



2/1/2022

Broomfield Lamb Holman, Inc.  
6679H Peachtree Industrial Dr.  
Norcross, GA 30092  
Attention: John Broomfield

Subject: January Bookings Quarterly Goals

Dear John:

Please find the enclosed Monthly Bookings report for January 2022.

MTD	YTD 22	YTD 21	% vs 21	2022 F/C TOTAL	%TOTAL F/C	2022 YTD F/C	% YTD F/C
\$111,212	\$111,212	\$120,147	93%	\$1,850,000	6%	\$142,308	78%

The approved forecast for FY2021 is \$1,850,000. You will need to book \$142,308 in a 4-week month and \$168,269 in a 5-week month.

#### **Quarterly Goals (Q1)**

1. Present the newer products to a minimum ten customers/prospects over the course of the Q1, five the industrial arena. This includes the Push to Turn Handle, Push to Trip LOR, TD-CSR, TCM, and Battery Monitor. Two quotations to support the goal by the end of Q1
2. 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. By the end of Q1
3. Schedule at least two virtual (or in person) Lunch and Learn presentations during the quarter. I can arrange the meeting via Microsoft Teams. The L&L can target customers are Utility Consultants or Utility End Users.
4. Write up one a switch application note, using the provided form, detailing the process, the functionality and what made the application successful, by the end of Q1
5. Do one buddy call (virtual or in person) every two weeks, six(6) per quarter
6. Continue to promote the 25-1000 battery monitor. Identify and provided quotations for at least two new customers by the end of Q1.
7. To support the new RSM, organize one travel trips to support the customers with the new RSM, each quarter.

Best regards,

*Richard Harriman*

Richard Harriman  
Regional Sales Manger  
Electroswitch - Switches and Relays  
Richmond, VA