

POSITION TITLE: SALES REPRESENTATIVE**POSITION SUMMARY:**

Proactively gain and maintain satisfied customers by providing the best total solution to their water quality needs in a professional and ethical manner.

MAJOR DUTIES AND RESPONSIBILITIES:**Improve customer satisfaction and retention:**

- Learn, maintain and apply overall knowledge and technical information as it relates to the sale of all Culligan products and services.
- Understand customer's needs and present viable solutions. Accurately represent capabilities, terms, procedures without distorting dealership policy.
- Make an effective sales presentation so that the customer is adequately educated about the products and services available.
- Ensure terms and conditions of sale are clearly understood by customer and accurately documented. Explain billing procedures and what to expect on the bill.
- Clearly and completely document installation instructions and customer requirements (placement of equipment, plumbing arrangements, check for electrical outlet/drain).
- Take "ownership" of new customer's account, follow up with every new customer to ensure complete satisfaction and gain referrals.
- Maintain security of all customer information.
- Maintain a positive Culligan image.

Actively support a positive team environment that is conducive to the efficient and effective "serving" of our customers; safeguard company assets.

- Maintain open and positive communication with other employees, departments and dealerships, and provide assistance where possible to support company-wide goal to exceed customer's expectations.
- Handle all leads and appointments as scheduled.
- Attend Culligan sales/training seminars as required.
- Become a certified Culligan sales representative within 90 days of employment. Become WQA sales certified (CSR) within one year of employment. Maintain certifications.
- Know and follow company policies and procedures; identify need for and suggest change when appropriate.
- Maintain accurate records of all sales activities.
- Assist/train other employees as requested.
- Participate in all promotional activities (fairs, shows, etc.) as required.
- Attend at least one sales-related training or educational session per year outside of the Culligan programs offered.

Help achieve company's goals.

- Obtain minimum sales standard (see attached).
- Keep abreast of competitive activities in order to increase market penetration.
- Develop and implement an approved personal creative order program (ref. market plan).

Perform other related duties as assigned or requested.

POSITION REQUIREMENTS

- College degree or equivalent experience desired.
- Effective verbal and written communication skills
- High energy level and enthusiasm, ability to work independently
- Maintain WQA Certified Sales Representative (CSR) designation
- Complete assessment inventories (for new hires only)
- Pass drug screening test
- Valid driver's license / own transportation

SALES STANDARDS:

- In order to be eligible to receive full time benefits from the company, a sales person must maintain a minimum earnings of \$30,600 as of 07/04/04 and will be reviewed for compliance on a six-month basis thereafter. The minimum income Standard will be adjusted at the same time the Volume Bonus brackets are adjusted (every other year), using the same methodology of average increase in rental price per the rate change guidelines distributed by the Chief Financial Officer. The first adjustment will be in January 2004.
- New sales people are allowed their entire first year (twelve months from start date) to achieve this standard. Thereafter, earnings rates will be reviewed every six months to renew, suspend, or reinstate full time benefits for the following six month employment period. Neither the annual company bonus, nor any other non-direct sales compensation shall be considered for the purpose of achieving this standard.
- Sales people must maintain a performance level of one installed unit sold and/or rented for every Company Generated Lead (1.0 rating) supplied throughout each four-week Volume Bonus Period.*

