



JOIN THE
RINGLEAD
REVOLUTION

SEPTEMBER 2017

A man in a light blue button-down shirt and dark trousers is shaking hands with a woman in a white sleeveless top and black skirt. They are standing in a bright, modern office with large windows and white tables. A laptop is on the table in front of the man. The scene is lit by natural light from the windows and two black pendant lamps hanging from the ceiling.

HIGHEST COMPENSATION

& the lowest sales targets in SAAS today!

Welcome to RingLead Sales

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OUR MISSION

AT RINGLEAD, WE UNDERSTAND HOW IMPORTANT QUALITY DATA IS TO YOUR BUSINESS.

It's our mission to increase productivity in your sales and marketing departments by providing state-of-the-art data quality management tools combined with world-class customer service and support.



WHO We Are

WE ARE DRIVEN by a collective commitment to fueling innovation, exceeding the expectations of our customers, and becoming the number one data quality provider in the industry.

WE WORK HARD. We work harder than anyone else because we believe in what we're doing. We pride ourselves on our performance-based culture, and we reward hard work. All RingLead employees are reviewed on a monthly basis and are given the opportunity to earn equity in the company. Our performance-based stock vests immediately upon being earned. We are invested in our employees' success, and our employees are invested in our success.

WE COLLABORATE DAILY. Every night, development, support, sales, marketing and design, finance, human resources, and management spend an hour sharing ideas, brainstorming and reviewing metrics. We include every single employee in these meetings because we believe all of our employees have something to offer. Our office has an open floor plan to encourage collaboration and teamwork.

WE TREAT OUR EMPLOYEES WELL. We offer highly competitive base salaries, incentive-based bonuses, ample paid vacation days and advancement opportunities for all employees. Monthly reviews allow you to stay abreast on your own progress and improvement, opening the door for conversations about career advancement, bonuses and salary increases. Employees also have the opportunity to earn additional income by accepting and successfully completing an Above and Beyond Challenge from their supervisor. We have a fully stocked kitchen and offer catered lunches for long-haul days. We also provide access to any platforms or tools you need to be successful in your role.





WE EDUCATE AND TRAIN. We train every single employee, regardless of their role, on our products, the industry, and on successfully managing a software business. At RingLead, you are not just a marketer, developer, or sales representative. RingLead's Chief Executive Officer Chris Hickey believes by cross-training all employees, we build a stronger team and allow individuals to learn more about their untapped strengths. Our daily meetings are another opportunity for all employees to stay engaged and to discover various aspects of the business that may interest them.

WE CELEBRATE. Our performance-based culture ensures that we work exceptionally hard all week. Every Friday we take a break and celebrate our success as a company at our weekly happy hour. We treat our employees to special outings and dinners to facilitate team bonding and to celebrate their hard work. We believe that engaged employees are happy employees.

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WHO ARE OUR CUSTOMERS?

RingLead solves the dirty data problems of B2Bs across the globe. We help companies of all sizes and verticals find the right solution for their unique business by taking the time to identify their data quality goals. While many of our customers are small to mid-size, our new flagship product DMS is highly scalable and perfect for any enterprise.

CUSTOMERS

who *trust RingLead* with their data, **over 1000 customers**



WHAT PEOPLE ARE SAYING ABOUT RINGLEAD

“RingLead has allowed me to do granular deduplication. Additionally, as so many companies shift to ABM (my own and our customers’, too), being able to view non-converted leads associated with an account is incredibly powerful for measuring ABM success and empowering sales to treat them all as part of the same organization.”

Erin Peterson, AppExchange All Star in “16 Favorite Apps From AppExchange All Stars And Salesforce MVPs.”

“We’ve been beta testing this product for a month now, and I have to say, I don’t know how we ever managed our marketing database without it. Within the first week of using DMS we discovered that a large percentage of our Hubspot database could benefit from cleaning. DMS made it painless to not only merge duplicates, but also to enrich blank fields with social and contact data. I can honestly say with confidence that DMS is now the leading data management solution in the industry.”

Jeroen Plink, VP strategy Leopard Solutions.

Firstly, a MUST app for SFDC, there’s no doubt about it. I have been using RingLead for over 4 yrs now and it is simply outstanding. I am a big fan of all its features: Lead -> Account mapping, Related Records, Data Shield (for normalization), Unique Upload and Deduplication. With RingLead, our BDR team can now focus and do their jobs, rather than having to worry about the manual data upkeep. It keeps both our MA and CRM systems clean. On top of all this, they have a phenomenal Customer Support team that works tirelessly to resolve any issue you have. Hats off to Meli, Dan, Gregg and the wonderful team at RingLead.”

