WAYNE MORRIS

GO-TO-MARKET AUDIT · TEMPLATE EDITION · FLEET CONNECTED OPERATIONS

Tallis Fleet Technologies: growth that pays for itself

A review of how Tallis wins, prices and keeps its fleet customers, why each new vehicle now earns less than the last, and a phased plan with its revenue impact over the next 18 months.

PREPARED FOR
Chief Executive Officer and Board, Tallis Fleet Technologies

PREPARED BY
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DATE
November 2026

OBJECTIVE
Ending ARR from about $54.0M in 2026 to $66.0M, with payback on new ARR under 24 months

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> **This report adapts to what the audit finds.** The structure stays fixed; chapters are added, merged or removed as the evidence requires, and each chapter says how it flexes.

Template edition. Tallis Fleet Technologies and Corvane are fictional and every company figure is invented to show the format. Market context in chapter 4 is real and cited.

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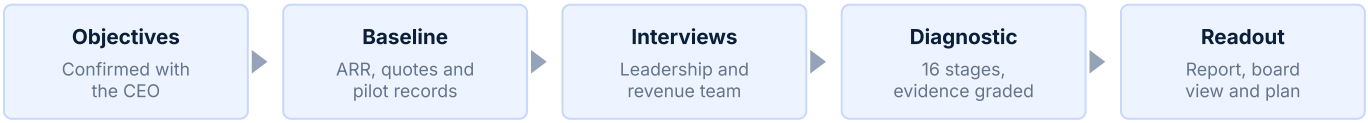
0 How the work was done

BEFORE THE FINDINGS

Context for how much weight to put on the findings that follow. Fieldwork ran from 5 to 30 October 2026.

24	17	23 hours	1,412
interviews and working sessions	people across seven teams	of recorded conversation	quotes and order forms read

Exhibit 0.1 How the audit runs



The readout is a working session with the CEO and the leadership team, followed by the board summary.

What we used

- Interviews across leadership, sales, solutions engineering, customer success, marketing, RevOps and finance
- ARR, bookings and churn by customer
- Every 2026 quote and order form, with discount and approver
- Pilot records and 112 closed-lost notes
- The 2026 commission plan and price book
- Hiring and attrition records since 2024

Out of scope or not available

- Hardware supply, installation and field service
- Interviews with customers and prospects; their notes and quotes were read instead
- Assessment of named individuals
- Marketing attribution before 2025, when the old system was retired

How sure we are. Every finding carries a confidence grade. Strong: drawn from Tallis's own transaction data. Moderate: the same picture from at least three independent interviews or documents. Directional: a pattern worth testing on thin or partial evidence. When what people told us conflicted with the numbers, we went with the numbers and reported the difference.

About this edition. Tallis Fleet Technologies, Corvane and all their figures are fictional, created to show the format. Market figures in chapter 4 are real: Samsara Q2 FY2027 results · SkyQuest · Mordor Intelligence.

ADAPTS TO THE AUDIT Sessions, data sources and scope change with every engagement. Where key data is missing, it is named here so the reader can weigh the findings accordingly.

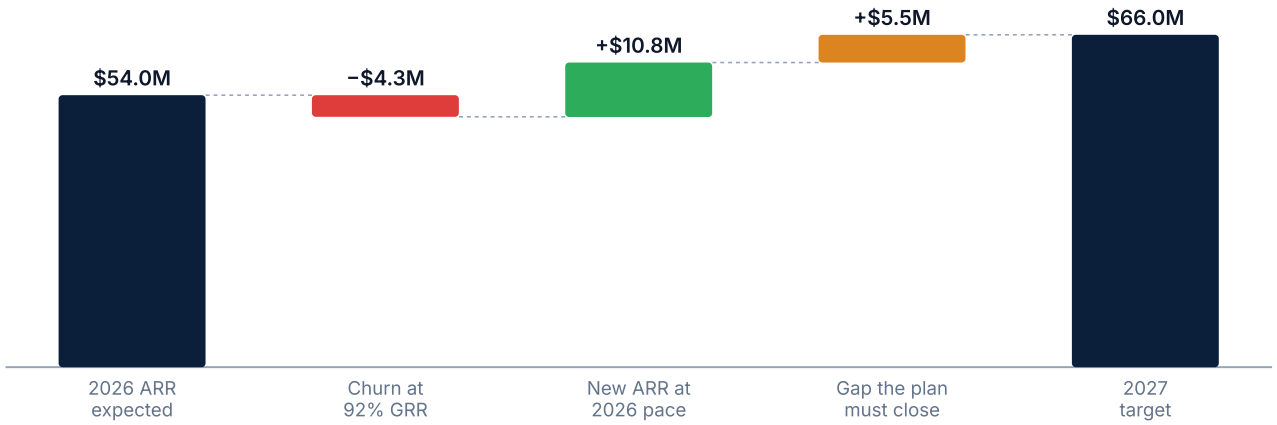
1 Executive assessment

PART I · WHERE THE BUSINESS IS

Tallis can reach $66.0M of ARR one quarter after the board's date. Fleets buy the product and use it every day; Tallis gives away too much price to win them and cannot yet show them the return in their own numbers.

Core diagnosis. Tallis adds more vehicles every year and earns less on each one. New-business price fell from $30.10 per vehicle per month in 2024 to $23.40 in 2026, against a $32 list, because discounts need no sign-off above a regional manager and buy nothing in return. Pilots run twice as long as planned and end without a measured result, so buyers ask for price instead. Net revenue retention is 104% against a gold standard of about 120%.

