



39 July 2020 Rep  
Report and 3rd QTR



**ELECTROSWITCH · SWITCHES & RELAYS**  
UNIT OF ELECTRO SWITCH CORP.

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January 7, 2021

Attn: Andrew Topinka, President

Subj: December 2020 Bookings Report:

Dear Andy:

Please find enclosed the December 2020 Bookings Report and 1<sup>st</sup> Quarter guidelines for 2021:

| <u>MTD</u> | <u>YTD 20</u> | <u>YTD 19</u> | <u>%VS 19</u> | <u>2020 YRLY FORECAST</u> | <u>% YRLY FORECAST</u> | <u>2020 YTD FORECAST</u> | <u>%2020 YTD FORECAST</u> |
|------------|---------------|---------------|---------------|---------------------------|------------------------|--------------------------|---------------------------|
| \$ 80,922  | \$832,721     | \$1,067,554   | 78%           | \$1,100,000               | 76%                    | \$1,100,000              | 76%                       |

For December 2020, TGS achieved \$80,922 totaling 78% year over year, and 76% of the original \$1,100,000 forecast. The 2021 Forecast stands at \$900,000 based on what was submitted to Senior Management. That would make the monthly forecasts for a 4-week month at \$69,231 and for a 5-week month \$86,538. January being a 4-week month, the forecast will be \$69,231.

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. I know the info that I sent based on the product series of switches will give some guidance. However, I think that one of the key things to do is 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 updating it. More will follow. The 1<sup>st</sup> Quarter Guidelines are also attached.

*David R. Brecken*

David R. Brecken  
Senior Regional Sales Manager

## 1<sup>st</sup> 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 conference where I can set up a tabletop booth and banners to assist in expanding our presence. This should be identified 1<sup>st</sup> quarter so that we can act on it to be able to participate in 2021.
- Participate in any On-Line REP Training that is offered for 1<sup>st</sup> quarter.
- For this quarter, set up at least two virtual conference calls/seminars with an end customer, new potential, or a consultant.
- Find at least one opportunity for a KW Cam action potential.

### Annual Breakdown of monthly quotas:

4(Jan)/4 (Feb)/5(Mar), 4(Apr)/4(May)/5(June), 4(July)/4(Aug)/5(Sep), 4(Oct)/4(Nov)/6(Dec). December 2020 will have a 6-week forecast. For the 4-week months, it is \$83,019, for the five-week month, it is \$103,774, and for the 6-week month it is \$124,528.