

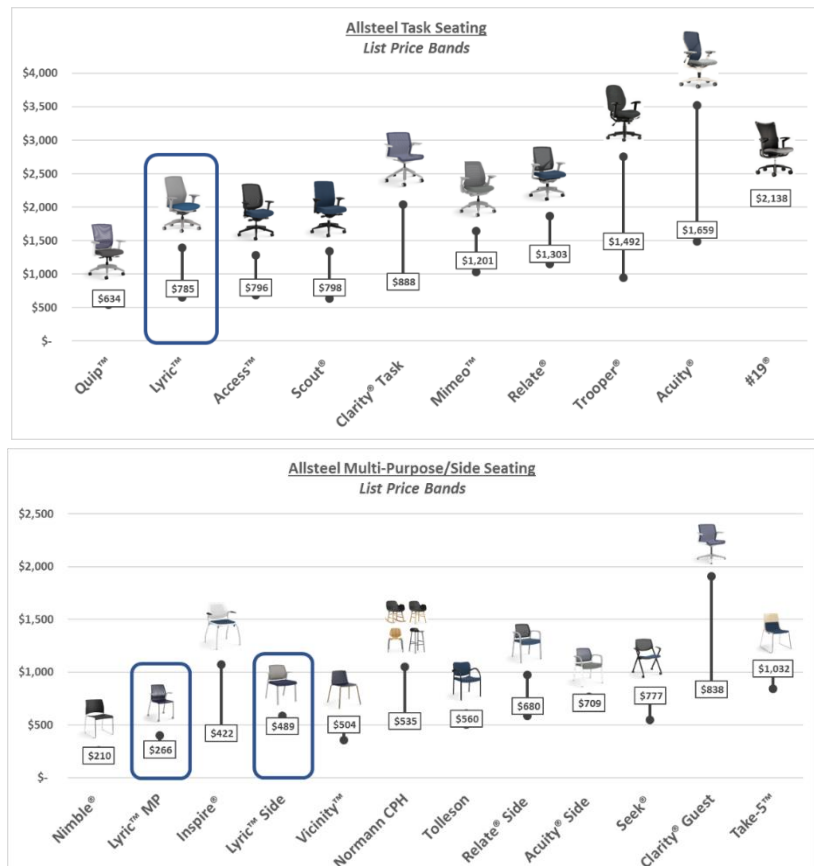
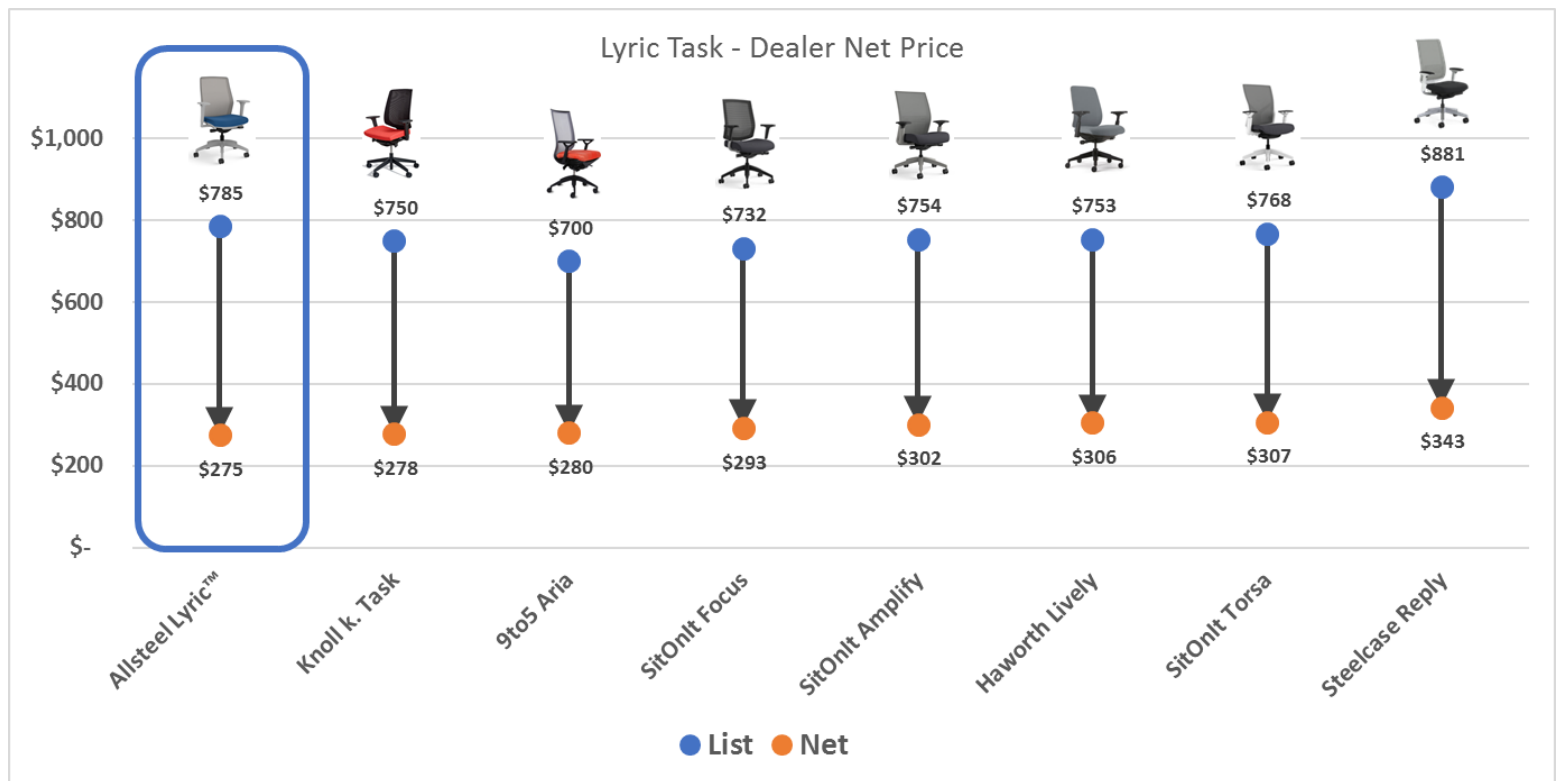


