



BIO EXTERNAL BATTLECARD



KEY POINTS & TALK TRACKS

OBJECTIONS & HANDLING

MEMBER TYPE 1: STARTUPS & EARLY-STAGE COMPANIES

COMMON PAIN POINTS

- **Hiring Specialized Talent Early**
First hires are expensive, hard to replace and critical to momentum.
- **Back-Office Work Pulling Founders Away from Company Mission**
HR, payroll and compliance fall on founders or finance leads instead of specialists.
- **Uncertainty About "Doing It Right"**
Payroll taxes, workers' comp, benefits and compliance mistakes can be costly early on.
- **Fear Of Outgrowing Tools Too Fast**
Startups don't want to rebuild systems every time headcount changes.

WHY ADP MAKES SENSE FOR STARTUPS

- Supports companies from first hire onward
- Reduces administrative burden so teams stay focused on innovation
- Provides compliant payroll, HR and hiring support early
- Scales cleanly as the company grows, without forcing a platform change
- BIO negotiated **lifetime discounts and waived fees**, making best-in-class accessible

BIO POSITIONING ADP TO STARTUPS

"ADP helps early-stage companies put solid human capital infrastructure in place without slowing growth or overbuilding too soon."

BIO TALK TRACK

"Our early-stage members often tell us that hiring the right people and handling payroll and compliance pulls focus away from innovation. We selected ADP because they support companies from the first hire onward and scale as the organization grows – all with lifetime discounts and waived fees. We invite members to have a short conversation to understand what's available."

MEMBER TYPE 2: ESTABLISHED, SCALING, & MATURE BIOTECH / PHARMA

COMMON PAIN POINTS

- **Competition for highly specialized talent**
Benefits, retirement plans and total rewards matter more at scale.
- **HR, payroll and compliance complexity**
Multi-state workforces, regulatory requirements and risk exposure increase rapidly.
- **Systems breaking as headcount grows**
Tools that worked at 25 or 50 employees become inefficient at 100+.
- **Administrative drag on leadership and research teams**
Back-office inefficiencies slow decision-making and execution.

WHY ADP MAKES SENSE FOR ESTABLISHED COMPANIES

- Supports complex payroll, HR, benefits and compliance needs
- Helps attract and retain talent with competitive benefits and 401k programs
- Offers an optional PEO model to bundle HR, benefits, insurance and compliance
- Reduces risk and administrative overhead at scale
- Allows organizations to consolidate systems without disrupting operations

BIO POSITIONING ADP TO ESTABLISHED, SCALING & MATURE COMPANIES

"ADP helps established BIO members simplify complexity, manage risk and scale HCM without slowing innovation."

BIO TALK TRACK

"As BIO members grow, we consistently hear HR, payroll, compliance and benefits become more complex and time-consuming. We selected ADP because they support large and highly regulated organizations while reducing administrative drag. We negotiated lifetime discounts and waived fees and invite members to speak with ADP to understand where this support is relevant for their current scale or future plans."

1) "We already have payroll / HR covered."

"That's normal. Our members we speak with already have something in place. This isn't about replacing payroll. It's about whether your current setup helps you compete for talent, manage risk and scale. A short conversation usually makes that clear."

2) "We're too small for this."

"Totally fair and that's what I expected to hear! Many of our BIO members are less than 100 employees. The reason we partnered with ADP is that there's a platform for every stage. The convo is about what fits now and what avoids stress later."

3) "We're not interested in a PEO."

"Understood. A PEO isn't always the answer. The good news is our members never use one and some grow into it later. We chose ADP because they support payroll, HR, and compliance with and without a PEO."

4) "We don't want to change benefits right now."

"Makes sense. Most people aren't actively shopping benefits. The issue usually shows up later as hiring gets harder or renewals spike. This is more about understanding what we negotiated for you and whether it's useful down the road."

5) "We're too busy."

"I hear that a lot. That's actually why we asked ADP to support members. This is a 15-minute conversation to see if there's even a reason to talk further. If there isn't, you and I will know quickly."

6) "We're locked into a contract."

"That's fine. This isn't about changing anything today. A lot of our members talk with us well before contracts are up so they're not scrambling later. Think of this as planning, not switching – building relationships as you do with your clients."

8) "We're happy with what we have."

"That's great, many of our members are. The goal isn't to fix something that isn't broken. It's to make sure your current setup won't become a bottleneck as you grow."

ALL MEMBER TYPES

KEY ADP Services for BIO Members

- ✓ **PEO**
- ✓ **Hiring**
- ✓ **Insurance/Workers' Comp**
- ✓ **401k (high net worth org)**

WHY BIO CHOSE ADP

- BIO members asked for help with hiring, HR, payroll, compliance and scaling systems
- BIO operates through 47 state affiliates and over half have endorsed ADP, with more joining as results are delivered
- BIO negotiated lifetime discounts and waived fees across ADP platforms
- ADP supports organizations from 1 employee to hundreds of thousands, without constant system changes

WHY BIO ENCOURAGES MEMBERS TO TALK TO ADP

- Members often discover services they weren't aware of and would have used sooner
- Conversations help members understand what BIO negotiated on their behalf
- No obligation to buy or switch providers
- Planning early prevents rushed decisions later





BIO EXTERNAL BATTLECARD

ADP SALES CHANNEL TEAM

MIKE SLATTERY

VP

Franchise & Strategic Affiliations



EDDIE BACH

Manager

Sales Strategy & Operations



PARTNERSHIP/ SALES QB



GREG HASSAN
Austin, TX



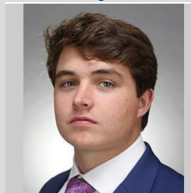
JEFF VALLERGA



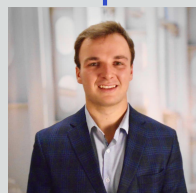
DAVID MOSLEY



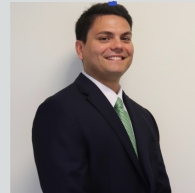
JIM SEYMOUR



BRETT LEWIS
Florham Park, NJ



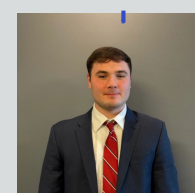
MAX MERKLINGER
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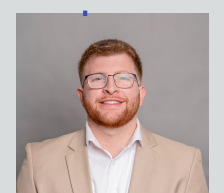
JOE SERVIDIO
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BRANDON KOSSIN
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CHRISTOPHER STURM
Florham Park, NJ

DIGITAL SALESFORCE

Some Digital Sales reps may work with multiple BD Partners due to affiliation distribution.