

Sales Policies – Amended April 26, 2010

CUSTOMER SATISFACTION INDEX PER DEALER (OR CSI-D) / SURVEYS

Top 3 areas in which to concentrate your efforts:

- 1) Did we deliver when promised? Communicate with your customer.
- 2) Were there any problems upon delivery (missing items, etc.)?
- 3) Follow up call after delivery of unit (should be within 30 days).

\$150 bonus for every positive survey completed MCFA Customer Voice Survey; completed by one of your customers (paid quarterly). **{Suspended for 2010 by MCFA}**

USAGE (LTR AND FMV/TM&R; PENDING CREDIT APPROVAL)

-Additional commission for existing units excludes program units. (Units less than one year old.)

-Customer must provide insurance certificate naming Daily Equipment as Additional Insured and Loss Payee before we can rent anything. No insurance, No LTR, No exceptions.

-Extension of Existing Usage (LTR): 12 month term only; must be approved by Fleet Manager; must have written authorization from customer; paid as 12 month contract

*National Acct Ship in units yield ½ of standard commission; *Paid upon delivery.

-New customers are defined as those who have purchased/leased competitive equipment for their last agreement/term. Rep is responsible for claiming. Minimum 24 month term to qualify. Sales Manager has final decision.

-Deals that require two (2) sets of trucks to complete a specified term will result in the commission being split equally between delivery of the 1st set of trucks and delivery of the 2nd set of trucks

-Discounting of a quoted TM&R Rate for any reason without prior written authorization from the Sales Manager and/or the Fleet Manager will result in 50% deduction from any commission level (this also includes omission and/or addition of items that deviate from the Application Survey used to produce said TM&R rates quoted by the Fleet Manager).

NEW MACHINE SALES

-Service Agreement must be signed within 30 days of the delivery of the unit.

*Any and/or All Service Agreements, regardless of quoted rate, must be approved by Branch Manager signature or Parts & Service Manager signature prior to quoting customer.

-If any machines are sold that require pre-approvals and the sales rep does not get prior approval from the Sales Manager, zero commission will be paid to the sales rep.

USED EQUIPMENT SALES

If "As Is" units are sold with warranty, commission will be forfeited.

If the EPT is forfeited to get the deal, rep will be penalized 50% of commission. Any unauthorized deviation from any published used equipment pricing as set by DEC's Used Equipment Manager, will result in \$0 commission to the sales rep (any exceptions must be PRE-APPROVED in writing).

USED EQUIPMENT SALES "BUMP"

If the unit is sold for more than the Standard Suggested Price for Used Equipment, the rep will be paid 30% of the "bump" in addition to the normal commission.

COMPANY VEHICLES

All Sales Representatives are to use a Daily Equipment Company supplied vehicle with a GPS system installed and operational. DEC will provide a fuel card and maintain the vehicle. This vehicle is strictly for company use. At no time, will friends, family, etc. be allowed to be a passenger or driver of any such company vehicle. Only with management's prior approval shall this vehicle be used after normal working hours and/or on weekends. Deviation from the above, unless authorized in writing by management, may result in termination of your employment. **Any DEC employee that purposely disconnects or alters or damages the GPS system installed on any DEC vehicle will be subject to immediate termination.**

DRESS CODE FOR SALES REPS

*MINIMUM DRESS CODE WILL BE REQUIRED AT ALL TIMES.

- Khaki style pants, DEC shirts required, socks required (on feet!).
- No open toed shoes, sandals or slippers
- No shirts with equipment brands (i.e.: Cat, Mitsu, Crown, JCB, Rail King, etc).
- No cargo pants
- No "grunge" pants
- No hats or caps
- DEC pays 1/2 of shirts and can get great pricing on khaki's. We will pay 1/2 of first pants order.

TOBACCO PRODUCTS

Although your customer may chose to do so, it is not acceptable for you to smoke, chew, dip or use tobacco products in any manner while at a customer location or while at a DEC branch with that customer or in a DEC vehicle with that customer or at lunch/dinner with that customer. Basically, in the presence of a customer, tobacco use of any kind is prohibited and may result in termination of your employment.

