gap in field level awareness.

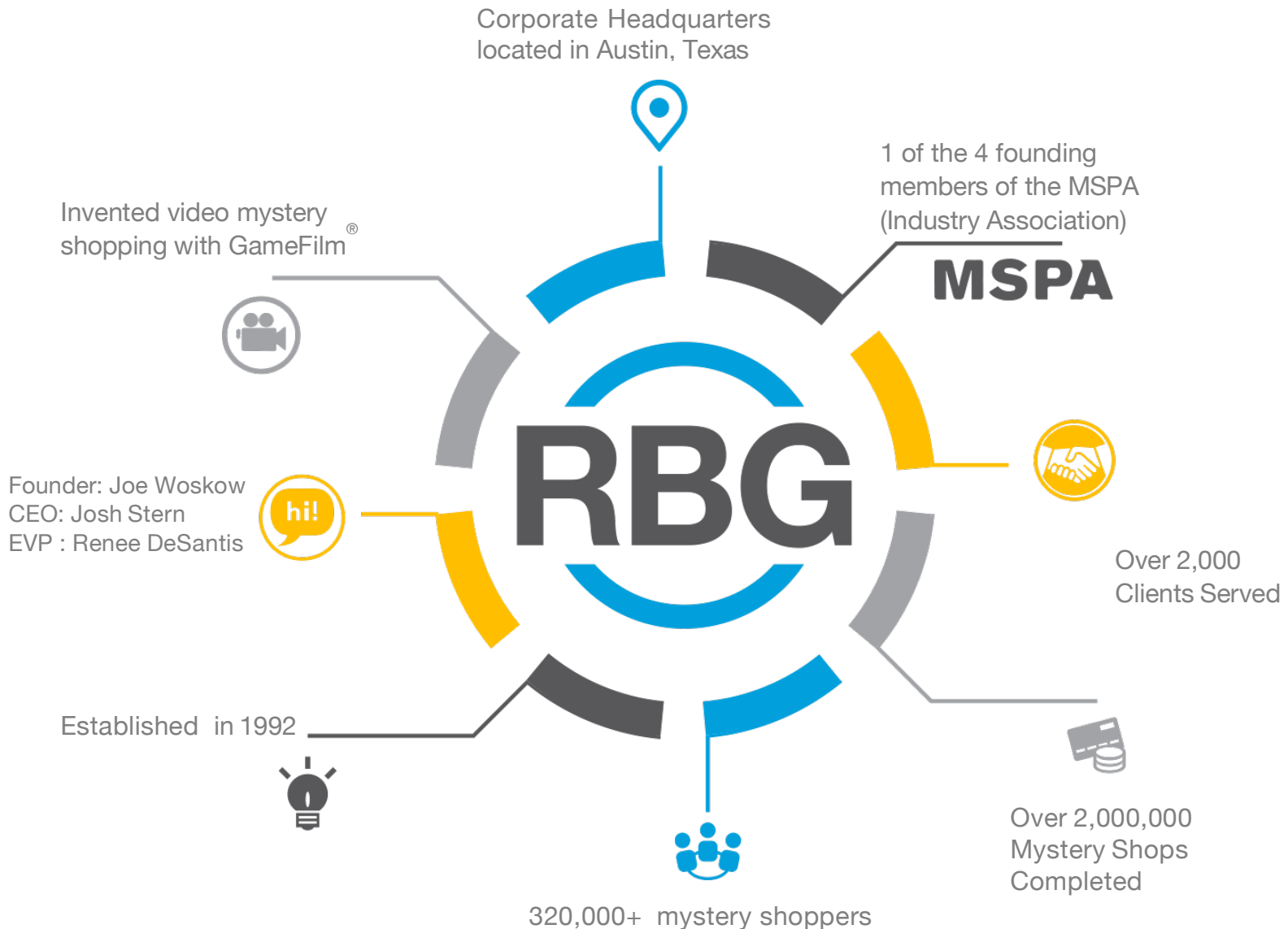
There is substantial opportunity to improve brand awareness across the organization. We will establish a baseline of the behaviors that drive sales conversions and revenue. Then, with our GamePlan training program, we will work with the NutriMost managers in the field to improve operations.

There is an opportunity to increase sales conversions.

