



Policy and Procedures

This section reviews the APC policies in place at the time of this writing. APC reserves the right to change, modify these policies from time to time as required.

The following policy are discuss and in the sales proc-ess follow somewhat in this order.

☐ Lead Distribution Policy and Procedure

☐ Sample(s) Policy and Procedure

☐ Discounting Policy and Procedure

☐ Order Booking Policy

☐ Shipment and Freight Policy

☐ Payment Policy

☐ Commission Policy and Procedure

Lead Distribution Policy and Procedure

Leads developed by APC are entered into our Cus-tomer Relationship Management System. The lead is then sent an immediate follow— up email letting them know that a representative in their area will be contacting them. The lead will then be forwarded to the RSM or SSM in the area to distribute to the ISR.

APC expects that all leads regardless of their potential or fit are followed up within 24 hours of receipt by the sales representative assigned to the area. Once a lead has been contacted and the sales representative has qualified the lead in or out APC is to be notified.

Our intent is that once PEN is operational these leads will be forwarded to the inbox of the RSM / SSM in charge of the area and he/she will assign the lead by forwarding it to the inbox of the ISR that it is assigned to. The PEN portal will notify each member when something has changed in the portal such as a new lead has arrived.

Once a lead has been assigned and qualified in as a lead, it is the responsibility of the owner of the lead to make sure that the lead appears on the next monthly pipeline report.

More information on pipeline and forecasting is cov-ered later in the Sales reporting section.

Sample(s) Policy and Procedure

Samples are very important to the sales process. Putting a sample into the hand of a qualified buyer is the best thing that you can do.

Samples are available to the RSM / SSM / ISR in vari-ety of ways. They can be purchased directly from APC at a discount. When a sample is placed into an account it must be accompanied by a sample invoice that will be due in 30 days. This invoice can be found in the forms sec-tion of this document.

If the customer decides to return the sample before 30 days the rep must notify APC that the sample is being returned, otherwise an invoice will go out to the customer.

Discounting Policy and Procedure

For the majority of sales situations discounting is han-dled by the RSM /SSM / ISR from their commission portion of the sales. In those unique cases where large or long term strategic opportunities require additional discount consideration please contact the NSM at APC.

Order Booking and Payment Policy

APC encourages SSM / ISR to request that the cus-tomer pay by credit card. Credit is only extended to clients who have submitted a credit form (see forms section for copy) and have been approved by APC and given a credit dollar amount. Credit approval can take up to 10 days. Once the



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credit approval cycle is completed the customer will be notified and any orders can be released. Credit terms can be extended for Net 30 depending on the credit approval process. In some case prepayment may be required.

Additionally,

All APC orders must be accompanied by a customer signed APC order form (see forms area) and a customer Purchase Order provided that the customer has pre-approved credit. Otherwise orders will be required to be paid for in advance by credit card. APC accepts Visa, Master Card and AMEX.



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