

BY BITZER GROUP

SALES PROCEDURES

Summary of Steps

While we all realize that the sale and installation of a heat-to-power generation plant can include a level of complexity, ElectraTherm keeps its sales procedures to the following six simple steps...

Distributor	ElectraTherm	Distributor	ElectraTherm	Distributor	ElectraTherm
provides site data using the online Project Evaluation Fo rm (PEF) located on the ElectraTherm home page.	Sales & Engineering produce a Distributer Smart Tool assessment, ("DST" is a power output estimate) and a Payback Estimate to use with a customer.	requests a formal proposal, which ElectraTherm prepares on a project-by- project basis, incorporating terms specific to the project.	produces the proposal which has a 30-day life and includes: - cover letter - quote - terms - scope of supply - copy of DST - project docs - drawings - etc.	generates a full proposal for their customer, closes the sale, and returns to ElectraTherm a PO # , deposit, and signature on ElectraTherm proposal, page 2 or 3.	completes Acceptance of Purchase by signing and returning the proposal to distributer. ElectraTherm builds the Power+ and ships it after receipt of 2nd payment.

Recap...

- 1) **Distributor** provides site data by completing the online Project Evaluation form at <u>www.electratherm.com/pef</u>
- 2) ElectraTherm produces an output estimate ElectraTherm calls the "DST" which is reviewed together, and which can be used to build a Payback Estimator.
- 3) **Distributor** requests a formal Proposal from ElectraTherm, which includes terms and conditions specific to the project.
- 4) **ElectraTherm** produces the formal Proposal based on joint discussions.
- 5) **Distributor** accepts and returns the Proposal with signature, Purchase Order number and deposit.
- 6) **ElectraTherm** accepts the Purchase Order by returning the Proposal with signature to Distributor.

Thereafter, ElectraTherm builds and ships the Power+ per terms of the accepted proposal.

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PIPELINE PROCESS

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PIPELINE DEFINITIONS

% OF PROCESS COMPLETION

STEP 0: Lead Generation	0% - 9%
STEP 1: Qualify Customer & Project	10% - 19%
STEP 2: Budget Proposal	20% - 29%
STEP 3: Detailed Proposal	30% - 39%
STEP 4: Project Development Financing Obtained Energy Off-take/Gov't Incentives Permits Obtained Confidence Adjustment	40% - 99% +25% +20% +15% (%)

STEP 5: Build & Deliver (Backlog)

100%

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TIMELINE TO DEPOSIT

- 1: Next 3 months
- 2: Next 4 6 months
- 3: Next 7 9 months
- 4: Next 10 12 months
- 5: Greater than 1 year

FOCUS FACTOR = PROCESS COMPLETION % / TIMELINE TO DEPOSIT

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