

Teaching New Ways to Reach the Right People at the Right Time

RockTech's *Technology Adoption Platform (TAP) for LinkedIn™* quickly trains sales people and teams how to use and apply LinkedIn to take business relationship skills to the next level. In less than an hour, teams are comfortably, confidently and creatively using LinkedIn to unlock new networking abilities for your business advantage. Employees develop profiles aligned with company branding and compliance objectives. Ongoing guidance teaches teams how to build stronger business networks, uncover new customer connections and gain timely competitive insight and access.

Rise Above the Market Noise

Is your sales team doing all it can to engage the right people at the highest level to get the deal? Do they leverage the competitive advantage LinkedIn's 2nd and 3rd degree connections provide? Do they use LinkedIn's career and professional networking tools to expand their customer relationships? Find competitive information? Engage in timely conversations with people of influence?

The sales environment is changing rapidly. The rising volume of unwanted email and cold calls by you and your competitors creates so much noise that prospects have stopped responding altogether. Hoping the right people will show up at your tradeshow booth is also proving less valuable. Your sales team needs a new way to cut through this noise...one that builds on their tried-and-true networking and referral selling skills while leveraging new digital and social business tools.

Forward looking companies recognize the new dimensions social networking tools provide to gain information and access, and that their sales teams need to embrace these tools quickly to stay ahead of the competition.

Rapid Social Networking Training and Adoption

TAP for LinkedIn™ helps busy, geographically distributed sales teams quickly adopt and leverage LinkedIn without spending a lot of time or money on training. Sales executives, whether tech savvy or not, learn what they need to know to maximize the business-building benefits of LinkedIn, the most powerful social business intelligence tool available.

Executive Benefits

- Align corporate messaging to individual profiles
- Measure team progress non-intrusively
- Deploy to hundreds of remote employees with little additional effort
- Reduce training and support costs while maximizing business-building benefits opportunity

Team Benefits

- Confidently learn to use LinkedIn
- Establish the right level of privacy and security
- Build an effective professional online presence
- Expand customer and prospect networks
- Shorten decision cycles with warm introductions to "the right people" using etiquette and protocol for seeking referrals
- Engage in timely conversations by monitoring client and prospect career and job changes
- Learn and stay informed on best practices, company guidelines, and compliance

business intelligence tool available.

- Novice users learn to create their profile and set-up their network.
- Experienced users quickly jump to learning and applying more advanced features.
- Users access business insight, workflow and process diagrams, key-stroke guidance and best practice videos when they need them to complete a task.
- Coaches analyze performance and help teams network better.
- Executives track utilization and policy compliance.

Building a Consistent and Compliant Social Presence

As forward-looking companies encourage employees to engage in digital social business behavior, marketing teams have developed social media policies for employees. These describe online etiquette, important brand messages to communicate and guidelines to avoid regulatory and competitive issues. *TAP for LinkedIn™* brings these policies to life by providing company-specific real-time guidance to employees as they are building profiles and configuring privacy and security settings in LinkedIn.

- Employees develop profiles aligned with company branding objectives.
- Search engine optimization keyword recommendations help drive corporate brand visibility.
- Marketing teams align employees' collective LinkedIn usage for consistent and compliant messaging.
- Executives track employees' use of recommended settings non-intrusively.

Key Features Drive Adoption for Business Advantage

TAP for LinkedIn™ ties directly into each user's LinkedIn profile and guides them through the recommended settings and strategies, so users can start building, improving, and expanding their business networks safely and securely.

- **Unique "adopt while doing" approach**— seamlessly overlays user's LinkedIn profile, so team members learn how to use LinkedIn as they complete tasks.

"RockTech has assisted us to close deals by using LinkedIn that we may not otherwise have closed, totaling over \$20 million."

Mark Gallagher
Managing Director
Silicon Valley Bank

On-going Company Value

- Corporate social networking policy updates
- On-demand workflow updating
- Scheduling for existing and new LinkedIn features
- Insight on how the team responds to training and technology adoption