We will help install a proactive process that will lead to increased revenue through greater sales conversion. We will work with NutriMost to goal-plan an acceptable client conversion rate. Each new NutriMost client conversion has a value of greater than \$2,000, which is why it is so imperative to design a proactive process to improve value.



About RBG



Our Mission

To deliver 'reality based' continuous improvement programs that create world class customer experiences.

Our Vision

To be the first thought every best-in-class company leader has when thinking about how to improve their customers' experience.

NutriMost Account Management Team

Renee DeSantis, EVP

Renee's role in your account will be to ensure the success of your RBG program. From a tactical perspective, Renee will lead the creation of your evaluation criteria in conjunction with your CSM (Customer Success Manager). She will also work with your team to develop a regular schedule for the review of RBG analysis of your evaluation data. Renee will also assist the CSM in the installation of RBG's proprietary GamePlan© Coach's Guide and follow-up documentation tools tailored to your culture and established sales processes.

Veronica Strother, Customer Success Manager

Veronica will be responsible for the day-to-day operations of your account. She will directly oversee the implementation and development of your online dashboard, scorecards, and reporting capabilities. She will be the "go to" for updates, questions, editing, new user setup, hierarchy updates, or any other operational functions relating to your account. In addition to this, Veronica will be your resource for account support and dashboard user training. Veronica will also directly manage the scheduler and editors assigned to your account.

Lee Thao, Scheduler

Lee will be the lead shopper recruiter and scheduler. He will be leveraging RBG's database of employees and independent auditors and select the most qualified auditors to complete evaluations at your locations along the desired evaluation schedule.

Maureen Cross, QA Specialist

Maureen (Mo) will be responsible for quality assurance on your individual evaluations. She will review each completed evaluation to ensure shopper guideline compliance, correct shop execution, and provide proofreading when necessary. From there, each shopper will be rated based on their performance, allowing the optimization of your evaluator pool as your program progresses.

NutriMost Solution

Video Evaluations

RBG Solution: GameFilm®

Strategic hidden-video evaluations deployed at locations to capture trainable footage to increase the frequency of revenue driving behaviors. This proven model of training improves top and bottom line.

Recorded Telephone Calls

RBG Solution: Real Calls

Comprehensive mystery phone shops to uncover the first impression your customers' have. A satisfying telephone call is key to a successful transition to the sale of your products and services.

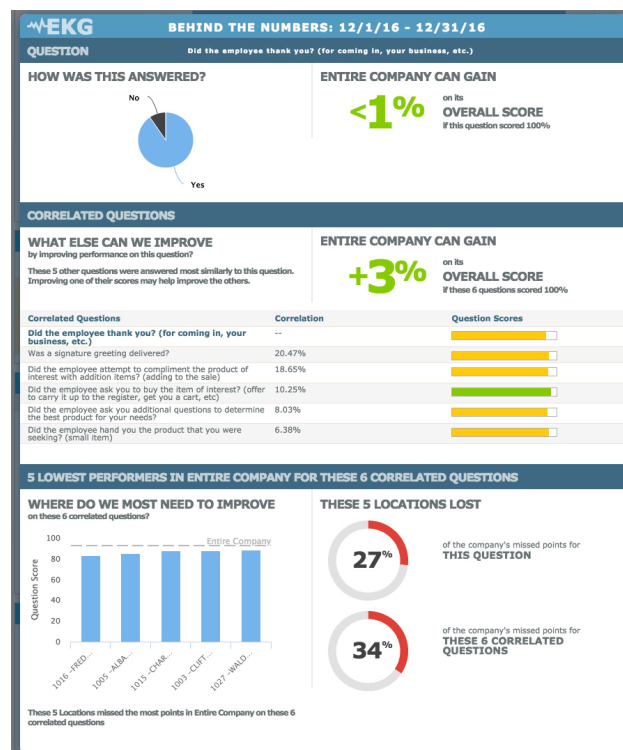
Post-Evaluation Coaching Tool

RBG Solution: GamePlan

Installation of a field-level coaching process designed to utilize evaluations as stimuli for regular conversation about NutriMost steps of sales and service from front-line management to front-line team members.

