

Three Key Points about Purchasing Power:

- **A Better Way To Buy:** Purchasing Power is the premier employee purchase program that allows employees to buy name brand computers, electronics, appliances and furniture through payroll deduction.
- **Trusted Leader:** The program is currently being used by healthcare organizations, Fortune 1000 companies and government agencies throughout the US. Since 2001, Purchasing Power has fulfilled more than 600,000 orders.
- **Win-Win:** Our program is a win-win for employers who will be able to offer better, more comprehensive benefits to their employees without incurring additional costs.

Who uses our program?

- Purchasing Power is seeing a shift in our customer base. Most of our customers are not buried in debt; instead, they are looking for disciplined ways to purchase and pay for much needed products like computers for their children, washers/dryers for their family, or treadmills to get healthier.

Need help overcoming employer objections about Purchasing Power?

When selling Purchasing Power, you may run into certain questions or objections about our program. This usually happens when employers aren't sure how the program works. The following are helpful key points you can use to respond to employer questions or concerns.

When employers are concerned about administration of the program:

- We understand HR professionals are busier than ever, so it is Purchasing Power's goal to ensure the program requires as little administration as possible. We work with employers to automate processes to help your HR team focus on the work that matters and not administrative hassles.
- On average, it takes less than 6 weeks from our first implementation meeting to launching the program, but the majority of the work is on Purchasing Power's side. The program can be launched at any time throughout the year – not just during open enrollment.
- For a case study that speaks to how easy it is to implement our program, go to <http://www.purchasingpower.com/employers/success-stories/valley-baptist-success-story.html>. Watch the video to learn how Purchasing Power handles implementation, marketing, customer service and program management.

When employers are concerned about pricing:

- If companies don't think credit card debt is affecting their employees, a recent survey from PWC shows that 42% of employees are finding it difficult to make minimum credit card payments on time, even among those employees earning \$100,000 or more!¹
- Cash is always the best way to buy. But if that is not an option, Purchasing Power is a responsible, disciplined way to buy. **Why?** The cost of the product ordered is automatically payroll deducted, so there's no chance for late fees, additional charges or ballooning interest, unlike with credit cards.
- Employees know the total price up front, which includes the product, cost of payroll deduction, taxes, and delivery. They pay for only 12 months, but they receive the product immediately.
- Individual spending limits are established to keep employees from overburdening their paychecks.

When employers don't feel urgency to launch the program:

- For companies of all sizes, one in three employees may become a flight risk.² And according to the American Society of Training and Development, it costs \$56,000 to train, onboard, and fully enable a new employee.³ Voluntary benefits are a great way to retain employees, as employees who are more satisfied with their benefits tend to be more loyal to their company. Fifty-nine percent (59%) of employees surveyed stated that voluntary benefits are **extremely important** to increasing loyalty.
- Turnover is higher among employees under financial stress, leading to greater recruiting, training and additional transition expenditures. In addition, those who are financially stressed tend to be less productive at work and have increase absenteeism.⁴ Ninety-three percent (93%) of Purchasing Power customers agree or somewhat agree that having access to Purchasing Power helps to reduce their financial pressures and stress.

¹ PWC survey: <http://www.pwc.com/us/en/press-releases/2011/cash-and-debt-management-issues.jhtml>. April 20, 2011

² 2011 MetLife Employee Benefits Trends report: <http://www.metlife.com/assets/institutional/services/insights-and-tools/ebts/Employee-Benefits-Trends-Study.pdf>.

³ Inc article - <http://www.inc.com/paul-spiegelman/employee-loyalty-your-best-return-on-investment-measure.html>. December 28, 2011

⁴ Doug Warshauer's Blog Research: Employee financial duress profoundly impacts business. March 21, 2011

When employers are concerned about legality of Purchasing Power:

- Purchasing Power is licensed in all 50 states as a reseller of personal computers consumer electronics, and home appliances.
- Once the program is approved as a voluntary benefit by an employer, the program is offered to employees who meet tenure and salary requirements. When an employee places an order for a product, they must complete paperwork authorizing payroll deductions for the products ordered over the next 12 months.

Need more supporting materials to help sell Purchasing Power?

- To access sales collateral, presentations, white papers and webinars, go to <http://www.purchasingpower.com/brokers/broker-resources/>.
- To access customer testimonials, go to <http://www.purchasingpower.com/employers/success-stories/>.
- To learn how our program can support an employer's HR objectives, go to <http://www.purchasingpower.com/employers/employee-benefits/>.
- For a complete list of Purchasing Power videos, visit our Youtube page here: <http://www.youtube.com/PurchasingPowerTV>.
- Follow us on Twitter to get the latest news updates here: <http://twitter.com/purchasingpower>.

As always, if you need any additional assistance or supporting materials, please contact:

Luci Ogden, Loyalty Program Specialist
Purchasing Power
logden@purchasingpower.com
404-609-5034