On-going Team Value

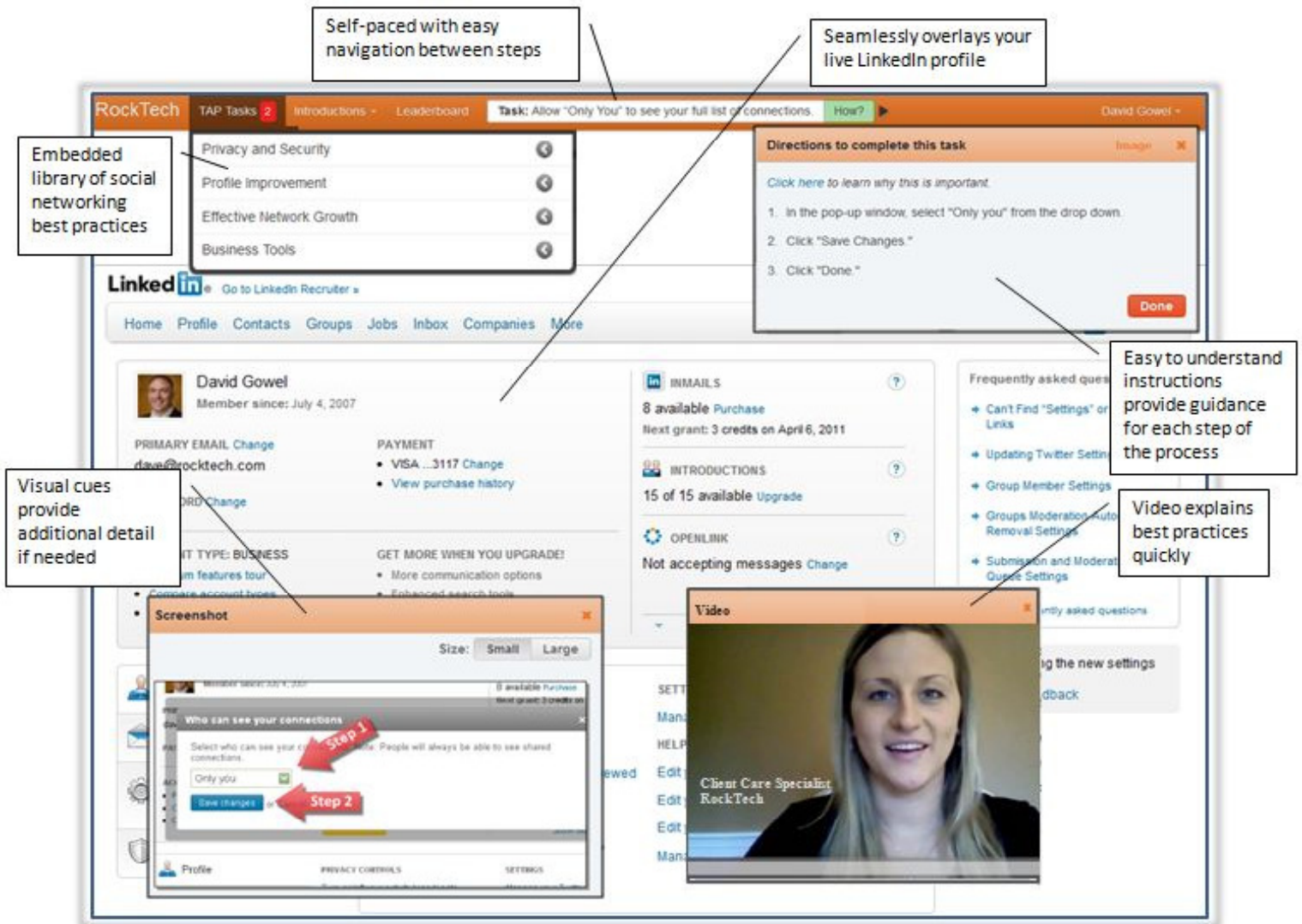
- On-demand guidance and insight
- Performance-motivating gaming mechanics
- Auto-reminders to keep pace with goals
- Updates for new LinkedIn features

System Requirements

Users need a LinkedIn profile. *TAP for LinkedIn™* is accessed over the internet. No computer software is required except for one of the following browsers: Internet Explorer 8 or 9, or the latest versions of Firefox, Chrome and Safari. No installation or integration with any software is required.

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- **Embedded social networking best practices**– users learn to employ best practices developed from training thousands of professionals. Includes the importance, process and etiquette for getting warm introductions and pitfalls to avoid.
- **Self-paced**– step-by-step guidance for easy adoption.
- **Context specific guidance**– video, text and visual cues provide key-stroke guidance and targeted insights so users learn quickly.
- **Real-time validation**– a live connection with LinkedIn ensures actions are completed successfully.
- **Available any time**– 7x24 online access when and where employees need it makes training easy and convenient.

Executives and administrators monitor, measure and influence results using these advanced features.

- **Role-based instruction**– teams get tailored instructions for what’s most relevant to them.
- **Content creation tools**– self-serve so companies can build custom instruction and communicate new guidance any time.