Arnav Bhatkar, Salesforce AppExchange

DATA MARKET

\$200BB

As a cloud-based data quality vendor, RingLead is positioned at the center of a thriving industry.

In fact, the big data analytics market is expected to grow to \$203 billion by 2020, at a compound annual growth rate of 11.7%. Cloud vendors specifically are expected to compete with traditional analytic providers at an astounding rate. The International Institute for Analytics (IIA) predicts cloud vendors will be leveraged more prominently for analytical software in 2017 than on-premises analytics solutions.

This year alone, "Data monetization" will become a key source of revenues. According to IDC, the world will create **180 zettabytes of data in 2025**, up from less than 10 zettabytes in 2015.

The growth of the big data market shows no sign of slowing down, and *neither does RingLead.*



Extra! Extra! Read All About It!

RingLead has been featured on news websites across the country. Our press releases are consistently well-received, garnering as many as 4,000 views per release. With each press release we believe have the potential to reach a truly unlimited number of customers.



Media Outlets

we've been featured in...



**International
Business
Times**



Why RingLead?

The increasingly digitally driven world we live in has put the words “data management” on the lips of every CEO, CIO and CMO in the world. Businesses of all sizes and verticals are looking for ways to clean and leverage their data in a manner that drives revenue, growth and productivity.

DATA MANAGEMENT IS A THRIVING INDUSTRY, AND RINGLEAD IS AT THE VERY CENTER OF IT.

Headquartered in Melville, NY, RingLead is one of the fastest growing SaaS companies on Long Island. RingLead offers the excitement and feel of a start-up, with the direction and vision of industry experts. The headquarters office features an open-floor plan to encourage collaboration, teamwork and unity.

In the last 6 months, under the leadership of **CEO Chris Hickey** and **Executive Chairman Russ Artzt**, RingLead has released a new flagship product and expanded its team. Now at 47 employees, RingLead is slated to grow to 100 in the next 12 months. With our new product DMS experiencing a 40% growth rate last quarter, the need for qualified, knowledgeable sales representatives on our team has never been greater.

RingLead offers competitive compensation, performance-based stock options, incentive-based bonuses and spiffs to all sales reps. Spiffs are uncapped and paid daily via Amex cards. On average, AEs receive between \$5-\$20K a year in spiffs, earning between \$100K per closed deal.



RINGLEAD **SALES** MANAGEMENT TEAM



RUSS ARTZT
Executive Chairman/
Head of Product Development
russ@ringlead.com



CHRIS HICKEY
Chief Executive Officer
hickey@ringlead.com



MATT VALENZUELA
Vice President of Sales
mvalenzuela@ringlead.com



JOE BARBATO
Director of Sales
jbarbato@ringlead.com



COLBY GREENE
Director of Operations and
Human Resources
cgreene@ringlead.com

WHY join the RingLead Revolution?

- Great Products!
- Customer comes first at RingLead!
- Constant training!
- Up to 15% Commissions per deal with no Cap!
- Over \$200 Billion market place to sell to!
- Low Sales Targets
- Defined Career path
- Over 3K Prospects & Leads per territory
- Largest compensation package in the industry!
- Weekly Sales Incentives
- Thriving market
- Fast sales cycles
- Amazing customers and prospects
- Real managers who act as mentors and coaches who will work side by side with you to close business
- Ownership opportunities through performance-based stock
- Fast-track advancement opportunities for high-performing AEs & SAEs
- Happy hours to celebrate wins

TARGETS FOR 2017 & 2018

NEW CUSTOMERS - NEW LOGO

- **Account Executives:** Annual Target \$770K- \$1.5M
- **Senior Account Executive:** Annual Target \$1.5 - 3MM
- **Director:** Annual Target \$7-10MM (Unique Per Territory)

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DAY
SALES CYCLE
AVERAGE
\$25K

We **WORK** Hard.
We **PLAY** Hard!

HAPPY HOUR FRIDAYS

Every other week the RingLead team gets together for a fun, collaborative happy hour at a different local pub or restaurant. Leave early for Happy Hour Fridays!

Our weekly happy hour is a time to unwind and celebrate our accomplishments as a team. At RingLead, we believe team bonding encourages communication and collaboration, and improves the overall company culture and morale. If you enjoy open-spaces, collaborative brainstorming and teamwork, you'll love working at RingLead.

