



July 13, 2021

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

Subj: June Bookings

Dear John,

Please find enclosed the monthly booking report.

<u>MTD</u>	<u>YTD 21</u>	<u>YTD 20</u>	<u>%VS</u> <u>20</u>	<u>2021 YRLY</u> <u>FORECAST</u>	<u>% YRLY</u> <u>FORECAST</u>	<u>2021 YTD</u> <u>FORECAST</u>	<u>% YTD</u> <u>FORECAST</u>
\$251,943	\$918,428	\$780,397	118%	\$1,750,000	52%	\$875,000	105%

BLH achieved \$251,943 for June 2021 putting you at 118% year over year and 9103% of the 2021 forecast. So BLH is doing well. July is a 4-week month with the forecast at \$134,615. Hopefully, it will be more to stay ahead of the game. As I always say, I am here to help with technical support and on-line meetings.

Your June bookings reports is also attached for your use in creating strategies as to where some efforts may be needed to focus the 3rd quarter sales and stay ahead of the game. The Sales Funnels are due, and I have also attached the Major Accounts. I am looking for input as far as the major accounts like we did last quarter. Let me know if the customers are starting to allow for actual customer visits.

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

3rd Quarter goals for 2021

General Requirements:

- 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.
- Participate in any On-Line REP Training that is offered for 3rd quarter. These are the special presentations that will be put on during the quarter for specific items. I expect that there will be two or three presented.
- Submit activities with the new Rep Weekly Activity Spreadsheet every two weeks. Make sure that next action(s) and action dates are also included.

Active Goals for 2nd Quarter:

- Have five on-line virtual presentations to consultants and two utilities/customers.
- Have two on-line virtual presentation for new potential customers.
- Identify at 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 that we can potentially participate in 2021 (on-line or in person).
- Find at least one opportunity for a KW Cam action potential.
- Write up two switch application notes, using the provided form, detailing the process, the functionality, what drove the application and how success was arrived at. Submit to the Regional Manager for addition into our Application Notes Folder for future dissemination to the other Reps.
- Identify at least one potential for an engineering product request that requires engineering input to come up with some new design or application from the normal product sales. This will require collaboration with the Regional Sales Manager to come up with something that is viable for Electroswitch to pursue.