Common Objections and Responses:

(O) We don't do Lean / Last Planner.
(R) *How are you managing the task between the tradespeople today? How are you tracking the completion of your tasks currently? You don't need to follow the Last Planner to benefit from our tool. <u>Do you have 30-minutes to take a look over a web demo?</u>*

(O) We use CPM to manage our schedule.
(R) *That's great. I can show you how Touchplan can collaborate using the critical path method as well. <u>Do you have time now so I can show you how you can manage it in a more lean way?</u>*

(O) If you want to sell me something, you need to call corporate.
(R) *Not a problem. I absolutely can do so. The reason though I called you first is that we work the super and PMs the most since you'll be the ones using the tool so we like to make sure you see value in it at the field level before bringing it to corporate and have it be something they push on you.*

(O) We are not experienced with Lean / Last Planner. We need to find the right team.
(R) *Have you looked into becoming more experienced with Lean / Last Planner systems? Why have you chosen not to go Lean? We've taken companies such as Evan's General Contractor, Skanska, and got them rolling on the Last Planner system all starting with implementing Touchplan. <u>I can send you a calendar invitation right now and show you exactly how Touchplan will help your inexperienced team run a more efficient project.</u>*

(O) We are in the middle of construction. We should start on a new project.
(R) *How is the project going up to now? How are you keeping track of what is discovered in the subcontractor collaboration meetings/lookahead meetings? One advantage of applying Touchplan in the middle of a project is the price is not as high as a start to a finish work order. Also, oftentimes the most critical and intense collaboration happens in the second half of construction. <u>Why don't we set up a meeting to show you how it all works in Touchplan?</u>*

(O) This is a big, high-visibility project. Adding new software would be too risky.
(R) *How would being seen as a forward thinker and a top-performer in a high visibility project impact your life beyond this project? I've seen it first-hand how leveraging Touchplan on big/high vis projects by people in your position have gotten promotions and company acknowledgments for how well they've executed a project BECAUSE OF TOUCHPLAN. <u>Let me show you a demo of Touchplan and you can see for yourself how valuable it would be for your project.</u>*

(O) Software is always hard to learn and to get people to use.
(R) *We have had many companies that felt the same way but they've been having tremendous success because of how simple yet intuitive the tool is along with our customer success team that works with the project teams and new trades throughout the entire job. <u>Let me show you a demo of Touchplan and you can see for yourself how easy it would be to use for your project.</u>*

(O) Our subs will never use this.
(R) *We have many Subs that found this tool so helpful that they're now using us internally. It's all about the tone you set at the start of the job telling them that this is mandatory and not making it feel like an option. Once we do our 15-minute training the subs see how simple it is and actually feel a part of the job because they can finally give their say instead of being told what to do. <u>Let me show you a demo of Touchplan and you can see for yourself how easy it would be to use for your project.</u>*

(O) We just want a few user licenses.
(R) *If you have a few users then we can offer you a few licenses.*

(O) We don't want to pay per project.
(R) *We have an enterprise option for those that want to bundle all their deals, however, we suggest you test drive the tool on a project before you buy a fleet!*

(O) Your software is too expensive.
(R) *Touchplan is priced based on the value the tool is going to bring your project. Teams are saving an average of 1% of construction costs. Touchplan is 100% competitively priced. It is all based on the value of the work. The bigger the project, the more complex it is, and the more attention/support it requires from our customer support team. We do not charge you per person like some of our competitors, because we want to foster collaboration among the team, not limit it.*

(O) We don't see the value to justify the cost.
(R) *The value Touchplan brings to your job far outweighs the cost of the tool. Our teams are seeing an average savings of 20% in schedule time, and 1% of overall construction costs. Having complete visibility throughout the project is saving our teams thousands, if not hundreds of thousands of dollars in rework. 79% of the companies that use Touchplan on 3 or more of their projects have seen an increase on the ENR list. Teams across the world are seeing an increase in their bottom line. You can too!!!*

(O) You are just electronic sticky notes.
(R) *Touchplan is so much more than electronic sticky notes. While we don't take anything away from the Last Planner process, we are giving you the opportunity to take away so much more. Immediate look-ahead schedules and real-time reporting is not something you get with a sticky note pull plan. Those things would take hours to generate with the old analog LPS process. Touchplan is simply giving you a digital platform to help facilitate the process. The tool is made to be simple- which is why you might think it's just an electronic sticky note. The reason for that is to be an easy transition from sticky note, to computer.*

(O) You are unproven...too new to the scene.
(R) *So, what you and your team are saying is that you and your team like the tool and the value it could provide for your project, but the fact that we have only been out of beta mode for 2 years is the area of concern for you? I can understand how you feel, I have worked with project teams that have had the same issue with moving forward, but once they see that in a short time, we are working or have worked with 20 of the 100 top rated ENR companies, and 40 of the top 400, and they have seen that 79% of those companies that have used us on 3 or more projects actually grew as a business and went up in the ENR Rankings the following year, they have decided, like your team, that the value we bring to the projects like the one we are talking about and has proven to them that it was worth moving forward with us on an initial project. Does that answer your concern?*

(O) You are a small outfit, too few users...too risky for us to standardize on.
(R) *So your project team liked the tool and saw the value it could bring, but the fact that we are small is scaring you, and you consider that risky to you and your team? Well, I can agree we are a small outfit, but results that we've seen are not small. We have been used in over 800 projects in 2 years and are being used on 16 billion dollars in active construction right at this moment. Not only has Touchplan use on*

projects increased year over year, but the amount of users has skyrocketed as a result, as well as repeat users on both the GC and subcontractor level. How does that sound?

(O) We are using PlanGrid.

(O) We are using Vplanner.