RINGLEAD PRODUCTS

DMS

DATA MANAGEMENT SOLUTIONS

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The Problem We Solve

Bad data hinders productivity and revenue by making it impossible for sales and marketing to efficiently target buyers and close deals. Bad data includes incomplete, inconsistent or duplicate data, salesforce fields missing firmographics data, Ccontact data, social data and direct dial phone numbers making it impossible for sales and marketing to reach their potential prospects and customers. All of which can cost a business revenue, clients and the reputation of their brand. Duplicate data enters Salesforce via manual entry by a sales rep, list uploads (trade lists, CSV files, purchased lists) or web forms filled out by consumers.

RingLead's approach to data quality management far exceeds basic deduplication. With a single cloud-based platform we equip users with powerful lead generation, lead routing, data enrichment and duplicate prevention technology.

OUR SOLUTION

DMS is the industry's only fully integrated SaaS platform that generates leads, deduplicates, prevents duplicates, cleans, and enriches, all in real time. Hosted on Amazon Web Services, DMS is scalable, dependable and secure, connecting directly to CRMs and marketing automation systems.

RingLead started as the first ISV partner and the first application on the Salesforce AppExchange back in 2003.

For over a decade we have worked to help grow businesses and increase their revenue by providing industry-leading data quality solutions. We are partners with both Salesforce and Marketo and integrate with both platforms.

HOW OUR SOLUTION WORKS:

- Using the only real-time duplicate prevention technology available, RingLead prevents dupes via manual entry, list uploads and web forms
- **RingLead enriches web forms and lists using proprietary technology to add addresses, company, revenue, employee size, industry, and more, to each new record. DMS is also able to add validated email addresses, phone numbers and social media links for all new leads that come in via web form or list upload**
- Once the new records are enriched, RingLead checks your existing records to ensure we are not creating a duplicate
- Next, RingLead routes the lead (along with all enriched data points) to the correct sales rep based on your company's unique configurations
- We batch normalize existing data to make all records consistent and enforce normalization on all incoming data to keep the organization's database healthy
- We source data from multiple databases to enrich existing records and provide complete profiles of records to customers

To allow our customers complete flexibility in pricing, we allow them to pay **only for what they need.**

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DMS

OUR PRODUCT OFFERING:

DMS CLEANSE

includes normalization, deduplication and scheduling

- Allows users to dedupe millions of records with complete flexibility
- Features over 55 custom matching logic rules
- Automates data deduplication tasks with Scheduler feature

DMS DUPLICATE PREVENTION

includes cleanse, list import, unique entry, and web form

- Allows users to prevent duplicates from web forms
- Automatic routes leads
- Allows users to prevent duplicates from list uploads
- Allows users to prevent duplicates from manual entry

DMS ENRICHMENT

includes batch and real-time data enrichment

- Add direct dials and mobiles to leads and contacts
- Add firmographic and contact data to existing accounts, leads and contacts
- Intelligent Webforms
- Enrich list uploads and web forms in real-time before routing to reps

DMS CAPTURE

Sales Prospecting Tool. Currently available as a Google Chrome plug-in app.

- Allows users to generate, research and save 1,000+ leads in seconds
- Prevents duplicates when importing new leads to sales Industry's #1 prospecting tool

EARN ADDITIONAL MONEY DAILY!

With RingLead spiffs, you have the potential to earn up to **\$600 per closed deal by EOD!**

Compensation

RingLead offers competitive compensation, performance-based stock options, incentive-based bonuses and spiffs to all sales reps.

Spiffs are uncapped and paid daily via Amex cards. On average, AEs receive between \$5-\$10K a year in spiffs that are paid daily & weekly, earning between \$50-\$600 per closed deal. **Our Sales team has the highest compensation package in the industry, the lowest sales targets, and the greatest support and training.** No one in SaaS pays their Sales team more than us – *that's a fact!*

Housing & Relocation

RingLead offers housing allowance and relocation pay at its discretion.

Candidates are eligible to receive up to \$2K/month in a housing stipend if they choose to relocate to Long Island for a sales role at RingLead. The amount of the stipend will be deducted against future commission pay for a period of up to 4 months based on achieving expectations in monthly performance reviews. RingLead management reserves the right to revoke housing allowances if at any point they determine expectations are not being met.

Upon being promoted to SAE, candidates become eligible to relocate to any major city such as Miami, Houston or Los Angeles, to begin selling to a unique territory. Relocation opportunities at RingLead are designed to enable SAEs to grow professionally and acquire the necessary experience to advance to Director, having already being trained at the AE level.

Expectations

All sales employees are provided with clearly outlined expectations at the time of hire. These expectations are reviewed monthly with CEO Chris Hickey and Sales Manager Joe Barbatoto help keep you on track to meet your targets. Achieving and exceeding expectations on these monthly reviews offer big payoffs including performance-based stock, offers for Above and Beyond Challenges, future promotions and base salary raises.

