



**HAZARD CONTROL TECHNOLOGIES, INC.**  
FIRE, VAPOR, AND CONTAMINATION CONTROL SOLUTIONS

## Distributor Expectations and Success Criteria

### Management

- ❖ Abide by the terms of the HCT Distributor Agreement including product pricing, geographic territory and/or market boundaries, payment terms, etc.
- ❖ Provide commitment to the HCT product line and leadership to all sales and sales support personnel (inside and outside sales) by:
  - Making HCT products a priority product line within your existing product line.
  - Achieve HCT Product Revenue Sales Targets set by HCT
  - Requiring all sales personnel to make HCT product prospecting calls on a high percentage of their sales calls.
  - Providing proper product training and sales tools to effectively promote, market, and sell HCT's Products.
    - Requiring all sales and sales support personnel (inside and outside sales) to attend an HCT classroom distributor orientation and training program provided by HCT at your facility or other mutually agreeable location.
    - Requiring all sales and sales support personnel (inside and outside sales) to possess and be familiar with HCT sales tools (i.e., HCT Website, Presentation Materials, PowerPoint Presentations, Videos, Literature, Articles, Testimonials, SOG, etc.).
- ❖ Make available standard sales equipment (i.e., Lap Tops, Projectors, etc.) for sales personnel to perform classroom style sales presentations.
- ❖ If sales personnel are not certified firefighters, maintain on staff at least one certified firefighter who is properly trained by HCT, possesses the capabilities of supporting the sales organization by performing HCT product field demonstration scenarios, training customers in accordance with HCT SOG Manual, and assisting customers to safely and effectively integrate HCT products into their systems.
- ❖ Display HCT products at local and regional tradeshow, industry, association, and mutual aid meetings and conferences.
- ❖ Maintain a Contact Database (Outlook, Act, Goldmine, etc.) of HCT product customers and users in your geographic area.
- ❖ Maintain a place of business including warehouse facilities; within your designated geographic area and maintain the minimum agreed-upon inventory of HCT products (or greater amount if business conditions warrant) for the sole purpose of meeting customer needs and demands.
- ❖ Purchase stocking inventory utilizing HCT "standard order quantities".
- ❖ Do not modify or allow any employees modify any HCT packaging or repackage any of HCT's products.



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## Sales and Sales Support

- ❖ Be committed to HCT product line.
  - Making HCT products a priority product line within your existing product line.
  - Meet the assigned sales target and goals
  - Market HCT products on a daily basis (during regular sales calls and cold calls) by prospecting for opportunities on a high percentage of their sales calls.
  - Obtain proper product training and sales tools to effectively promote, market, and sell HCT's Products.
    - Attend an HCT classroom distributor orientation and training program provided by HCT at your facility or other mutually agreeable location.
    - Be familiar with HCT sales tools (i.e., HCT Website, Presentation Materials PowerPoint Presentations, Videos, Literature, Articles, Testimonials, SOG, etc.).
- ❖ Capable of performing a one-on-one or classroom style technical sales presentation including having access to the standard sales equipment to perform this activity.
- ❖ Capable of performing the HCT product field demonstration scenarios, training customers in accordance with HCT SOG Manual, assisting customers to safely and effectively integrate HCT products into their systems or have access to a certified firefighter who is properly trained by HCT, possesses the capabilities of supporting the sales organization by performing these activities.
- ❖ Possesses the administrative ability to organize, coordinate, and gather a large group of customers for a major presentation and field demonstration typically conducted by HCT in your designated geographical area.
- ❖ HCT products will be promoted and marketed in a professional manner in keeping with the training program.
- ❖ Quote customers daily on products within HCT pricing guidelines.
- ❖ Follow-up on quotes and leads.
- ❖ Communicate with HCT Sales Representative on a regular basis (semi-weekly/weekly) on product opportunities, needs, problems, competitive issues, etc.
- ❖ Close orders --- Sell "***The Juice***"!!!