ELECTROSWITCH • SWITCHES & RELAYS
UNIT OF ELECTRO SWITCH CORP.
180 King Avenue • Weymouth, MA 02188 • Phone 781-335-5200 • Fax 781-335-4253

Sierra Utility Sales Inc
1054 41st Ave.
Santa Cruz, CA 95062

October 5, 2021

Attn: Joe Palandrani, Tony Palandrani, Steve Varni

Subject: 2021-September Bookings and 2021-Q4 Quarterly Goals

Dear Joe, Tony & Steve:

Please find the enclosed monthly bookings report for September 2021.

MTD	YTD 21	YTD 20	% VS 20	2021 F/C TOTAL	% TOTAL F/C	2021 YTD F/C	%YTD F/C
$212,331	**$1,388,690**	**$1,083,011**	**128%**	**$1,600,000**	**87%**	**$1,200,000**	**116%**

Sierra Utility Sales achieved $212,331 for September and you are at 128% year over year and 116% of forecast. October is a 4-week month with a forecast of $123,077. Please get your forecasts, major accounts, and Sales Funnels to me as October is a busy month and we do have the quarterly. Once I receive your forecast, I will review it and submit it for corporate review.

Keep on pushing for sales and Arga expansions. Let me know if customer visits are opening for me, Bob Sicuranza, or another Regional Sales Manager to come out and meet with customers. If additional training is needed for your staff, let's get that arranged and focus on the virtual meetings. If you have any questions, please contact me. Thanks to all for your efforts.

Best Regards,

David R. Brecken

David R. Brecken
Senior Regional Sales Manager
781-607-3325

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Quarterly Goals – Q4

1. Schedule at least two virtual Lunch and Learn presentations with utility end users.
2. Schedule at least two virtual Lunch and Learn presentations with Engineering consultants or industrial customers.
3. Continue to promote ARGA 25-1000 battery monitor. Identify and provide quotation for at least two customers by the end of December 2021.
4. Continue to Update the Sales funnel every month and send it to RSM for review.
5. Continue to provide a bi-weekly update of the customers you have contacted on behalf of Electroswitch. Include the contact's name and reason for the contact and any action items needed.
6. Write an application note for one of your customers' uses of Electroswitch products.