- Achieve professional development and sales training goals daily
- Personalize your calls and be a killer on the phone
- Love to prospect and hunt on the phone
- Achieve sales target consistently
- Achieve site visits
- Achieve talk time targets
- Forecast accurately by deal
- Achieve pipeline targets
- Achieve social selling targets (connects, SSI, InMails)
- Create personalized email campaigns
- Schedule product demos and site visits
- Become certified via RingLead University
- Remain professional and positive with a desire to learn, improve and exceed your expectations at all times



Dress Code

Employees working in the sales division at RingLead represent the company and are expected to dress in a manner that aligns with the professional message we strive to convey to our customers. Inside sales reps are responsible for video conferencing buyers, and thus, must dress in a way that supports our overall image at all times (Casual Friday being the one exception). When video conferencing with prospects you are asking people who have never met you in person to access their most valuable assets including data, prospect lists and their sales pipeline. Building trust and portraying a professional image by way of how you speak, dress and demo, is critical to the selection process for buyers.

SALES MEN



- Full Suit (Dress Jacket and Dress Slacks)
- White or Solid Colored Dress Shirt (preferred)
- Tie at all times
- Dress Shoes
- Clean and Groomed at all times

SALES WOMEN



- Dress Shirts- Blouses, blazers
- Dress Pants/Slacks
- Appropriate dresses/skirts
- Dress Shoes
- Clean and presentable

How **We Hire**

RingLead's interview process is *simple, fast and painless!*

Complete a **20-minute phone screen** with Talent Acquisition Specialist Jenna Costanzo

In-person or video meeting with management team

Complete **Caliper Sales test** to assess your ability to sell RingLead products

Create and present a **10-slide sales presentation** to demonstrate your selling abilities

A decision is made within **15 minutes**

All reps are onboarded, trained and product certified within 30-90 days of hire depending on experience

Career Trajectory

Account Executives have the opportunity to advance to **Senior Account Executive (SAE)**, and ultimately, **Director of Sales**, upon meeting clearly outlined expectations over a defined period of time. Once an AE has mastered the basics of inside selling, they progress to an SAE where they enter field selling. Unlike the role of AE, the role of SAE is a field representative role and will require time spent at in-person meetings with clients. Once an SAE, the sales representative is able to progress to DS by consistently meeting targets and exceeding outlined expectations. Directors own unique territories and oversee teams of 10 SAEs.



Account Executive

Senior Account Executive

Director

Compensation

Starting base salaries vary on market conditions. Compensation packages do not include value of stock.

TOTAL COMPENSATION PACKAGES INCLUDE:

- **BASE SALARY**
- **COMMISSION-INCENTIVE PLAN**
- **SPIFFS**
- **STOCK OPTIONS** (NOT INCLUDED BELOW)

On-target earnings upon achieving sales plans and hitting targets (pending sales target \$721-\$1.5M range) for **ACCOUNT EXECUTIVE - \$125K - \$250K**

On-target earnings upon achieving sales plans and hitting targets (pending sales target \$1.5M-\$3M range) for **SENIOR ACCOUNT EXECUTIVE - \$225K - \$350K**

On-target earnings upon achieving sales plans and hitting targets for **DOS**
(Varies Based on Territory)

PERFORMANCE-BASED STOCK OPTIONS

PERFORMANCE-BASED



Stock Options

Our CEO believes that all employees who achieve expectations should own a piece of RingLead. All RingLead employees are provided with performance-based stock certificates and a RingLead Stock Estimated Value table at the time of employment. The value table is an estimate only; actual stock value is dependent on various factors including expense targets and revenue.

RingLead's performance-based stock vests immediately upon an employee achieving expectations on 12 monthly reviews. Stock doubles and vests immediately for employees who [exceed expectations on 12 monthly reviews](#).

EXAMPLE:

(Potential estimate of stock value)

- An employee who achieves expectations:
 $5,000 \times \$10.000/\text{share} = \mathbf{\$50,000}$
 (upon liquidation event)
- An employee who exceeds expectations:
 $10,000 \times \$10.000/\text{share} = \mathbf{\$100,000}$
 (upon liquidation event)

All vesting and stock are subject to market conditions. Value is not guaranteed.

All stock is given in good faith as RingLead executives work to build a culture where everyone shares in the success of the company.

