



10/6/2021

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

Subject: 2021-Q3 September Bookings and 2021-Q4 Quarterly Goals

Dear John:

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
\$231,860	\$1,390,871	\$780,397	178%	\$1,750,000	79%	\$1,312,5000	105%

The approved forecast for FY2021 is \$1,750,000. You will need to book \$134,165 in a 4-week month and \$168,269 in a 5-week month.

Quarterly Goals (Q4)

1. Present the newer products to a minimum of ten customers/prospects over the course of the Q3, five the industrial arena. This includes the Push to Turn Handle, Push to Trip LOR, TD-CSR, TCM, and Battery Monitor. Provide two quotations to support this goal by the end of Q4.
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 Q4
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 be presented to Utility Consultants or Utility End Users, by the end of Q4
4. Write up one switch application note using the provided form, detailing the process, functionality, and what made the application successful by the end of Q4.
5. Do one buddy call (virtual or in person) every two weeks.
6. Continue to promote the 25-1000 battery monitor. Identify and provide quotations for at least two new customers by the end of Q4.
7. To support the new RSM, organize two travel trips to support the customers with the new RSM.

Best regards,

Richard Harriman

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