



39 July 2020 Rep
Report and 3rd QTR



ELECTROSWITCH · SWITCHES & RELAYS
UNIT OF ELECTRO SWITCH CORP.

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April 8, 2021

Attn: Andrew Topinka, President

Subj: March 2021 Bookings Report:

Dear Andy:

Please find enclosed the March 2021 Bookings Report and 2nd Quarter guidelines for 2021:

<u>MTD</u>	<u>YTD 21</u>	<u>YTD 20</u>	<u>%VS 20</u>	<u>2021 YRLY FORECAST</u>	<u>% YRLY FORECAST</u>	<u>2021 YTD FORECAST</u>	<u>%2021 YTD FORECAST</u>
\$38,831	\$140,994	\$221,952	64%	\$900,000	16%	\$225,000	63%

For March 2021, TGS achieved \$38,831. Based on this TGS is at 64% year over year and 63% of forecast. April is a 4-week month sand your forecast is \$69,231.

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

Because the quarterly is this month, in an e-mail to me, please describe how TGS will have adequate coverage of the existing client base and the opportunity to open up new potentials? I know this will be a topic of discussion, and I want to be prepared with your input.

Look to set up more virtual meetings. 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 2/3 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 (**due now**)
- 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 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. 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.
- 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.

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.