Exhibit 1.1 From 2026 ARR to the 2027 target ($M)



Amber is the gross new ARR Tallis must add on top of its 2026 pace. Fictional figures, template workbook.

Key findings

1. New-business price fell 22% in two years; most discounts buy nothing in return (ch 5)
2. The deepest discounts land in the last two weeks of a quarter, where commission rewards them (ch 5)
3. Pilots run 118 days against a 60-day plan; one in four has written success criteria (ch 6)
4. No customer sees a measured result in its own claims or collision data (ch 6, 7)
5. NRR is 104%; 78% of customers buy one module (ch 7)
6. New ARR takes about 30 months to pay back its sales and marketing cost (ch 8)
7. Eleven reps per manager, no written hiring bar and a new product line with no owner (ch 9)

Plan on a page

$26.50
New-business price, Q4 2027

$63.7M
ARR Dec 2027

$69.4M
ARR Jun 2028

+$5.9M
ARR vs no plan, 18 months

Built on what works: a written sales process new reps learn from, deals that close without the founders, a product fleets use daily, and large fleets that keep growing with Tallis (112% NRR above 1,000 vehicles).

ADAPTS TO THE AUDIT The findings list holds whatever the evidence ranks highest, usually five to eight items, each linked to the chapter that carries its actions.

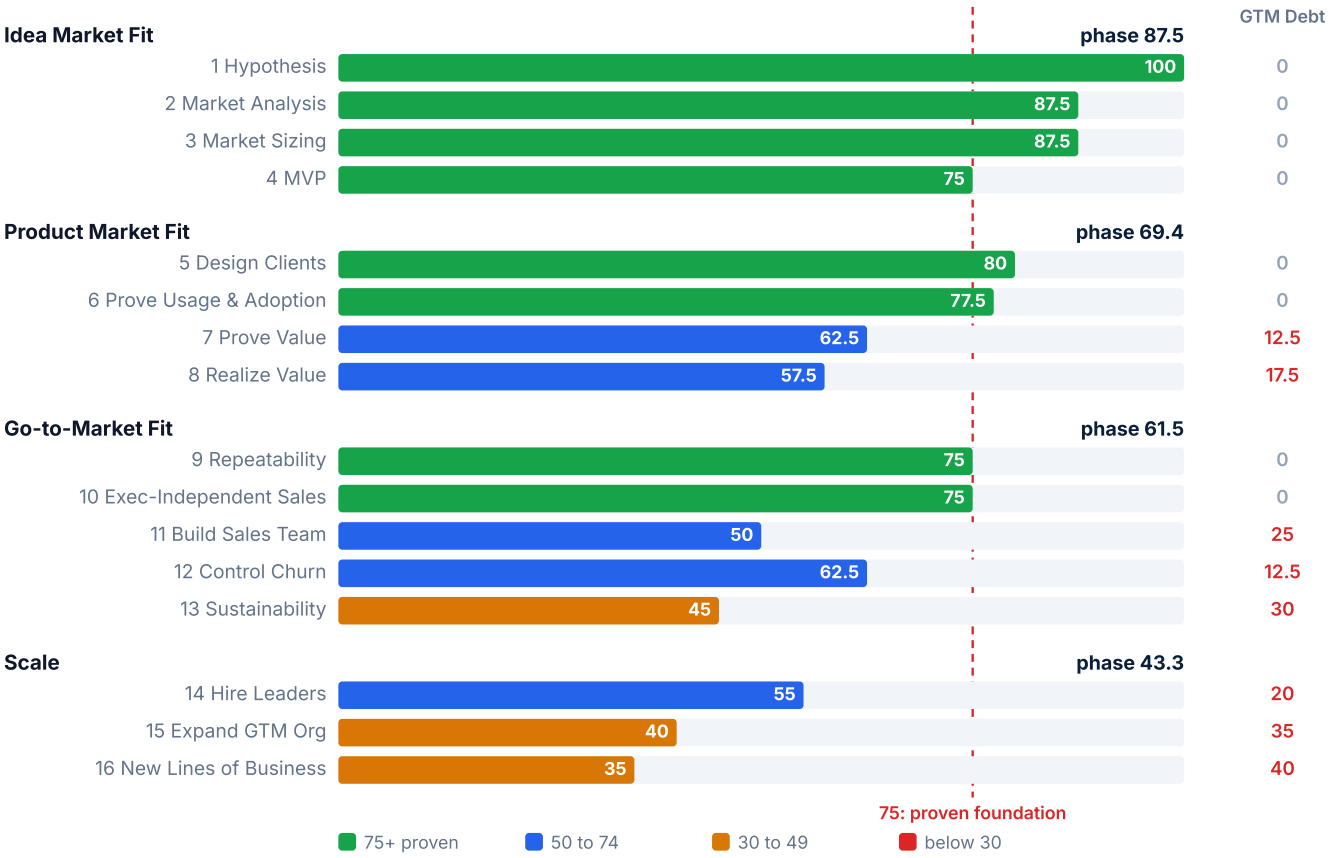
2 GTM maturity score

PART I · WHERE THE BUSINESS IS

Tallis's early stages are sound and its sellers close without the founders. The gaps sit in Go-to-Market Fit and Scale, with Prove Value and Realize Value just short. GTM Debt totals 192.5 points across eight stages.

