

Selling As A Global Network

Promoting More Global Work in Your Local Markets
February 2021



SEQUOIA

GLOBAL
NETWORK

Best Practices A Partnering Kit



SEQUOIA

GLOBAL
NETWORK

Best Practices in Selling as a Global Network

Mission Statement:

With an established presence in over 130 countries, Sequoia's Global Network is comprised of local industry leading experts with a specific focus on employee benefits, providing a "Best in Class" approach and always with the client's interests first.



SEQUOIA

Sequoia Global Benefits Services
Smart benefits solutions for your global workforce

**Need benefits support globally?
We've got you covered... everywhere
you operate around the world**

From globally mobile employees, to a solo employee opening operations in a new country, to your local employees in any country, Sequoia simplifies the management of global benefits to better support your global business mission.

With a global network covering over 130 countries, we work globally with clients ranging from emerging tech firms with small employee populations in a handful of countries, to large employers with thousands of employees in dozens of countries. These people-first employers choose Sequoia as their global benefits partner because of our unique and effective global benefits management model.

Our innovative approach benefits you and your employees

Simply stated, our global benefits management model is different, and offers distinct advantages over traditional models:

- Less disruption of local brokerage relationships, so less pushback from local operations
- Ease of implementation
- Next generation global benefits management technology (Sequoia's Global HRX System)
- Better control of local brokerage commission and consulting fee costs
- More effective negotiations with local insurers
- Improved local SLA monitoring and adherence (insurers and brokers)
- Elimination of financial conflicts of interest among local brokers and the coordinating broker

We manage your global benefit plans so you can focus on your business and your employees.

Services at a Glance

- ✓ Global Benefits Strategy
- ✓ Global Benefits Brokerage
- ✓ Global Benefits Benchmarking
- ✓ Global Benefit Inventories
- ✓ Global Compliance Management
- ✓ New Country Plan Implementation
- ✓ Multinational Pooling
- ✓ Expatriate Benefits Solutions
- ✓ Global M&A Support
- ✓ Global Benefit Communication

**A Local Presence
Wherever You Operate**

130+ Countries

SEQUOIA GLOBAL NETWORK

© 2021 Sequoia Consulting Group. All rights reserved.

info@sequoia.com

Sequoia Consulting Group
1850 Gateway Drive, Suite 700
San Mateo, CA 94404
www.sequoia.com

© 2021 Sequoia Consulting Group. All rights reserved.

Global Network Services Flyer

• Objectives:

- Sell more global coordination services to US and non-US multinationals
- Increased visibility for Sequoia and the Global Network in your local market
- Generate more local appointments for Sequoia Global Network Members

• Guidelines for Use:

- To be used in your local market with multinationals and specifically the tech sector
- Flyer cannot be co-branded
- The info@sequoia.com email address in the brochure will forward all queries to Global Sales at Sequoia



SEQUOIA

Sequoia Global Benefits Services
Smart benefits solutions for your global workforce

Need benefits support globally? We've got you covered... everywhere you operate around the world

From globally mobile employees, to a solo employee opening operations in a new country, to your local employees in any country, Sequoia simplifies the management of global benefits to better support your global business mission.

With a global network covering over 130 countries, we work globally with clients ranging from emerging tech firms with small employee populations in a handful of countries, to large employers with thousands of employees in dozens of countries. These people-first employers choose Sequoia as their global benefits partner because of our unique and effective global benefits management model.

Our innovative approach benefits you and your employees

Simply stated, our global benefits management model is different, and offers distinct advantages over traditional models:

- Less disruption of local brokerage relationships, so less pushback from local operations
- Ease of implementation
- Next generation global benefits management technology (Sequoia's Global HRX System)
- Better control of local brokerage commission and consulting fee costs
- More effective negotiations with local insurers
- Improved local SLA monitoring and adherence (insurers and brokers)
- Elimination of financial conflicts of interest among local brokers and the coordinating broker

We manage your global benefit plans so you can focus on your business and your employees.

Services at a Glance

- ✓ Global Benefits Strategy
- ✓ Global Benefits Brokerage
- ✓ Global Benefits Benchmarking
- ✓ Global Benefit Inventories
- ✓ Global Compliance Management
- ✓ New Country Plan Implementation
- ✓ Multinational Pooling
- ✓ Expatriate Benefits Solutions
- ✓ Global M&A Support
- ✓ Global Benefit Communication

A Local Presence Wherever You Operate

130+ countries

SEQUOIA | GLOBAL NETWORK

© 2021 Sequoia Consulting Group. All rights reserved.



Sequoia brings key advantages to the management of your global benefit plans

Highly Experienced Global Consulting Team
Sequoia's global consulting team has decades of combined experience in global benefits, and deep expertise in the types of plans that people-first employers provide in countries around the world. They have a proven track record helping clients improve the design, financing and delivery of their benefit arrangements globally.

Focus on Helping Clients Grow Globally
Sequoia is the partner of choice for people-first companies. We've spent almost ten decades supporting the world's most innovative, market-leading employers, and we know what it takes to fuel your growth and come through for your people globally. We have helped literally hundreds of companies establish their first international operations and efficiently scale those global operations as their worldwide business grows.