PAPER WORK

It is your responsibility to complete paperwork in a timely manner. This includes but is not limited to: Application Surveys, TM&R Delivery Reports, Service Agreements, Lease Documents, Credit Applications, PM Agreements, Operator Safety Training Materials, Delivery Paperwork, Equipment Invoice, etc.

ORDER ACKNOWLEDGEMENTS & ORDER ACCURACY

Any order that is placed through the Sales Department will generate an Order Acknowledgement. This Order Acknowledgement is returned to you for verification. You must review the acknowledgment for its accuracy. If correct, sign and fax it to the Sales Coordinator. If corrections are to be made, IMMEDIATELY FAX AND CALL the Sales Coordinator AND/OR the Sales Manager to make the necessary corrections. Failure to do any or all of the above will result in zero \$0 commission to the Rep. It is also your responsibility to correctly order your equipment. Mistakes are expensive; no commission will be paid in an effort to offset the costs of sales reps mistakes.

NEW SALES REPRESENTATIVES

New Sales Representatives will be eligible to receive 50% of any of the commissions outlined in any compensation plans from those commissions that were generated prior to the employment date of the New Sales Representative; **unless other arrangements have been made, prior to, in writing, by the Sales Manager.**

SELLING OUTSIDE OF TERRITORY

Selling Rep must communicate with Delivering Rep. If communication is ongoing throughout transaction, a 50/50 split commission will be the result. The Selling Rep must have customer location within his own territory to qualify; otherwise the Delivering Rep will receive 100% commission. If Selling Rep does not communicate with Delivering Rep, 100% commission goes to the Delivering Rep. Both reps must work together to collect invoice payment.

RENTING OUTSIDE OF TERRITORY

Applies to Short Term Rental Units (STR): Renting Rep must communicate with Delivering Rep. If communication is ongoing throughout transaction, a 50/50 split commission will be the result. The Renting Rep must have customer location within his own territory to qualify; otherwise the Delivering Rep will receive 100% commission. If Renting Rep does not communicate with Delivering Rep, 100% commission goes to the Delivering Rep. Both reps must work together to collect invoice payment.

INVOICE COLLECTION BONUS

Applies to New and Used Machine Sales: For every check that is received for a customer invoice within fifteen (15) days from invoice date, the Rep will receive \$25 for invoices from \$10,000 to \$15,000 and \$50 for invoices over \$15,000. Rep is responsible for claiming.

PAY ON PAY

All sales commissions, rental commissions and /or bonuses generated are considered "Pay on Pay", which means, the equipment must be delivered to the end user location, accepted by a satisfied customer, a delivery report must be signed and submitted and payment received in full will be required prior to any commissions being paid to any sales rep. Once all of the above has been completed and DEC has received payment, the rep will receive his/her compensation on the next pay period. Management reserves the right to alter "Pay on Pay" rules at any time.

PROGRAM UNITS

Units quoted at new unit price will be paid as a new unit sale as outlined in your compensation plans.

Units quoted at book value or pricing not set by Sales Manager will result in 0 commissions.

SHORT TERM RENTALS

Applies to All Short Term Rental Units. Customer must provide insurance certificate naming Daily Equipment as Additional Insured and Loss Payee before we can rent anything. No insurance, No rental, No exceptions.

SHORT TERM RENTAL BONUS

Five (5%) of monthly increase in STR revenue BONUS that is based on previous year's monthly STR average for your territory.

Example: previous year's monthly STR average is \$40,000.00 and this month the STR revenue for your territory is \$50,000.00; the increase is \$10,000.00; the STR Bonus = \$500.00.

LEADS

*Sales Manager must have copy of lead **prior to** the sale, rental or transaction. Sales Rep is responsible for claiming. A "Lead" constitutes a written lead form that generates the following:

--Lift Trucks: a signed Service Agreement, a New or Used Sale or a Long Term Rental.

--Railcar Movers: a signed Service Agreement, a New or Used Sale, or a Short or Long Term Rental (at least 1 month).

--JCB Construction Equipment: a signed Service Agreement, a New Sale, a Used Sale or a Short or Long Term Rental (at least 1 month).