87.5	69.4	61.5	43.3
Idea Market Fit	Product Market Fit	Go-to-Market Fit	Scale

Exhibit 2.1 The 16 GTM stages by phase: maturity score and GTM Debt (0 to 100)



A stage's GTM Debt is the distance between its score and 75, the point at which a stage counts as proven. Stages at 75 or above carry none. Fictional figures, template workbook.

Where the debt sits. Go-to-Market Fit and Scale hold 162.5 of the 192.5 points. Repeatability (a documented process that ramps new hires within a set period) and Exec-Independent Sales (reps who close without the executive team or engineers) both reach 75. The gaps are Build Sales Team (a hiring and onboarding process that keeps raising the bar), Control Churn (net revenue retention near the 120% gold standard) and Sustainability (doing all of that without burning capital). **Our read:** the price problem starts in Prove Value and Realize Value. Fix price and proof, then hire.

ADAPTS TO THE AUDIT Scores and the debt narrative change with every engagement; the method and the 16 stages stay the same, so scores compare across companies and over time.

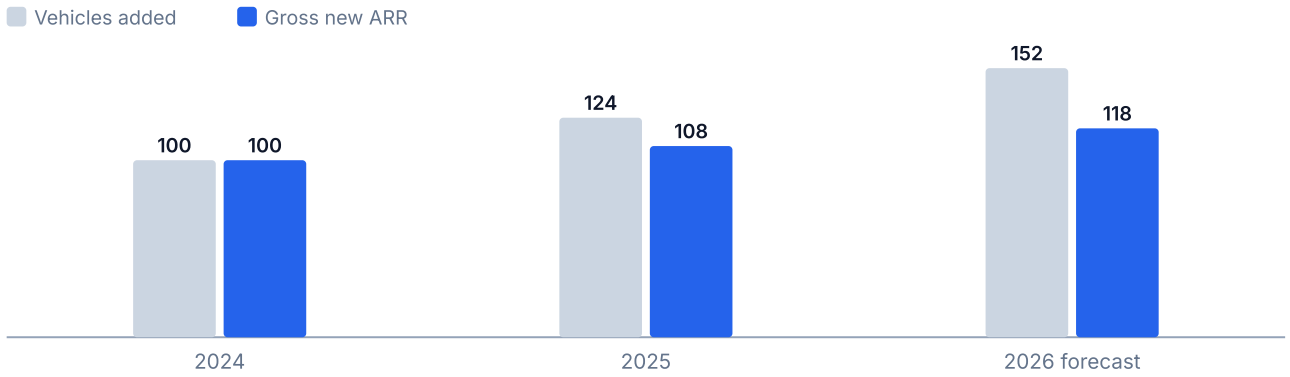
3 The business at a glance

PART I · WHERE THE BUSINESS IS

Tallis is on track for about $54.0M of ARR at the end of 2026 (+14.9%), but needs $16.3M of gross new ARR in 2027, about $5.5M more than it will add this year.

$58.9M	$47.0M	104%	$27.20
FY2025 revenue, +15.0%	ARR end 2025, +16.6%	Net revenue retention	ARR per vehicle per month

Exhibit 3.1 Vehicles added and gross new ARR, indexed to 2024 = 100



Tallis added 52% more vehicles in 2026 than in 2024, and only 18% more ARR from them. The difference is price. Fictional figures, template workbook.

Exhibit 3.2 Where 2026 gross new ARR comes from ($10.8M)



Most growth from existing customers is fleets adding vehicles. Tallis rarely sells them a second module.

Exhibit 3.3 ARR per vehicle per month



Every new cohort joins below the installed base and pulls the average down.

The 2027 gap. At 92% gross retention Tallis loses about $4.3M of ARR in 2027, so $66.0M needs $16.3M of gross new ARR, about $4.1M a quarter, against a 2026 pace of about $10.8M. About 165,000 vehicles are on the platform today.

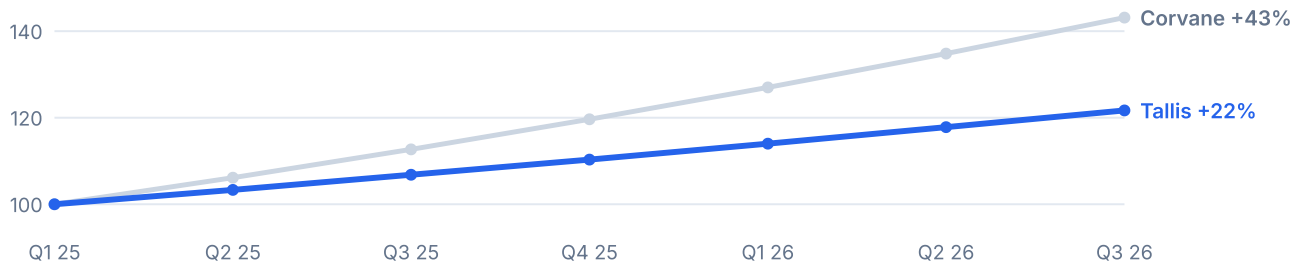
ADAPTS TO THE AUDIT The unit metric and revenue lines follow the client's model (ARR, bookings or hardware). Price, retention and the sources of growth stay in when material.

