



January 8, 2021

Broomfield Lamb Holman, Inc.
6679H Peachtree Industrial Drive
Norcross, GA 30092
Attn: John Broomfield

Subj: December Bookings

Dear John,

Please find enclosed the monthly booking report.

<u>MTD</u>	<u>YTD 20</u>	<u>YTD 19</u>	<u>%VS 18</u>	<u>2019 YRLY FORECAST</u>	<u>% YRLY FORECAST</u>	<u>2019 YTD FORECAST</u>	<u>% YTD FORECAST</u>
\$162,541	\$1,676,985	\$1,599,697	105%	\$1,900,000	88%	\$1,900,000	88%

Please let me know any key items that are going in your territory with the key customers. I see that you were providing Bob S. with call reports which is great. I would like to get them at least every two weeks that include: date, company, contact, items discussed and any needed action items/opportunities. Your reports may have already included all that. As Bob S. stated, the almost approved forecast for 2021 is **\$1,750,000**. For a 4-week month, your forecast would be \$134,615 and a 5-week month, \$168,269. January is a 4-week month, so the forecast for January is the \$134,615.

I have attached 1st quarter goals for your use. In addition, I have attached the December Bookings Report with some changes that I always incorporate to try and make the report more useful to you. I have also attached an ES General Switch Applications by Products for your use.

As far as 2021, it remains to be seen that travel will be still be restricted. So key items are to continue development of your strategy for expanding the customer base (which I know I am preaching to the choir). Some suggestions that I gave my other Reps for this year are as follows:

- Look at the existing customer base
- Who is buying and who isn't?
- If they are not buying, why not? Are they using a competitor? Are they moving away from switches?
- If they are buying, what is it they are buying, and can that be expanded?
- If they are buying, what SIC code applies and are there other similar type customers to call on in your area.
- If a customer is buying, find out who they have for competition-lets us know new potentials
- If an existing customer, e.g., who else do we need to see to expand our presence and knowledge of what the customer is doing and needs. This would fall into PSE&G. Who do we need to talk to besides who we already know?

- Is there something that an existing customer is in need of and that falls into our product line that potentially we could develop.

I am sure there are other things to do, but that is my initial thought process for now. I will be sending you a Blank Rep Report Card for you to review what is looked at during our quarterlies. We are in the process of updating it as things do change and management wants us to make sure we are staying on track. More will follow. The 1st Quarter Guidelines are also attached.

Any questions or suggestions you have, feel free to reach out. Take care and stay well.

Best Regards,

David R. Brecken

David R. Brecken
Senior Regional Sales Manager

1st quarter goals for 2021

- Present the newer products to a minimum 10 customers/prospects over the course of the 1st quarter, of which at least 1/2 are in the industrial arena. This includes the Push to Turn Handle, Push to Trip LOR, TD-CSR, TCM, and Battery Monitor. **Submit a bulleted e-mail, every two weeks, identifying company, customers contacted, items discussed, and any key potentials.**
- Maintain the Sales Funnel up to date and submit it to the Regional Sales Manager as needed, but for sure in the first week of the month of the quarterly
- Review the Bookings Reports and the Quarterly Report that I have put together. Where customers did not buy last year, identify those contacted and what the potential is for 2021.
- Identify least one Utility/Industrial conference in the territory where we can set up a tabletop booth and banners to assist in expanding our presence. An example may be a local municipal utility organization. You would have a better idea than me. This should be identified 1st quarter so that we can act on it and hopefully be able to participate in 2021.
- Participate in any On-Line REP Training that is offered for 1st quarter.
- For this quarter, set up at least two virtual conference calls/seminars with an end customer, new potential, or a consultant (more would be great)
- Find at least one opportunity for a KW Cam action potential.