****Leads that result in multiple unit purchases or service agreements or rentals will be paid up to, but not exceeding five (5) times the amount listed on the respective Sales Rep compensation plans for leads. Example: if a lift truck lead is \$100 and the submitted lead results in a sale of eleven (11) lift trucks, the rep that submitted the written lead would receive the maximum of five (5) times the \$100 lead fee or \$500.**

FLOOR PLAN / DRAW / SALARY

Not Applicable.

EXPECTATIONS OF SALES REPRESENTATIVES

- Working Hours: 7:30 am to 5:00pm CSD
- Monday - Office ½ Day: 7:30am to Noon CSD
- Prime Business Hours*: Monday thru Friday: 1:00 pm to 4:30 pm CSD
Tuesday thru Friday: 8:00 am to Noon CSD

****Prime Business Hours are those considered by DEC Management to be the best time for each Sales Rep to be in the field making "face to face" contact with customers. There will be exceptions to this rule in which the Sales rep may be asked to visit with a customer outside of these hours, such as, but not limited to, evenings, night shifts and/or weekends.***

- Treat your vehicle as if it were your own (financially, it is a better deal for you to drive a company car).
- Service your vehicle according to the manufacturer's specifications.
- CLEAN YOUR NASTY VEHICLE!!!!
- Guns and Weapons are not permitted in company vehicles.
- Complete at least two (2) E-learning courses per month.
- Work for Daily Equipment Company, not just for yourself.
- Treat customers and fellow employees with respect; the most successful sales reps usually work within a branch that works as a team.
- Submit Weekly Plans by Monday @ 10:00am (via email or fax)
- Submit Call Reports by Monday @ 10:00am (via email or fax)
- Represent yourself and Daily Equipment Company in a professional manner.
- No more running around without a plan; develop Sales Route.
- Carry your cell phone on evenings and weekends.

- Must help control expenses.
- Deliver Invoice and/or Lease Papers with EVERY unit.

BATTERIES AND CHARGERS FOR ELECTRIC TRUCKS

You must quote a battery and a charger for every electric lift truck and/or pallet jack. Even though your customer may tell you not to quote batteries and/or chargers because they have their own units or because another battery/charger competitor sells and services their batteries/chargers, you must offer DEC's batteries and chargers to satisfy the customer's application. In the event the Sales Rep does not offer a battery and/or charger, either intentionally or inadvertently, on his/her customer proposal and DEC is forced to "eat" the cost of either a battery or a charger, the Sales Rep will forfeit 100% of his/her commission.

LAPTOP COMPUTERS

DEC provides Laptop Computers for business use only. Contrary to popular belief, we do not have an endless supply of laptops in Jackson waiting for you when you "screw up" your laptop because you decided to play an internet game or send chain emails or you let your spouse/kids use it to surf the internet. And yes, your laptop is slow. It was purchased with the memory and speed to operate more than sufficiently in the lift truck business. It was not designed to operate all of the non-business related software, photographs, music, videos, etc. that some of you have decided to install or download. It is meant for emails, quotes and *Business Use Only*. Damages to DEC supplied laptops due to misuse by a DEC employee or a friend/family member of said DEC employee will result in the DEC employee accepting financial responsibility for the necessary repair and/or replacement of the laptop and/or software.

E-MAILS

In an effort to curtail E-mail use during Prime Business Hours*, as of April 19, 2010, all DEC sales reps will be allowed to send emails only during the following designated times:

Mondays (1/2 day office): from 7:00am to 1:00pm and after 4:30pm

Tuesday thru Friday: before 8:00am, between Noon & 1:00pm and after 4:30pm

Saturday & Sunday: anytime day or night

***Prime business hours are:** Monday thru Friday - 1:00pm to 4:30pm
Tuesday thru Friday - 8:00am to Noon

CELLULAR PHONES

DEC provided cellular phones are for business purposes only. Do not call information. For those of you who like to "download" special ring tones, music, etc to your company-supplied cell phone, you need to stop. Effective May 4, 2009, all charges for "directory assistance", "downloads" or any other charges from improper use of a company-supplied cell phone will be deducted from your respective paychecks.