4 Market and competitor benchmark

PART I · WHERE THE BUSINESS IS

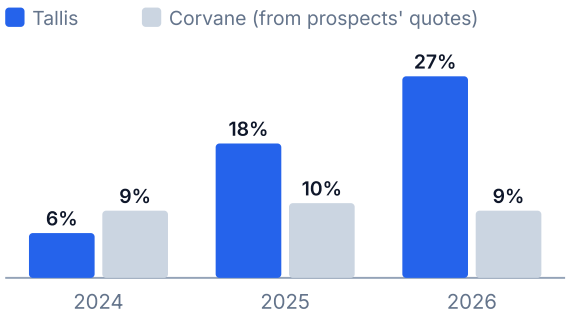
The market is growing faster than Tallis. Corvane, a younger rival, grew 27% year over year in Q3 2026 against Tallis's 15%, while holding its discount near 10%.

Exhibit 4.1 Revenue indexed to Q1 2025 = 100: Corvane up 43%, Tallis up 22%



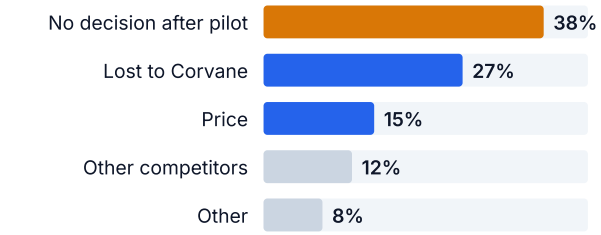
Fictional companies, template workbook.

Exhibit 4.2 Average discount off list on new business



Corvane figures come from 23 quotes prospects shared with Tallis. Directional.

Exhibit 4.3 Main reason Tallis lost enterprise deals, 2026



112 closed-lost deals on fleets of 250+ vehicles.

Market context (real). The category leader, Samsara, reported ending ARR of $2.125B in its fiscal Q2 2027 (quarter to 1 August 2026), up 30% for a third straight quarter (SEC filing). Market estimates range from about 6.6% a year in installed units (Mordor Intelligence) to about 17.8% a year in value (SkyQuest).

Where Tallis falls behind. In lost-deal notes, buyers rate Tallis's cameras and coaching as good as Corvane's or better. Corvane wins on proof: its paid 60-day pilot ends with a report built from the customer's own claims data. Price was the main reason in 15% of Tallis's enterprise losses; a pilot that ended without a decision was the main reason in 38%.

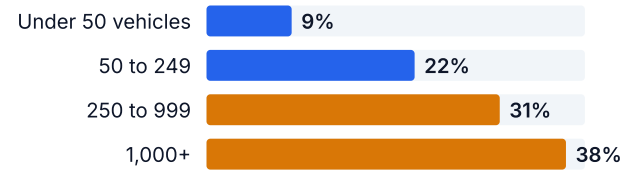
ADAPTS TO THE AUDIT The peer, market sources and exhibits change by vertical. Where no public peer exists, the chapter uses market data and win/loss evidence instead.

5 Price and discounting

PART II · FINDINGS AND ACTIONS

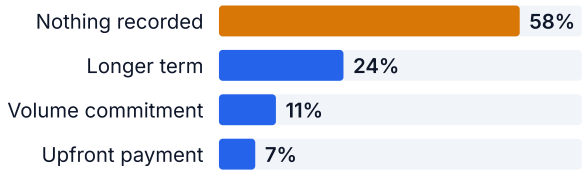
FINDING · STRONG	OUTCOME	WHEN	REVENUE IMPACT	OWNER
Discounts need no approval above a regional manager and buy nothing in return; new-business price fell 22% in two years	New-business price back to $26.50 by Q4 2027; every discount over 15% tied to a term, volume or payment	Bands agreed in 30 days; deal desk live Q1 2027	About +$1.4M gross new ARR a year (R1) and +$0.8M from renewal steps (R4)	CFO and CRO

Exhibit 5.1 Average discount off list on new deals, 2026, by fleet size



The larger the fleet, the deeper the discount, with no floor.

Exhibit 5.2 What Tallis got in return for discounts over 20%, 2026



From 1,412 quotes and order forms. 58% recorded no term, volume or payment in exchange.

What we found

- Six regional managers can approve up to 35% off list, and nothing above that has been refused. The CFO sees the discount when the order form reaches billing.
- Commission is paid on contract value with an accelerator above quota. 61% of deals over 25% off closed in the last two weeks of a quarter.
- No 2026 renewal carried a price step, so each discount stays in the base for the life of the customer. 40% of vehicles on the platform pay under $25.

Our take. Price is the main loss reason in 15% of enterprise deals, yet nearly every enterprise deal is discounted. Set bands by fleet size, make every discount over 15% buy something, and send anything over 25% to a deal desk the CFO owns. Expect win rate to dip for a quarter while sellers adjust, and watch it monthly.

Action	Owner	When
Discount bands by fleet size and a give-get list	CFO, CRO	Next 30 days
Deal desk with one owner and a 24-hour turnaround for every deal over 15%	Finance, RevOps	Days 31 to 90
Pay commission on realized price; cap the quarter-end accelerator	CRO, Finance, HR	2027 plan
A 3% to 5% price step in every renewal below band	Customer success	From Q1 2027

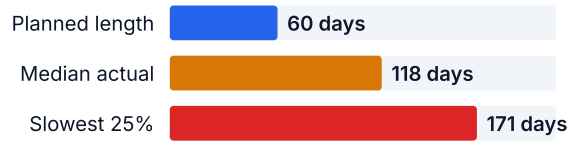
ADAPTS TO THE AUDIT Where price holds, this chapter shrinks to a check of the approval rules. Where packaging is the problem, it covers editions and bundles instead.