<b>Product Story</b>	<p>Lyric is a cohesive seating family featuring task chairs and stools, side chairs, and 4-leg and sled-base multi-purpose chairs. A wide range of mesh, upholstery, and finish options are available to create the desired look for any space.</p> <p>With the depth and breadth of the Lyric offering, companies can outfit the entire floorplan with one seating platform, providing a consistent aesthetic, simplifying facilities management, and addressing the many different places people work.</p>	
<b>Key Message</b>	<p>The Lyric family of seating is the most comprehensive Allsteel seating offering. Its versatility in addressing today's dynamic applications can be supported by the diverse offering featured throughout its platform.</p> <ul style="list-style-type: none"> <li>Product options for every space type</li> <li>Great design at an approachable price</li> <li>Broad palette to fit any space</li> </ul>	
<b>Launch Date</b>	<p><b>Available Now</b> Task chair, task stool, large &amp; tall, side chair, 4-leg and sled-base multi-purpose chairs</p> <p><b>Available June 2018</b> 5-star swivel/light task chair (arms and armless), 30" wire-frame bar stool, upholstered seat pad</p>	
<b>Target Audience</b>	<p>DSRs currently specifying competitive task, multi-purpose, and side seating</p>	
<b>Product Background</b>	<p>The Lyric family is the direct result of DSRs requesting a full family offering with competitive options at a market-driven price point.</p>	
<b>Market Trends</b>	<ul style="list-style-type: none"> <li>Customers demanding high design at an attainable price point</li> <li>Broad options and choice in control and comfort</li> <li>Mix in space types and need for a single cohesive product solution to fill the floorplate</li> </ul>	
<b>What types of customers should we target?</b>		
<b>Product Differentiators</b>	<p><b>Full Family</b></p> <ul style="list-style-type: none"> <li>One of the most comprehensive seating families in the market</li> <li>Family options that fulfill customer requirements for solo, team, and common space with task, side, and multi-purpose chairs</li> </ul> <p><b>User Support</b></p> <ul style="list-style-type: none"> <li>Choice between automatic (weight-activated) and manual (synchro-tilt) controls</li> <li>Mid- and high-back plus large &amp; tall task models</li> </ul> <p><b>Options</b></p> <ul style="list-style-type: none"> <li>Multiple upholsteries, 6 mesh options on task and side chairs, 8 polymer colors on multi-purpose chair</li> <li>Ability to scale options up and down</li> </ul>	
<b>Internal Price Positioning</b>	<div style="display: flex; justify-content: space-between;"> <div style="width: 60%;">  </div> <div style="width: 35%;"> <p><b>Up-Sell</b></p> <ul style="list-style-type: none"> <li>Sell the task chair plus the side chair</li> <li>If task isn't an option, respond with Lyric multi-purpose</li> </ul> <p><b>Discount</b></p> <p>65% off on Everyday Advantage program</p> <p><b>Programs</b></p> <p>Lyric 10-Day Seating program</p> <p><b>Dealer Incentives*</b></p> <p><b>Task Seating (SPIFF)</b> \$20 ≤ 65% discount / \$10 &gt; 65.1% discount</p> <p><b>Side/Multi-Purpose Seating (SPIFF)</b> \$10 ≤ 65% discount / \$5 &gt; 65.1% discount</p> <p>*Through June 30, 2018. Excludes new models.</p> </div> </div>	

# Allsteel®






## Competitive Price Positioning












Net price for Allsteel product is calculated using Everyday Advantage discounting. Stated GSA discounting and DTD discount assumptions are applied to non-Allsteel product. Pricing noted above is provided as reference only.