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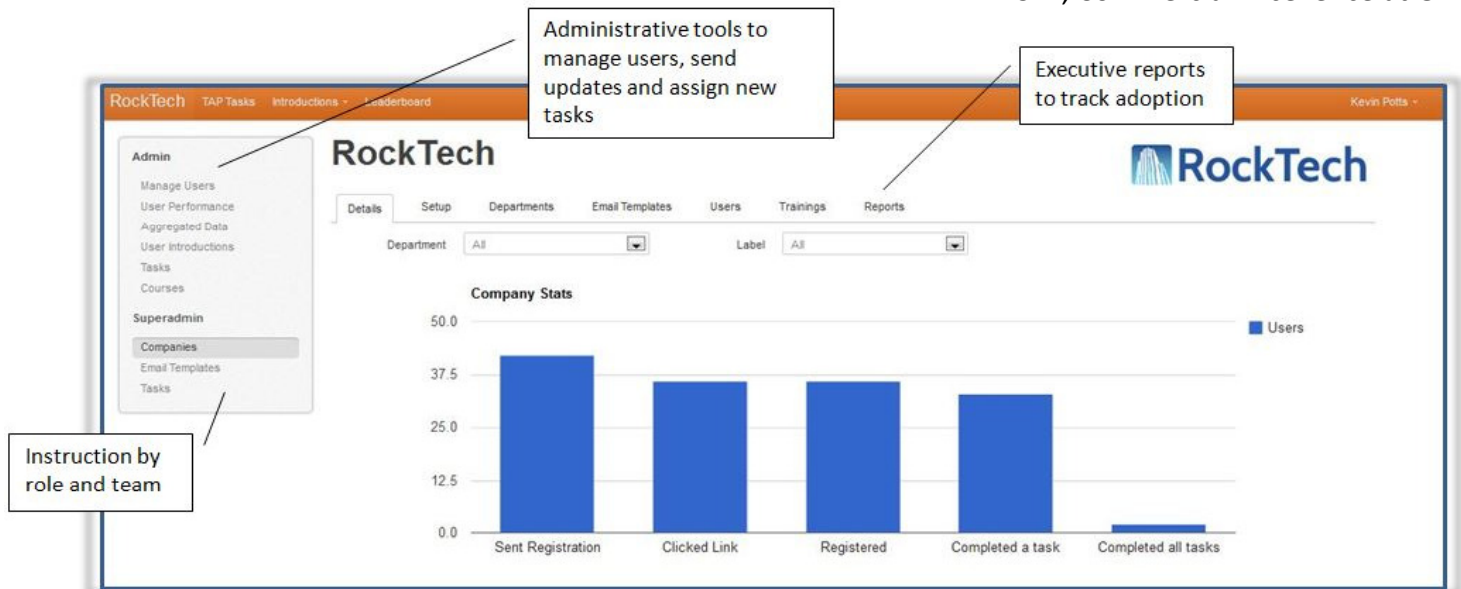
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"I was surprised at how easy it was to learn to use LinkedIn by using TAP. The TAP is the future of how people will adopt new technologies."

John Sabino
SVP, Commercial Excellence at GE



- **User analytics**– adoption metrics help pinpoint team challenges and the strengths and weaknesses of existing networks.
- **Cloud-based application**– fast and easy to deploy because there is no costly and time consuming installation.

Practical and Cost Effective for the Distributed Team

TAP for LinkedIn™ is a fast and effective alternative to static training manuals and videos which are rarely read and difficult to put into practice. Real-time interaction with LinkedIn helps your team make improvements to their network and validates the steps were completed correctly.

TAP for LinkedIn™ can cost efficiently complement live training because it helps guide users as they apply what they have learned, and you can track follow-through by your team and identify teammates who are struggling.

TAP for LinkedIn™ is an effective alternative to live training with lower out-of-pocket and lower opportunity costs; no expenses for trainers or travel are incurred and sales team time out of the field is minimized. Plus, post training support costs are kept low because the sales team can help themselves with point of need access to key-stroke level guidance, business process insight, and best practices information – which reduces the number of support calls.

About RockTech

RockTech provides expertise in how to use LinkedIn to build an effective professional network using patent-pending software with embedded best practices and real-time interaction with LinkedIn. This provides the first and only solution that improves your profile and grows your network as you use the software. RockTech's application programming interface (API) to LinkedIn enables real time validation with users' LinkedIn profiles to ensure all recommended actions are completed successfully.

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