6 Pilots and proof of value

PART II · FINDINGS AND ACTIONS

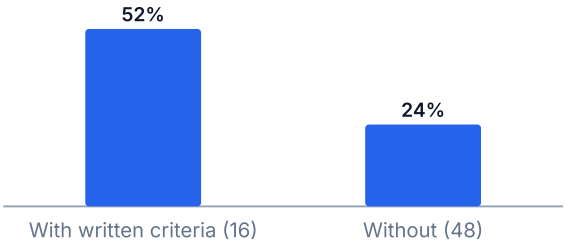
FINDING · STRONG	OUTCOME	WHEN	REVENUE IMPACT	OWNER
Pilots run twice as long as planned and end without a measured result, so they stall or turn into a price negotiation	Pilots with written criteria and a customer baseline, decided within 75 days; a value report for every account over $250K	Pilot rules in 30 days; paid pilots from Q2 2027	About +$1.9M gross new ARR a year (R2, R3)	Head of sales; solutions engineering

Exhibit 6.1 Enterprise pilots: planned against actual length



64 pilots on fleets of 250+ vehicles that closed in 2025 and 2026.

Exhibit 6.2 Pilot conversion, with and without written success criteria



Overall conversion is 31%. Number of pilots in brackets.

What we found

- 46% of enterprise deals go through a free pilot. One in four starts with written success criteria, and none takes a baseline of the fleet's collision or claims rate before the cameras go in.
- At the end of a pilot the buyer has driver scores and video clips, and no figure their CFO recognizes. The conversation moves to price.
- After rollout, one in five accounts over $250K had a value review in 2026. Most customers cannot say what Tallis has saved them.

Our take. A pilot is a sale with a deadline. Agree what success looks like, take the baseline, and fix the decision date and the price before the first camera ships. Charge for pilots over 50 vehicles and credit the fee on signature: a buyer who has paid makes the decision. Corvane already works this way.

Action	Owner	When
Pilot entry rules: criteria, baseline, decision date and price in writing	Head of sales	Next 30 days
A day-45 value report built from the customer's own data	Solutions engineering	Days 31 to 90
Paid pilots over 50 vehicles, credited on signature	CRO, Finance	From Q2 2027
Value review twice a year for every account over $250K	Customer success	From Q2 2027

ADAPTS TO THE AUDIT For products that sell without a trial, this chapter covers onboarding and time to first value instead.

7 Retention and expansion

PART II · FINDINGS AND ACTIONS

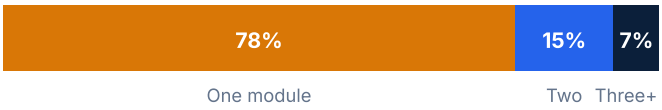
FINDING · STRONG	OUTCOME	WHEN	REVENUE IMPACT	OWNER
Net revenue retention is 104% against a gold standard of about 120%; expansion comes from fleets growing, rarely from Tallis selling	NRR at 108% by Q4 2027 and on a path to 115%; renewals that carry a value review and a price step	Coverage model by Q1 2027; module targets from Q2 2027	About +$1.6M a year from expansion (R5)	VP Customer Value (new); customer success

Exhibit 7.1 Net revenue retention by fleet size, 2026



Large fleets grow with Tallis; small fleets leave.

Exhibit 7.2 Customers by number of modules bought



The AI coaching module lifts NRR where it lands, and it is offered at fewer than one renewal in five.

What we found

- Each account manager carries about 140 accounts, from a 12-vehicle landscaper to a 4,000-vehicle carrier. The largest accounts get the same attention as the smallest.
- Renewals are handled as paperwork: the order form goes out 30 days before the end date, at the old price, with no review of what the customer gained.
- Gross revenue retention is 92%. Most churn is in fleets under 50 vehicles, where the cost to serve is highest.

Our take. Split coverage. The largest 120 accounts hold about half of ARR: give each a named account manager, a module target and a renewal plan that starts 120 days out. Move fleets under 50 vehicles to a pooled team with a digital renewal path.

Action	Owner	When
Split accounts: named coverage for the largest 120, pooled for the rest	Customer success	Q1 2027
Renewal plan from 120 days out: value review, price step, module offer	Account managers	From Q1 2027
Module attach targets in account manager comp	CRO, HR	2027 plan
Digital renewal path for fleets under 50 vehicles	Customer success, marketing	Q2 2027

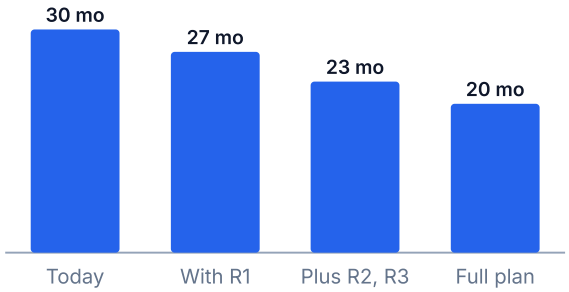
ADAPTS TO THE AUDIT Where retention is already near the gold standard, this chapter shrinks to a renewal check. Where churn is the main constraint, it becomes a full recovery plan.

