



Senntec Sales Corporation  
 1387 Fairport Rd. Suite 670  
 Fairport, NY 14450

October 6, 2020

Attn: Laura Senn-Sanborn

Subj: September Bookings Report:

Dear Laura:

Please find enclosed the September 2020 Bookings Report and 4<sup>th</sup> quarter guidelines:

| <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> |
|------------|---------------|---------------|---------------|---------------------------|------------------------|--------------------------|---------------------------|
| \$ 130,413 | \$743,232     | \$893,920     | 83%           | \$1,200,000               | 62%                    | \$883,019                | 84%                       |

For September 2020, Senntec achieved \$130,413 totaling 83% year over year and 84% of the original \$883,019 forecast. The forecast for October is \$90,566. Note that you are behind the annual forecast based on today's production. Even though it is tough in this environment, see what can be done to increase the sales. Remind our customers of the new products including the Push to Turn Handel, Push to Trip LOR. And even adding Lighted Nameplates to switches to customers who do not use them. The Battery Monitor is also a huge potential that we all need to push strongly. When you look at the September Bookings, find out what is delaying the activity of those customers who are way off forecast. Just a phone call may remind them of a need and also help in your forecasting. One of the other Regional Sales Managers mentioned Buddy calls. This is where you set up a call to include me with the customer to discuss anything going on, like if we were in front of them. Just some ideas.

I have added, in the 4<sup>th</sup> quarter goals, for you to provide some follow-up associated with customers that did not produce this year to the forecast. This is primarily for customers over the \$10K forecast. It may be that their business fell off significantly, they are a distributor and the award went somewhere else, or perhaps they may have used another product which we would really want to know. And it might just be the effects of the pandemic. As you are completing your 2021 forecasts, this would play into maybe a little more accuracy and reality. But for the 4<sup>th</sup> Quarter goals, you will have three months to assemble information for us to work from and go forward. Also on your reporting, please provide more than a statement of customer contact. State what you discussed, brought up and results.

Stay safe and stay healthy. Thanks for all your effort. Any questions, call

Respectfully,

*David R. Brecken*

David R. Brecken  
 Regional Sales Manager

### 3<sup>rd</sup> quarter goals for 2020

- Continue to present the newer products to a minimum 10 customers/prospects over the course of the 4<sup>th</sup> quarter, of which at least 1/2 are in the industrial arena. This includes the Push to Turn Handle, Push to Trip LOR, 15 deck LOR, TD-CSR, TCM, and Battery Monitor. **Submit a bulleted e-mail twice a month identifying customers contacted and any key potentials and any needed action to be taken.**
- For 4<sup>th</sup> Quarter, arrange for 2 On-Line Presentations for Consultants and 2 for End Customers. We have had success with on-line presentations, so we do not have to wait until I am on the road again.
- Maintain the Sale 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 (1<sup>st</sup> week of January 2021).
- Review the Bookings Reports and the Quarterly Report that I have put together for your use to determine where Senntec's efforts may need to be focused in for remainder of the year to produce more sales and activities for those customers that have not produced to forecast. Include this information on your submitted contacting reports as needed.
- Participate in any additional On-Line Rep Training that will be conducted by the Regional Sales Manger during the 4<sup>th</sup> Quarter.
- For this quarter, set up at least two virtual conference calls/seminars with an end customer/new potential and also with 2 Consultants.
- Find at least one opportunity for a KW Cam action potential.

Forecast Breakdown for the months:

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 \$90,566, for the five-week month, it is \$113,308, and for the 6-week month it is \$135,849