

FINDING THE INFORMATION

Research and preparation are critical for successfully engaging and selling to customer executives. Visit the Investor Relations section of your customer's Web site and the Client Resources section of www.conversation.com to conduct your due diligence.

TIPS TO STREAMLINE YOUR RESEARCH

1. Annual Report to Shareholders

The principal document used by most public companies to disclose corporate information to shareholders, this single best source of information usually includes the Letter to Shareholders, financial data, market segment information, new product plans and information by lines of business.

2. Forms 10-K and 10-Q

Focus on these sections:

Item 1 Business Overview for an explanation of the account's business.

Items 7 and 7a MD&A where management is compelled to disclose market risks and address the tough question "What went wrong last year?"

3. Proxy Statement DEF 14A

Focus on these sections:

Report of the Compensation Committee - What performance metrics are used to compute executive bonus and incentive plans?

Board of Directors - Are any board members also associated with another customer? How could this relationship be leveraged?

4. Analyst Reports

Most public companies are followed by one or more financial analysts whose reports include the analyst's opinion of the company and an outlook on future performance. Look for recently dated reports labeled 'Initiating Coverage' or 'Reinitiating Coverage' to identify more comprehensive reports.

INFORMATION SOURCES

	Annual Reports	SEC Documents (10K/10Q/Proxy)	Prospectus	Analyst Report
Letter to Shareholders	▲			
Income Statement	▲	▲	▲	
Balance Sheet	▲	▲	▲	
Management Discussion & Analysis (MD&A)	▲	▲	▲	
Notes to Financial Section	▲	▲	▲	
Executive Compensation	(Non-U.S.)	(20F/Proxy)	▲	
Comparisons/Industry Trends				▲
Risk Factors	(Non-U.S.)	▲	▲	▲
Business/Industry Descriptions		▲	▲	▲
Current Issues	▲	▲	▲	▲
Key Executive Information	▲	▲	▲	

ADDITIONAL RECOMMENDED RESOURCES

Management Presentations

Typically found in the Investor Relations section of a company's Web site, these files provide a unique opportunity to hear customer executives talk about their business in their own words. Look for original files or transcripts with names like 'Investor Presentations' or 'Analyst Call Q&A.'

Press Releases

Focus on Earnings Releases (there are usually 4 per year), and any releases addressing management changes, strategy or current events.

Due Diligence for Privately Held Companies

Research a publicly held competitor. External issues and key metrics are generally common across an industry.