8 Pipeline, win rate and payback

PART II · FINDINGS AND ACTIONS

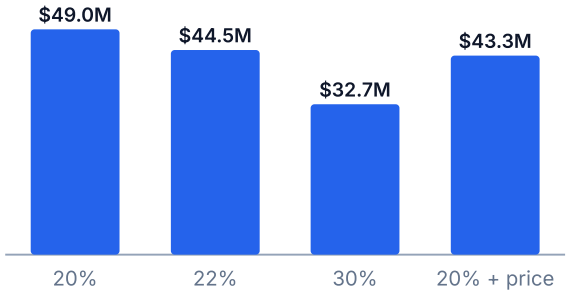
FINDING · MODERATE	OUTCOME	WHEN	REVENUE IMPACT	OWNER
Win rate is 20%, close to a typical 22%, but new ARR takes about 30 months to pay back its sales and marketing cost	Payback under 24 months; win rate held at 20% or better through the price change, then 22%	Baseline in 30 days; payback reported monthly from Q1 2027	No lever of its own; it shows whether R1, R2, R4 and R5 pay off	CFO, RevOps

Exhibit 8.1 Months to pay back the cost of new ARR, at today's spend



Payback falls as each lever lifts new ARR at the same spend. The new roles in chapter 9 add about a month.

Exhibit 8.2 Pipeline to create in 2027 for $9.8M of new-logo ARR



Today's 20%, the typical 22%, the 30% North Star, and 20% with price back at $26.50. The other $6.5M of 2027's $16.3M comes from existing customers.

What this means. Reaching the typical 22% win rate saves Tallis about $4.5M of pipeline in 2027. Getting new-business price back to $26.50 saves about $5.7M at today's win rate, because each deal carries 13% more ARR. Price comes first, then win rate. The 30% North Star is worth $16.3M of pipeline, and it depends on pilots that end in a decision.

How the 20% is measured. Deals won over deals closed in 2026, by count, for new logos over 25 vehicles. We count pilots open past 180 days as lost. Tallis's own report leaves them open, which makes the rate read 26%.

Action	Owner	When
Close or reopen every pilot older than 120 days	Head of sales	Next 30 days
Report payback monthly, by fleet size	CFO, RevOps	From Q1 2027
Set 2027 pipeline targets at today's win rate	CRO, Finance	Days 31 to 90
Monthly win-rate check through the first two quarters of price bands	RevOps	From Q1 2027

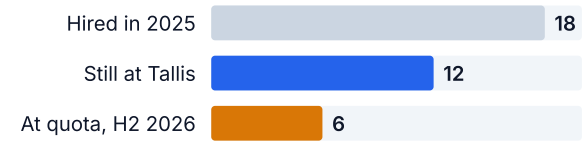
ADAPTS TO THE AUDIT The simulation runs on the client's own funnel, price and win rate. Where data is too thin to trust, rates are shown as directional.

9 Sales team, managers and new lines

PART II · FINDINGS AND ACTIONS

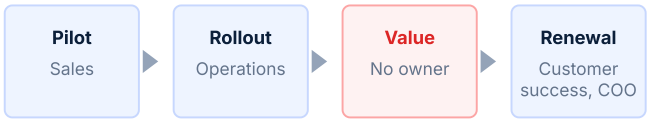
FINDING · MODERATE	OUTCOME	WHEN	REVENUE IMPACT	OWNER
Tallis hires reps faster than it can coach them: 11 reps per manager, no written hiring bar, and a new product line with no owner	Two regional directors, six to eight reps per manager, a written hiring bar and a named owner for Tallis Trailer	Scorecard in Q1 2027; directors in seat by Q4 2027	Enabler: protects growth in 2028	CEO, CRO, HR

Exhibit 9.1 Account executives hired in 2025



Six left within a year. Six reached quota in the second half of 2026.

Exhibit 9.2 Who owns the customer's result today



Four teams touch it. Nobody is measured on it.

What we found

- Interviews and references vary by hiring manager. There is no written profile of who succeeds at Tallis, so the bar moves with each hire.
- Six first-line managers each run about 11 reps and all report to the CRO. Nobody has time to coach deals below the ten largest.
- Tallis Trailer, launched in March 2026, has $0.4M of ARR. It has no target, no owner in sales and no line in the comp plan, so reps sell it only when asked.

Our recommendation: one leader for customer value. Hire a VP Customer Value, reporting to the CRO, who owns everything from the pilot's success criteria to the renewal: rollout, value reports, reviews and price steps. Customer success moves across from the COO. Four teams touch the customer's result today and none owns it, which is why pilots stall and renewals go out at the old price. The role pays for itself if NRR moves two points, about $1.1M of ARR.

Action	Owner	When
Hire a VP Customer Value; move customer success under the CRO	CEO, CRO	Q1 2027
Written hiring scorecard and a 90-day ramp check for every new rep	CRO, HR	Q1 2027
Promote or hire two regional directors before the next rep hires	CRO	By Q4 2027
A named owner and a 2027 target for Tallis Trailer	CEO	Q2 2027

ADAPTS TO THE AUDIT Leadership, hiring and new product lines can each grow into a chapter when they are the main constraint, or shrink to a line when they are not.