ACCOUNT EXECUTIVES

have the potential to earn a minimum of 10K shares

SENIOR ACCOUNT EXECUTIVES

have the potential to earn a minimum of 15K shares



7 STEPS TO **EXECUTION**

- 1. DEFINE SUCCESS**
- 2. DESIGN A PLAN**
- 3. COMMIT TO WORKING HARD AND GETTING IT DONE ON TIME**
- 4. EXECUTE AND OVERCOME ADVERSITY**
- 5. MEASURE RESULTS WITH KEY METRICS ALONG THE WAY**
- 6. REVISE THE PLAN WHEN NEEDED AND ASK FOR HELP**
- 7. REWARD AND CELEBRATE THE EMPLOYEES WHO EXECUTE**

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TRAINING & RESOURCES

PROVIDED BY RINGLEAD

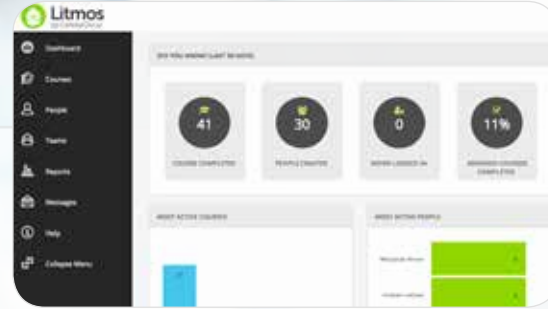




RINGLEAD LIBRARY

A central hub of all the tools necessary to be successful at RingLead

- Cardone University
- Sales Navigator Training
- RingLead Product Training
- 28+ System-Based Training
- Process Training



RINGLEAD UNIVERSITY

Become product and process certified with your own individual learning plan

- Watch videos
- Read articles
- Complete courses
- Earn badges and certifications
- Become HR compliant

TOP 10 REASONS To Enter **Technology Sales**

1 JOB SATISFACTION

Salespersons in the technology field rank among the most satisfied in terms of work/life balance.

2 JOB SECURITY

As technology continues to evolve, the demand for data quality solutions and knowledgeable salespersons will only grow.

3 DEMAND

In any industry, sales is arguably the most important department. Without knowledgeable, trustworthy salespersons, there are no customers.

4 CAREER OPPORTUNITY

Sales is the most versatile career available. The skillset you obtain in sales will transfer to any role imaginable. In fact, 20% of Fortune 500 CEOs started out in sales. *Chris Hickey, RingLead's CEO, started in sales himself.*

5 PROFESSIONAL GROWTH

Technology sales allows you to break into one of the most profitable industries in the world. In a tech sales position you will be challenged to learn more about complex products and technologies, building your overall skill set and experience.

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COMPETITIVE COMPENSATION

Because the demand for technology is expected to continuously grow, you can expect your bank account to grow from commission alone. In addition to base, commission and bonuses, RingLead offers commission on renewals, too.





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ENTREPRENEURIAL OPPORTUNITIES

Within 12-24 months, based on performance, you can advance to a Director of Sales at RingLead and lead your own sales territory. For many directors, owning their own territory satisfies their entrepreneurial side and provides them with valuable leadership and management experience.

8

IMPACT

As a sales representative in technology sales you directly impact the rate at which your company grows. You are a key player in the company.

9

EXCITEMENT

Technology is constantly changing and evolving, breathing new life into a role that could otherwise get boring fast.

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IMPORTANCE

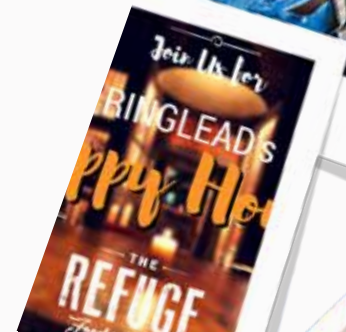
With tech sales you are not simply selling a product. You are driving change and helping businesses of all sizes, all over the world, innovate and reinvent themselves.

Your **FUTURE** **AWAITS**

Ready to start your career in inside sales?

To apply, please send your resume and cover letter to
Jenna Costanzo at jcostanzo@ringlead.com

For more information on positions being hired for, please visit:
<https://www.ringlead.com/careers>



RINGLEAD

HIGHLIGHTS



HARD WORK BEATS TALENT
WHEN TALENT FAILS TO WIN

JOIN US FOR
RINGLEAD'S HAPPY HOUR
WORK HARD
PLAY HARD
REFUGE
THE REFUGE
815 BROADHOLLOW RD - MELVILLE
FRIDAY 7/24/19 6:30-1:00PM

Changing Times Club

200 Broadhollow Road

JEWEL

MENT SOLUTION

NEW YORK



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