Best-in-Class Local Country Resources, Specialized in Benefits
Sequoia provides global benefits brokerage services through our proprietary Global Network of local actuaries, brokers, and consultants in over 130 countries, which was developed to be best in class in all locations regardless of ownership structure. Our Network Members are all market-leading benefits experts, focused on providing our clients with the best benefits advice and service.

Leading Edge Global Benefits Technology
We provide all our global benefits brokerage clients with Sequoia's Global HRX System, a web-based global benefits inventory tool that stores the details of renewal calendar for all plans, allows for custom side-by-side reporting on all plan provisions, stores all plan documents, and includes a project management / collaboration function that we will use to keep track of all activity we conduct on your behalf. We take responsibility for keeping the details on your plans up-to-date in the system.

Flexibility
We're here in choice. With Sequoia, you can choose to retain your existing local brokers or replace them with our local Network Members, or you. Either way, we make the most sense for you in each of all local brokers to ensure consistent service to your global strategies and provide the management and stewardship of your HR plans around the world.

Unique Culture of Service and Innovation
At Sequoia, our culture is based on highly dedicated people, a passion for service and innovative thought leadership. We focus on companies that look to the future and are on the cutting edge of progressive benefit plan design, implementation, and management globally.

SEQUOIA

Global Sales
10000
10000

Contact one of our expert consultants today to get started
info@sequoia.com

© 2021 Sequoia Consulting Group. All rights reserved.

Partnering Kit available for download from the
GNC Portal

Global Network Member Logo Stamp and JPEG

- Objectives:

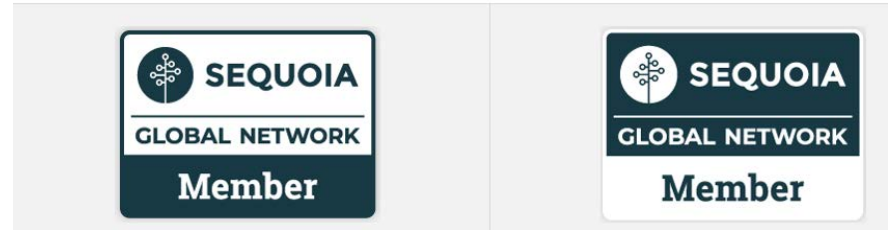
- Prep calls to share client relationship, priorities, benefits philosophy, growth plans, etc., **before** introducing another Member to the client
- Use Sequoia Global Network background on all Zoom calls
- Use Sequoia Global Network stamp and your logo on all key presentations (no other competing firm or network imagery or logos)
- Professional approach to Zoom calls (setting, background, behavior, etc.)
- Provide materials to client before Zoom call
- Standardized vocabulary (example: “global coordination”, not “global brokerage”)
- Members helping Members

- Graphical Guidelines for Logo Stamp:

- Two versions available in a variety of formats, including: .png (digital) and .eps (vector for print)
- Refer to Steps 1 and 2 (next slides) for additional guidelines on placement

- Guidelines for the JPEG Logo (Zoom, Teams)

- JPEG available



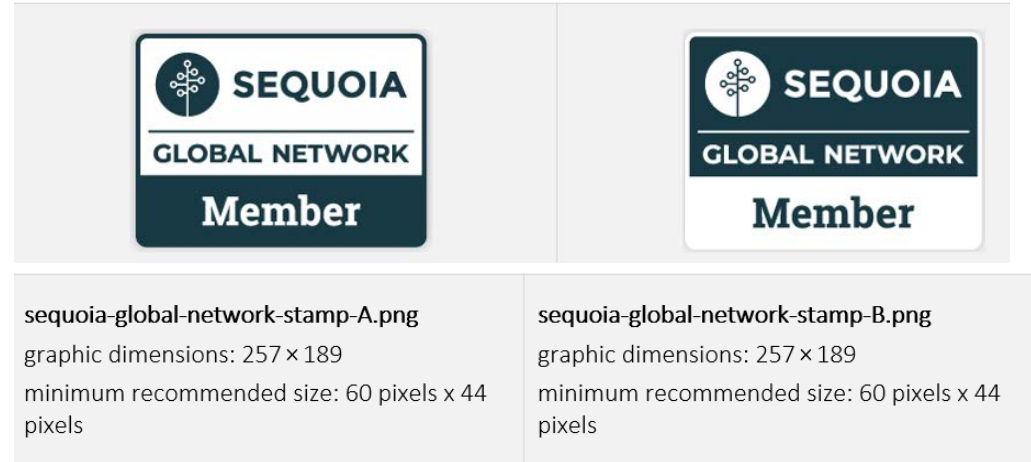
Partnering Kit and digital files available for download from the GNC Portal

Sequoia Global Network Stamp

Graphical Guidelines: Step 1

Members of the Sequoia Global Network are allowed to use the Member Stamp for a variety of marketing and promotional print and online media.

The stamp comes in two versions and is available in a variety of formats, including .png for digital use and .eps vector format for print.



*Digital files available for download from the
GNC Portal*

Sequoia Global Network Stamp

Graphical Guidelines: Step 2

One important thing to remember when using the Sequoia Global Network Stamp is that there is always enough clear space around it. Based on the diagram here, the clear space on each side of the stamp is at a least a quarter of the total width of the graphic. For example, if the stamp is embedded on your webpage at a size of 100 x 73 pixels, then allow for 25 pixels of margin around the image.



*Digital files available for download from the
GNC Portal*