



Value Narrative for Carrier Corporation

EXECUTIVE SUMMARY - the alignment of Carrier's current 10-K & 10-Q strategic initiatives with the business outcomes and insights from BANK SIMPLE's Use Cases. The 3-year aggregate value of **\$32.06M** delivers guaranteed lift in growth objectives with a 4-mo. payback, **26X real return** and a **2632% ROI**. This is inclusive of a yearly discount.

			Year 1	Year 2	Year 3	Total
			80%	90%	100%	
						
Value Priorities	Value Message	Value Promise				
10-Q Strategic	Strategic Industry	Aligned Business				Cash Flow
REVENUE						
Grow Share in Professional Contractor Segment.	Critical channel, strengthen relationships top tier contractors	Improve "Active & Loyal Dealer" sales to optimize cash flow	\$2,571,543	\$2,892,986	\$3,214,429	\$8,678,957
Accelerate Sales in Higher Volume Builder Market.	Raise contractor close rate in competitive residential 2020	Accelerate Dealer "premium" sales consumer decisions & payments.	\$1,582,488	\$1,780,299	\$1,978,110	\$5,340,897
Expand Retail Stores Sales Profitably.	Drive pricing offset inflationary cost increases in sector	Ensure Dealer margin to lower cancellations & discounts.	\$1,384,677	\$1,557,762	\$1,730,846	\$4,673,285
OPERATING COSTS						
Enhance Productivity & Profitability With Process	Aligned to Carrier's Building Products on 10-years.	Lower costs with "Home Improvement" & HVAC expertise.	\$13,847	\$15,578	\$17,308	\$46,733
Enhance Productivity and Profitability Through Process	Use digital platforms serve millennial buyers online	Lower costs with "Home Improvement" & HVAC expertise.	\$3,354,624	\$3,773,952	\$4,193,280	\$11,321,856
MARKET RISK						
Build Loyalty and Retention in Pro Contractor Segment.	Dedicated Tier 1 Home Improvement Vendor creates balance sheet, FDIC stability.	Improve \$500M/\$1BM Contractor sales via loan optimization.	\$593,433	\$667,612	\$741,791	\$2,002,836
			\$9,500,612	\$10,688,188	\$11,875,765	\$32,064,564

Investment



Year 1

Year 2

Year 3

Total



Total

Net Present Value

\$26,392,

Real 3 YEAR % ROI

2632%

Payback Delay Cost

\$2,087.6

Selling C-Suite Business Outcomes for Large Enterprise Wins

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Investment

	Year 1	Year 2	Year 3	Total
Acquisition				
Subscription	\$250,000	\$350,000	\$380,000	\$980,000
Related Operating	\$65,000	\$85,000	\$95,000	\$245,000
Yearly Investment	\$315,000	\$435,000	\$475,000	\$1,225,000

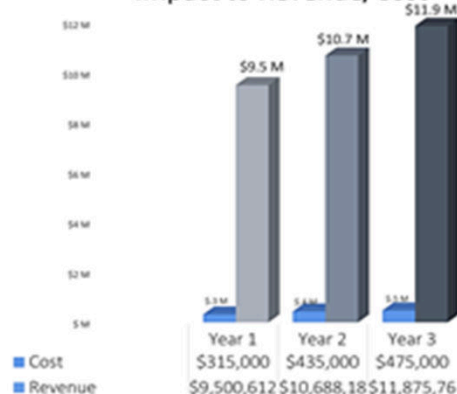
	Total
Net Present Value	\$26,392
Real 3 YEAR % ROI	2632%
Decision Delay Cost	\$2,087.6
Real 3 YEAR X ROI	26X

Value Dashboard

3- Year Value Distribution



Impact to Revenue/Cost



Contribution to Initiatives



Enable business-focused sales conversations

- Attract CXO's with finance language.
- Increase executive meeting rates 1.5X.
- Sell on results for higher margins..

Open more enterprise doors

- Has value messaging, Emails, LinkedIn...
- Produces 1.2X increases in ARR.
- Reduces deal cycles by 10%.

Optimize ALL sales methods & ABM

- Improves Challenger Sale, Consultative, MEDDIC++.
- ABM Sr. Executive value messaging & content.

<https://www.revenueaccelerators.com/value-selling/>

REVENUE™
ACCELERATORS

<https://www.revenueaccelerators.com/>
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