



April 8, 2021

Floritronics, LLC.
130 North Park Avenue
Apopka, FL 32703

Attn: Mark Holmes
Subj: March Bookings

Dear Mark:

Please find enclosed the March monthly booking reports.

MTD	YTD 21	YTD 20	%VS 20	2021 YRLY FORECAST	% YRLY FORECAST	2021 YTD FORECAST	% YTD FORECAST
\$145,928	\$381,364	\$589,634	65%	\$1,750,000	22%	\$437,500	87%

Floritronics achieved 145,928 in March 2021, a 5-week month. So, you are running 87% of forecast. April is a 4-week month, and the goal is \$134,615. As I always say, I am here to help with technical support and on-line meetings.

Your March bookings reports is also attached for your use in creating strategies as to where some efforts may be needed.

Note that I appreciate all the activity that is going on in your territory. 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

2nd Quarter goals for 2021

- Present the newer products to a minimum 10 customers/prospects over the course of the 2nd 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 the Rep Weekly Activity Spreadsheet every two weeks. Make sure that in your submittal, highlight any key issues/action items in the e-mail.**
- 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 or this year, identify those contacted and suggestions as to what needs to be done to create potential/activity 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 was not provided in 1st quarter, so I have added it to the 2nd quarter. Hopefully things will shake out and we can participate in 2021.
- Participate in any On-Line REP Training that is offered for 2nd quarter. This includes Rep Training 2021 and any special presentations that the Regional Sales Managers are conducting throughout the year.
- 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.
- Write up one a switch application note, using the provided form, detailing the process, the functionality, what drove it and if it was successful. Submit to the Regional for addition into our Application Notes Folder for future dissemination to the other Reps.