A Real-time dashboard that offers:

- ✓ Real-time notification of shop completion
- ✓ Macro to micro analytics of shop performance
- ✓ Customizable reports for every system user at no additional cost
- ✓ Automatic delivery of customizable reports directly into each user's email inbox
- ✓ Transparency & analytics surrounding coaching compliance and key correlations



NutriMost Solution: Collaborative Design

Upon agreement, it is recommended that RBG team members collaborate with members of NutriMost leadership to design evaluation scorecards, with a focus on not only objective evaluation of respective brand standards, but also best practice revenue and retention driving behaviors.

Upon system wide program launch, it is recommended that evaluation criteria be communicated to NutriMost Location field-team members via delivery of blank scorecards prior to evaluation commencement.

Our best-practices process is outlined below, so you can know what to expect. We'll work closely with you to ensure the program is running smoothly and deliver your first round of evaluations.



Timelines

The timeline below provides a general idea of project implementation once agreements have been signed. Reality Based Group handles all of the heavy lifting, leaning on over 24 years of experience and best practices across every vertical. Our team collaborates with you to create a program designed around your revenue driving behaviors and cultural goals.

Project Timeline

TASK	TIMELINE (in weeks)
Evaluation Survey Build, Review & Adjustment; Online system set up	1.5
Evaluator recruiting and matching; Scheduling	1.5
Shops posted and shopping begins	N/A
Total Time	3.0

Deliverables & Investment Summary



One Time Project Draft

Service	Rate	Reimbursement	Scope
System Set Up	\$8,000.00	N/A	This one time investment will include survey/scorecard creation and updates, front-end build, location and manager setup, real-time notification setup, tiered password access, 24/7 online availability, and 30+ reporting features.
GameFilm® Video Shops, 1 shop at each location; 2 nd shop at up to half of the locations	\$375.00 per shop	TBD	Approximately 167 locations, 1 shops at each location = 167 shops. Program budgets for 2 nd shop as needed for up to half of the locations (84) <ul style="list-style-type: none"> Shoppers must be of the appropriate demographic to need NutriMost services.
RealCalls™ Recorded Telephone Shops to set appointment	\$35.00	N/A	Approximately 167 locations, 1 shop per location = 167 shops
Mystery Shopping + Online Shops to set appointment	\$25.00	N/A	Approximately 167 locations, 2 shops per location = 334 shops
Reporting Suite, Executive Overview, On-Site Consultation	Included	N/A	Reporting suite, Executive Report, and On-Site Consultation. RBG will compile all data and complete a strengths and opportunities report that management can use to design a system wide best practice training program. Additionally, a highlight reel of videos will be produced to accompany the report and half day on site consultation.

Total Mystery Shopping investment: \$108,132.50

Total Reimbursement investment: TBD

System Set Up & Creation: \$8,000.00

Total Yearly Investment: \$116,132.50

Below is a draft idea to understand what roll out can look like. This program is a complete reality based training program for continuous improvement.

Service	Rate	Reimbursement	Scope
System Set Up	\$15,000.00	N/A	This one time investment will include survey/scorecard creation and updates, front-end build, location and manager setup, real-time notification setup, tiered password access, 24/7 online availability, and 30+ reporting features.
GameFilm® Video Shops, 1 shop every quarter for each location	\$375.00 per shop	TBD	Approximately 167 locations, 4 shops per location per year = 668 shops per year. <ul style="list-style-type: none"> All Shopping Scores/Completed Questionnaires should be available on-line 24-48 hours after shop completion. Shoppers must be of the appropriate demographic to need NutriMost services.
RealCalls™ Recorded Telephone Shops to set appointment	\$35.00	N/A	Approximately 167 locations, 6 shops per location per year = 1002 shops per year. Bi-monthly recorded phone shops at each location
Mystery Shopping + Online Shops to set appointment	\$25.00	N/A	Approximately 167 locations, 6 shops per location per year = 1002 shops per year. Bi-monthly online shops at each location
Reporting Suite, System Changes & Data Hosting	Included	N/A	Reporting suite, system changes, and hosting included for the life of the relationship. No additional fees for scorecard changes, location changes, manager changes, etc.

Total Mystery Shopping investment: \$310,620.00

Total Reimbursement investment: TBD

System Set Up & Creation: \$15,000.00

Total Yearly Investment: \$325,620.00

Approx Monthly Investment: \$155.00 per month per location