



REGIONAL SALES MANAGERS, INSIDE SALES, CONSULTANT SPECIALISTS

AND THE DELTA PARTNERSHIP

Regional Sales Managers are the primary sales interface between Delta Partners and Delta Controls, Inc. Chances are, they are the first Delta Representative you talked to about joining the Delta Partnership.

They are not the only resource for our Partners of course. Our Inside Sales team based at the factory in Surrey BC is also a key sales resource for our Partners. For technical and training support we have an extensive technical support team in Surrey with additional technical support centers in Europe and Asia to help support our Partners around the globe.

Here is what our Regional Sales Managers are responsible for:

- Recruiting and signing new Delta Partners for our Partner Channel
- Providing sales support for major projects and customer presentations
- Working with Partners to establish business plans, quotas and market share targets
- Working with Partners to establish territory assignments and coverage
- Helping Partners review/write specifications

- Representing Delta Controls at targeted trade shows and industry functions
- Coordinating and reviewing national account arrangements with Partners
- Handling “out of territory” sales issues
- Soliciting nominees for the Partner Council within their region
- Making sure Delta Controls has adequate representation throughout their territory.

Here are a few areas that Regional Managers are not responsible for:

- Credit and collections – handled by the credit department
- Technical support – handled by the Technical Support team
- Sales literature, brochures, banners, trade show booths – our marketing department can help you with these needs.



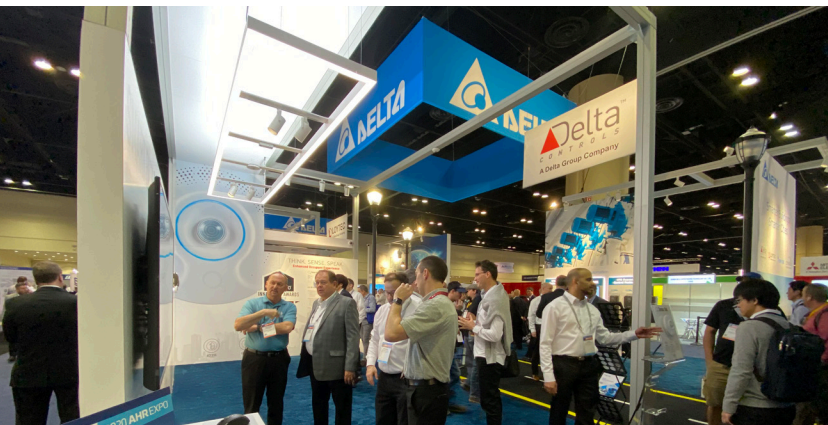
INSIDE SALES SUPPORT

The Inside Sales team augments the Regional Sales Manager and provides the following functions:

- Reviews proposed Delta Controls network layouts. Helping to avoid problems in advance
- Helps with gathering technical/sales information for Partners
- Always available for “reality checks” on the utilization of new and existing Delta hardware/software. What’s the best VAV controller for your application? Will PoE controllers work for this application? Can we order a VFD that meets this spec?
- Provides a “factory expert” representative for joint sales presentations when needed
- Helps with the onboarding training and orientation for new Partners

SALES ENGINEERS – CONSULTANT SPECIALISTS

Our Sales Engineers – Consultant Specialists call on and promote the Delta Controls brand to the consulting community. They may coordinate with Regional Sales Managers, but they have a different and complementary mission: get Delta Controls in the specification. They perform lunch and learns for consultants, communicate with the consulting community directly, and promote the Delta Controls brand.



SO WHO DO I CALL FOR HELP?

- Need to review your agreement, territory, quota? Your Regional Sales Manager is the one to contact
- Need help with a large, national consulting firm that has not listed Delta Controls in the specification? You can always call your Regional Sales Manager and they will work with the Sales Engineer – Consultant Specialist to help you out
- Bidding a big job and want to find the most cost-effective configuration for it? Call Inside Sales and have them review the architecture
- Have a potential National Account opportunity? Call your RSM for help
- Need to know what representation we have in another part of the country? Give your RSM a call and they will find out for you
- Have a disgruntled client that wants to speak with Delta Controls? Talk to your RSM, they would be happy to help
- Having credit problems with Delta Controls? Contact the Credit Department
- Want to know if that brand new product we just put into Beta testing is right for your application? Give the Inside Sales Team a call.

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