



**ELECTRO FENCING
SYSTEMS LIMITED**

Associates Program

Welcome to the Associates program. This program started as a result of people becoming so excited about our product line... they wanted to represent the product in their local area.

Some people are Sales Associates and represent our product in their local market, without doing installation and some people have built a full fledged fence installation business.

Either way there is an opportunity for everyone!

The Associates Program has 2 distinct opportunities:



Sales Associate

As a Sales Associate, you will earn commission on products sold directly to your friends, neighbors or people in your area looking for a better fence system.

As a Sales Associate, you first have to purchase and install a minimum three reels of ELECTROPLUS as part of an “Electro Fencing System”.

With your fence installed, you have accomplished two things:

- 1. You have gained a good working knowledge of our fence system and product line.**
- 2. You have a properly installed fence system that can be used as a showcase.**

As a Sales Associate you earn income in the following ways:

- You take orders for product directly from prospects in your area.**
- These orders are called into our central processing center.**
- The processing center will settle the commerce portion of the sale and drop ship the order directly to your customer.**
- Once a month a commission cheque will be mailed to you in an amount equal to:**
 - 25% of the value of fence that is shipped plus**
 - 12% of the value of all accessories that are shipped plus**
 - Full commission on any repeat orders called in directly by the client**

Other benefits for Sales Associates are as follows:

- A. You do not have to purchase and store inventory. Phone orders directly to our processing center and we ship directly to your client.**
- B. We cover 50% of any approved advertising you do in local magazines.**
- C. We will help cover the cost of approved local trade shows that you attend.**
- D. We will attend trade shows, with you, to help promote our product line.**
- E. We will provide promotional material “free of charge”. Promotional material includes brochures, product literature, display signs and, in some instances, product samples.**
- F. You will be invited to co-attend major trade shows in your area.**
- G. We will offer a link from our web site to yours.**
- H. We will have your name listed on our web site for people who are looking for local representation.**
- I. Our Support Center will refer people who call and reside locally.**



Associate Fence Installer

As an Associate Fence Installer, you will earn income in two ways:

- 1. Commissions on direct sales to clients that decide to self-install their fence. These commissions are the same as those for Sales Associates afore listed.**
- 2. If your client needs their fence professionally installed, you make a sales commission in addition to a fee for installation. Due to varying demographics, there is no set rate for fence installation.**

If one of your prospects/clients calls our Support Center directly, we will give them the option to have product shipped direct to them or refer the order to be shipped/delivered by you, the installer.

Once the client is in receipt of the product, you arrange a convenient time to complete the installation.

While this is an option, we strongly recommend you keep inventory on hand for impulse purchasers along with any calls for fence maintenance that may need immediate attention.

Other benefits listed above for Sales Associates apply to Associate Installers.

Central Processing Center

As aforementioned, you will have the support of our central processing and support center.

When you register as an Associate, Sales or Installation, you will be assigned a unique I.D. code.

This I.D. will be used to:

- **Identify calls from your prospects/clients. These incoming calls will be Sales or Service related. We will address the issue on your behalf and advise the results under separate cover.**
- **Register name of clients you have visited. If you visit someone and they do not purchase right away, call our center and register pertinent information regarding your prospect...if they call later and place an order directly with our center, we will use your I.D. to link the sale to you...the Associate**
- **Track prospects/clients we have referred to you, the Associate. When someone calls from your area requesting information packages or samples we will refer them to you for follow up. From time to time we will call and ask for feedback on prospects we referred to you.**

We look forward to helping you... help us... make the world a safer place for animals!