***Terms of Additional Sales Standard**

- *Definition of a Company Generated Lead/Inquiry is attached.*
- *Orders failing to pass Company established credit requirements will not be counted as a sales unit order and if it is a Company Generated Lead/Inquiry, then the lead count will be adjusted accordingly as to not penalize a sales person. This will also apply to those inquiries that result strictly in a service call being performed on an existing piece of equipment and does not result in a new or additional sale and/or rental.*
- *Management will review the Volume Bonus Periods throughout the first year for compliance to the Sales Standard. (Periods will adjust year to year with Volume Bonus Period Set IV encompassing the last four (4) periods of each year.) The four (4) **Compliance Reviews** for 2003 are listed below:*
 - Volume Set I: January 5-January 18; January 19-February 15; February 16-March 15; March 16-April 12.*
 - Volume Set II: April 13-May 10; May 11-June 7; June 8-July 5.*
 - Volume Set III: July 6-August 2; August 3-August 30; August 31-September 27;*
 - Volume Set IV: September 28-October 25; October 26-November 22; November 23-December 20; December 21-January 17, 2004;*
- *These four **Compliance Reviews** will determine whether the **total** number of units sold and/or rented is at least equal to the number of leads given to the sales person throughout the most recently completed Set of Volume Bonus Periods*
- *A sales person whose **Compliance Review** reveals a minimum of 20% increase (1.2 or greater) in units sold and/or rented over the Company Generated leads given for that set of Volume Bonus Periods will receive an additional "**Marketing Pro Bonus**". The "**Marketing Pro Bonus**" will be calculated at 1% of the TOTAL volume dollars generated throughout that set of Volume Bonus Periods in which the twenty (20) percent (1.2 or greater) of units over company leads benchmark was achieved. For the "**Marketing Pro Bonus**" to apply, the sales person's TOTAL volume throughout the set of Volume Bonus periods must also meet the combined minimum volume bracket amounts for that set.*
- *A sales person not meeting the Sales Standard at the end of any four-week Volume Bonus Period will result in the reduction of the earned Volume Bonus for that period by one bracket. (Example: From 2% to 1% if not meeting the standard.)*
- *Failure to achieve compliance to the Standard for two (2) consecutive sets of Volume Bonus Periods may result in disciplinary action up to and including:*
 - Territory Reduction;*
 - Reduced participation in office lead rotation;*
 - Termination.*

SALES PERFORMANCE GUIDELINES:

- Develop a strategic sales and marketing plan using GOSRT process to achieve items (a) and (b) below

(a) A written sales objective(s) for the representative’s territory annually

In order to be approved, all objective’s must positively contribute to the achievement of the dealerships overall sales goals. The annual sales objectives are also expected from sales people who are not assigned a specific territory within their dealership’s PAR. The strategic plans must be submitted to and approved by sales managers and/or dealership managers annually and reviewed quarterly.

(b) Maintain a minimum:

<u>Activity</u>	<u>% Of Total Orders</u>
▪ Call in leads	75%
▪ Move-out Leads	75%
▪ New Customer Salt Service	75%
▪ System Sales (Softener/DW)	12%

▪ Sales Standard Ratio	1:1
▪ Sales Volume/Volume Period	\$18,200
▪ Units/Volume Period	24

- Perform customer follow-up after installation to ensure satisfaction and resolve any issues if necessary 7-14 days
- Maintain a professional appearance:
 - Vehicle
 - Test kit
 - Personal attire

Residential Sales Lead/Inquiry Definitions

(revised March 25, 2002)

A "LEAD" is defined as the capture of the following **minimums**:

- Prospect/Contact/Customer Name;
- Address including Street and City;
- Telephone Number;

A "Company-Generated Lead" is defined as the following:

- Walk-in to dealership;
- Call-in to dealership;
- Move-Out;
- Website/Email;
- Mail Reply Card – No specific sales person identified
- Employee generated lead
- Order written at a Show/Fair booth
- Orders written from existing customers who inquire regarding upgrades, downgrades, options or buy-outs;

A "Self-Generated Lead" or "Creative Lead" is defined as all other sources including, but not limited to the following:

- Company Telemarketing;
- Referrals;
- Show/Fair booth Inquiries;
- Additional Units (i.e. Systems, Doubles, etc);
- Leads generated from proactive marketing activity (canvassing, telephone prospecting, etc.) by sales person specifically. Refer to *attached list for additional examples and ideas*;

Note: This format or definition of residential sales leads/inquiries is subject to change with management approval, if necessary.