10 Recommendations

PART III · THE PLAN AND WHAT IT IS WORTH

Ten recommendations. Four carry a revenue number; the other six are what make those four stick. Two decisions come first: the price rules (R1) and the leader who owns customer value (R10).

Exhibit 10.1 Impact against effort, by recommendation



Navy with a mint ring = first decisions (R1 and R10). The renewal step (R4) and the commission change (R6) both take their numbers from the R1 price bands, so R1 is settled before either is designed.

#	Recommendation	ARR a year at full effect	When	Owner
R1	Discount bands, a give-get list and a deal desk	+$1.4M	Q1 2027	CFO, CRO
R2	Pilot rules: written criteria, a baseline, a decision date	+$1.9M*	30 days	Head of sales
R3	Paid pilots over 50 vehicles, credited on signature	In R2	Q2 2027	CRO, Finance
R4	A price step in every renewal below band	+$0.8M	From Q1 2027	Customer success
R5	Named coverage and module targets for the largest 120 accounts	+$1.6M	Q2 2027	Customer success
R6	Commission on realized price; cap the quarter-end accelerator	Enabler	2027 plan	CRO, Finance
R7	Payback on new ARR reported monthly	Enabler	Q1 2027	CFO
R8	A written hiring scorecard and a 90-day ramp check	Enabler	Q1 2027	CRO, HR
R9	Two regional directors; an owner for Tallis Trailer	Enabler	Q4 2027	CRO, CEO
R10	A VP Customer Value who owns value from pilot to renewal	Enabler	Q1 2027	CEO

*R2 with R3 and the day-45 value report. Total at full effect: about +$5.7M a year. Each quarter R1 slips costs about $0.35M of ARR.

ADAPTS TO THE AUDIT The number and order of recommendations follow the findings. Only those with a defensible link to the client's own numbers carry a revenue figure.

11 Revenue impact over 18 months

PART III · THE PLAN AND WHAT IT IS WORTH

FINDING · MODERATE	OUTCOME	WHEN	REVENUE IMPACT	OWNER
Without a plan Tallis ends 2027 at about $60.5M of ARR, $5.5M short	$63.7M at Dec 2027, $66.5M at Mar 2028, $69.4M at Jun 2028 (expected)	Levers ramp from Q1 2027; full effect from Q4 2027	+$5.9M ARR and +$6.3M revenue over 18 months	CRO and CFO

Exhibit 11.1 Ending ARR by quarter, plan versus no plan ($M)



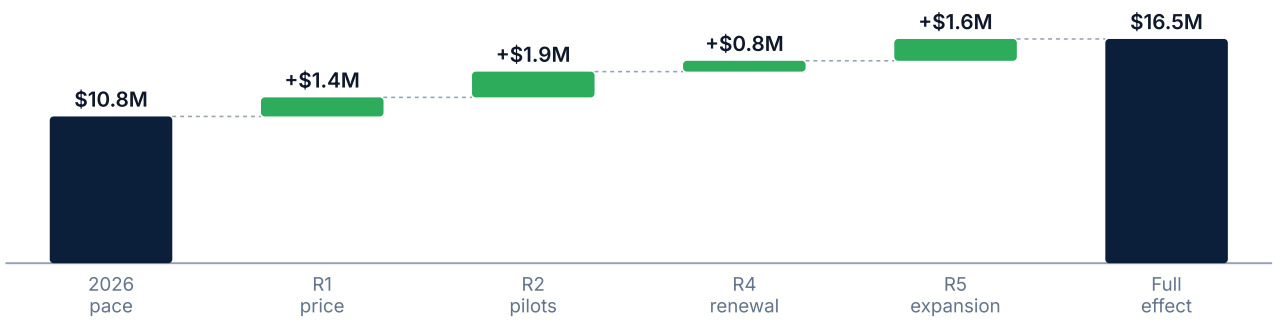
The plan passes the target one quarter late. We have not stretched the assumptions to land on the date.

Scenario	ARR Dec 2027	ARR Jun 2028	Added by Jun 2028
Conservative (60%)	$62.4M	$67.0M	+$3.6M
Expected (100%)	$63.7M	$69.4M	+$5.9M
Stretch (125%)	$64.5M	$70.9M	+$7.4M

Revenue over 18 months: +$3.4M subscription and +$2.9M hardware. Hardware follows only the pilot lever, the one that adds vehicles.

Leading indicators: new-business price above $25 (Q1 2027); pilot conversion above 40% and median pilot under 75 days (Q2 2027); win rate at 20% or better throughout; NRR run-rate of 106% by Q3 2027.

Exhibit 11.2 Gross new ARR a year: from the 2026 pace to full effect of the plan ($M)



$16.5M at full effect against $16.3M needed for 2027. The levers ramp through 2027, which is why the target lands in Q1 2028. Each lever is sized from Tallis's own data.

