

PERFECT FLAME

SALES POLICY & FAQ

1. Perfect Flame will only be sold to Harris customers who use our brazing, soldering and flux products, valve-less torches and tips. The Perfect Flame will be sold directly to the end user, even if the alloy, torch and tip sales go through distribution.
2. New and existing customers will be asked to sign an agreement to purchase Harris brazing, soldering, and flux products, as well as torches and tips. All consumable and equipment products will be listed in the agreement. In return, The Harris Products Group will sell the Perfect Flame at Harris manufacturing cost plus freight, approx. \$995.
3. In addition, the customer will purchase a Harris Model 50 valve-less torch, mixer, tip tube, tip, mounting kit, check valves & hose
4. Perfect Flame units will only be sold as a complete unit. Harris will not offer custom units at this time.
5. Harris representatives will help the customer, set up the unit, train the operators & engineers, and document cost savings.
6. Software will be provided via thumb drive. A registration code is required to activate the software.

Frequently Asked Questions:

- What is the goal of the Perfect Flame?
 - ▶ To acquire new business, defend existing business, raise prices.
- Who should I target with the Perfect Flame?
 - ▶ For starter we want to focus on new customers. We sell the unit at cost, so sales at existing customers don't benefit Harris unless we can raise prices.
- How can I get a Perfect Flame to demo?
 - ▶ Each of you will receive a demo unit with hoses, valveless torches, mixers, tip tubes and a few tips. Also included will be Teflon tape to install the shutoff valves.
- Where do the Registration Codes come from?
 - ▶ The Registration Codes come from Kyle Smith. Gina Lawson can also create registration codes if Kyle isn't available.
- How long do the Registration Codes last?
 - ▶ The codes last for one year, but are continuously renewable as long as the customer continues to buy from us.
- Who will be making a joint call with me to help me demo the Perfect Flame?
 - ▶ OEM Sales and a few from the Technical Department (Doug, Bob, Mike) can make joint calls for the right opportunity. The right opportunity is a qualified opportunity, where we have the decision makers available, we know the products they buy, the issues they have and the estimated value (\$100,000 and up). To maximize our time, it would be best to schedule a few demonstrations when making joint calls.
- What if my customer wants to keep the demo unit for an extended trial?
 - ▶ The demo units were expensive to produce, so there aren't extras in Gainesville or Mason.
- How can my customer get a registration code for their demo?
 - ▶ You can get one from Kyle Smith or Gina Lawson. It will be activated for only a short period of time, typically a week or two and then it will expire. Do not share your Registration Code with a customer or prospect. The Harris Registration Codes are open much longer than a week or two. If a customer requires an extended demo, request a temporary Registration Code.
- What if my customer wants to buy just one Perfect Flame for an extended trial?
 - ▶ The customer can buy just one Perfect Flame, but they will still have to agree to purchase their alloys from us.
- What if my customer already uses Harris equipment?
 - ▶ They can buy the valve cap kits from us to convert their current torch to a valveless torch.
- What if my customer already buys Harris alloys?

- ▶ Great, but how can we use this to our advantage? Can we use this to help us raise prices? Can we use this to convert additional equipment?
- What if our alloys are priced too high?
 - ▶ This is one of the purposes of the product. We want to provide enough value that we can charge higher prices. With our very first sale, Gary converted Carrier (\$1,200,000) with a price 5% higher than Wolverine.
- What if Harris can't supply an alloy for the customer, for example aluminum or flux cored silver?
 - ▶ If we can supply some of their alloys, lets sell them a Perfect Flame. The agreement does include language that states if/ when Harris can offer a competitive product, they need to buy it from us.
 - ▶ We will need from the customer: Alloy, diameter, form (cut length, coil, spool, preform), and volume so we can supply a letter stating Harris cannot currently supply the product.
- What if the customer stops buying Harris products before then end of the agreement?
 - ▶ We will invoice the customer for the difference between List Price (\$4,995) and the Selling Price (\$995) for each unit they bought and we will discontinue access to the software.
- What if the customer doesn't want to buy all of their alloys from Harris?
 - ▶ We will not sell them a Perfect Flame.
- Do we need an alloy purchase order from the customer before we ship the Perfect Flame?
 - ▶ For new customers, yes, a Perfect Flame order must be accompanied by an alloy order. If the customer isn't ready for an order, they can place a non- cancellable, non-returnable order with a future release date.
- How do we explain to our distributors why we sell the Perfect Flame direct?
 - ▶ To enter into an agreement both parties must give consideration. Our consideration is to sell the unit at cost. The customers consideration is to buy alloys from us. If we sold the product for a profit, we could not tie the Perfect Flame to our alloys sales. Since we're selling at cost, we want to avoid any markup on the Perfect Flame.
- How many can my customer order at cost?
 - ▶ As many as they'd like.
- What happens after the one year agreement expires?
 - ▶ After the one year agreement expires the customer is not required to buy from Harris, however if they stop buying from Harris, we will discontinue access to the software.
- Why can't we sell the Model 19? What if my customer already has Model 19 handles in place?
 - ▶ We can sell the Model 19 or Model 15 handle, but we need to verify that the customer has a gas saver in place. Since these handles do not have automatic shutoffs built in, there needs to be a shutoff available to the operator.
- Can the Perfect Flame be used with an "S" Mixer?
 - ▶ Since the "S" mixer pulls the fuel gas it needs and mixes its own flame, it will alter the amount of gas that is measured coming through the Perfect Flame. Positive pressure "E" mixers are required.
- Why do I need to be there when the units are installed?
 - ▶ To ensure a positive customer experience, we need to assist in setting up the Perfect Flame. Since the Perfect Flame is specific to their part, we need to support them in finding their Perfect Flame.