Comparable models shown: Mesh high-back, enhanced synchro-tilt, titanium frame, 2D adj. arms, hard-tread casters, grade 1 textile

## Allsteel Competitive Advantages

Sit On It Torsa	Steelcase Reply	Haworth Lively	Sit On It Focus	9 to 5 Aria
 <ul style="list-style-type: none"> <li>Offers just one control mechanism and 2D or fixed arms</li> <li>No family beyond task</li> <li>Known for strong acceptance with A&amp;D</li> <li>10 mesh options plus white or black finishes</li> <li>Open distribution</li> </ul>	 <ul style="list-style-type: none"> <li>Task options include upholstery and mesh with just one control mechanism</li> <li>Task plus coordinating side chair available</li> <li>Available in 9 mesh colors plus gray or black finishes</li> </ul>	 <ul style="list-style-type: none"> <li>Task options include upholstery and mesh with just one control mechanism</li> <li>Task plus coordinating side chair available</li> <li>Available in 9 mesh colors; black finish only</li> </ul>	 <ul style="list-style-type: none"> <li>Available with synchro-tilt mechanism</li> <li>Task plus coordinating side chair and side stool available</li> <li>Available in 3 mesh colors plus black or gray finishes</li> <li>Open distribution</li> </ul>	 <ul style="list-style-type: none"> <li>Available with synchro-tilt mechanism</li> <li>Mid- and high-back task, headrest, stool plus coordinating side option</li> <li>Available in 8 mesh colors; black finish only</li> <li>Open distribution</li> </ul>

## Statement of Line

High-Back Task	Mid-Back Task	High-Back Stool	Mid-Back Stool	Large & Tall	Side Chair	4-Leg Multi-Purpose	Sled-Base Multi-Purpose
							
<b>Enhancements June 2018</b>  5-Star Multi-Purpose (arms and armless) 30" Wire-Frame Bar Stool Upholstered Seat Pad							
<ul style="list-style-type: none"> <li><b>Mesh:</b> 6 (Platinum, Poppy, Graphite, Clay, Navy, Carbon)</li> <li><b>Frame:</b> 2 (Black, Titanium)</li> <li><b>Base:</b> 3 (Black, White, Polished Aluminum)</li> <li><b>Arms:</b> 4 (Armless, Fixed, 2D, 4D)</li> <li><b>Controls:</b> 3 (Basic Synchro-Tilt, Enhanced Synchro Tilt, Weight-Activated)</li> <li><b>Shell Colors:</b> 8 (Zest, Cherry, Regatta, Brownstone, White, Onyx (Black), Titanium, Calypso)</li> </ul>							

# Allsteel®

Selling Tools	Visualization	Specification/Ordering	Literature	Information
	Imagery Product Configurators	Symbols Spec. Guide/Price List	Spec. Sheets Brochure	Sales Presentation AO.com Synergy
<b>Training</b>	National Sales Meeting – Feb. 2018 NeoCon – June 2018 Allsteel University and Online Modules			
<b>Promotions &amp; Spiffs</b>	Currently offering SPIFF on Lyric family per terms noted. More information is available on Synergy.  <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p><b>Task Seating (SPIFF)</b></p> <p>\$20 ≤ 65% discount / \$10 &gt; 65.1% discount</p> </div> <div style="text-align: center;"> <p><b>Side/Multi-Purpose Seating (SPIFF)</b></p> <p>\$10 ≤ 65% discount / \$5 &gt; 65.1% discount</p> </div> </div> <p>10-Day Seating program available for quick-ship delivery. More information is available on Synergy.</p>			
<b>Pre-Sell Criteria</b>	All projects must be entered in Salesforce for tracking and visibility, regardless of size. Include as much project information that you know in Salesforce. <ol style="list-style-type: none"> <li>1. What is the total size of the opportunity (units/invoice)?</li> <li>2. Who is the customer, and are they currently an Allsteel/HNI customer?</li> <li>3. Who is the competition?</li> <li>4. What is the timing for order entry? Installation?</li> <li>5. Is there a mockup requirement and do we have the timing identified?</li> </ol>			
<b>Contact</b>	<b>Product:</b> Anthony Ash <a href="mailto:asha@allsteeloffice.com">asha@allsteeloffice.com</a> or Evan Aschbrenner <a href="mailto:aschbrenere@allsteeloffice.com">aschbrenere@allsteeloffice.com</a> <b>Marketing:</b> Brian Parrott <a href="mailto:parrottb@allsteeloffice.com">parrottb@allsteeloffice.com</a>			

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