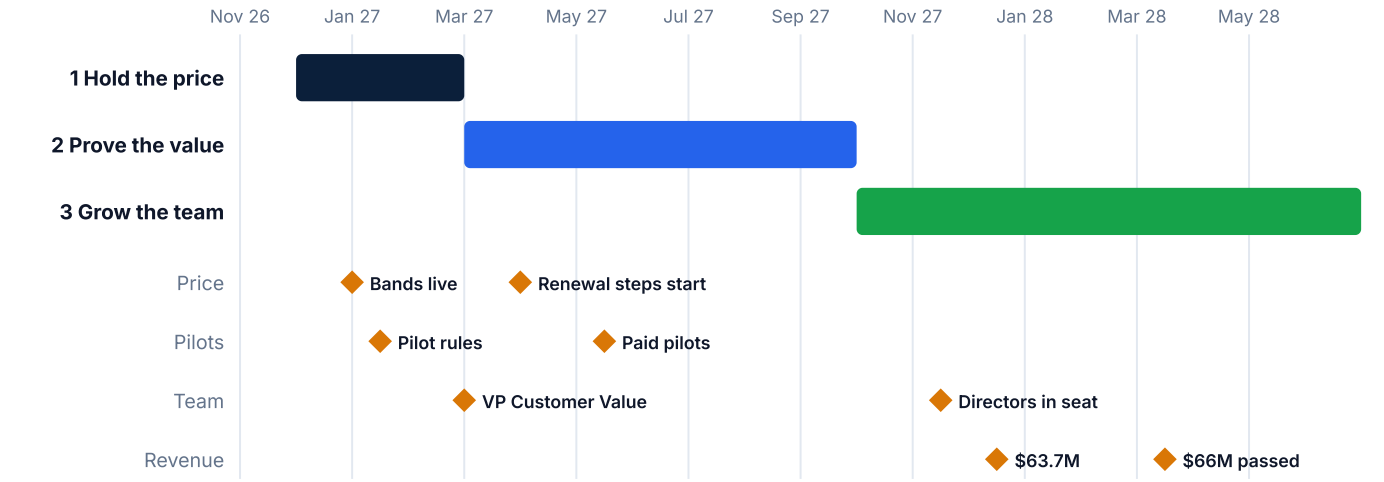
ADAPTS TO THE AUDIT Levers, ramps and scenarios are rebuilt from each client's data. Where data is thin, impact is shown as a range with its confidence stated.

12 Roadmap

PART III · THE PLAN AND WHAT IT IS WORTH

Three phases over 18 months, each with exit criteria to meet before the next begins. Price comes first because everything after it, from renewals to new hires, inherits the price Tallis sets now.

Exhibit 12.1 Phased plan, December 2026 to June 2028



Amber diamonds are milestones. Hiring waits for phase 3 on purpose: reps who join before the price bands exist learn to discount.

Phase	What gets done	Exit criteria
1 Hold the price · Dec 2026 to Feb 2027	Discount bands and give-get list; deal desk; pilot rules; every old pilot closed or reopened; payback baseline; VP Customer Value search	New-business price above $25 for two months running; win rate 20% or better
2 Prove the value · Mar to Sep 2027	Paid pilots; day-45 value reports; named coverage for the largest 120 accounts; renewal price steps; commission on realized price; hiring scorecard	Pilot conversion above 40%; median pilot under 75 days; NRR run-rate 106%
3 Grow the team · Oct 2027 to Jun 2028	Two regional directors; the next rep hires, made against the scorecard; a Tallis Trailer target	$66.0M passed; payback under 24 months; 2027 hires at quota in their second half

What would move the dates. If win rate falls below 18% for two months in phase 1, widen the bands; keep the deal desk and the give-get list. If the VP Customer Value hire runs past Q1 2027, the CRO owns value reviews and renewal price steps until the seat is filled. A slip in phase 1 moves the ARR path by about $0.35M a quarter; a slip in phase 3 moves 2028, not 2027.

ADAPTS TO THE AUDIT Phase lengths follow the client's calendar and the size of the gap. A business further from its target may run four phases, not three.

13 Board summary

PART IV · THE BOARD VIEW

The board is asked to back a plan that takes ARR from about $54.0M to $66.0M by early 2028 with payback under 24 months, and to approve three decisions that make it possible.

14.9%	104%	+$5.9M	+$6.3M
ARR growth 2026, Corvane 27%	Net revenue retention	ARR in 18 months, expected	Revenue in 18 months, expected

Exhibit 13.1 Range of outcomes: conservative, expected (dot) and stretch



Conservative assumes 60% of each lever's effect; stretch 125%.

Decisions asked of the board

1. Approve the discount bands and the deal desk, with the CFO signing anything over 25% off list.
2. Approve paid pilots for fleets over 50 vehicles.
3. Approve the VP Customer Value role and the move of customer success under the CRO.

Top risks

- Win rate dips while sellers adjust to the bands.
- Sellers leave over the commission change; the accelerator cap is the sensitive part.
- A large account resists a renewal price step (the largest 120 hold about half of ARR).

What the board sees each quarter

Measure	Today	Q4 2027 goal
Ending ARR	$52.2M (Q3 26)	$63.7M
Gross new ARR, quarter	~$2.7M	$4.1M
New-business price	$23.40	$26.50
Pilot conversion	31%	45%
Net revenue retention	104%	108%
Payback on new ARR	30 months	Under 24

30-60-90. Day 30: discount bands, give-get list and pilot rules signed off; every old pilot reviewed. Day 60: deal desk running; payback baseline reported; VP Customer Value search under way. Day 90: 2027 commission plan published with the realized-price change; first renewal price steps sent.

ADAPTS TO THE AUDIT Written for the client's board from its own board pack, so the asks, risks and quarterly measures change with each engagement.

WAYNE MORRIS

AFTER THE SAMPLE

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