

Ocean Technology Systems

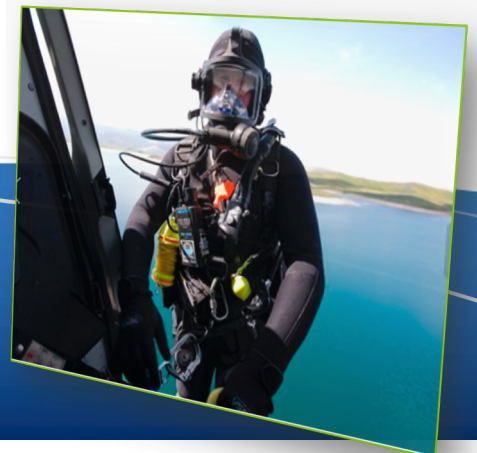
Dealer of Record Program

The Dealer Of Record Program is designed to support Gold Dealers who are going the extra mile to promote, and the gain business of Public Safety Dive Teams and municipalities in regards to OTS products.

About the Program ...

Once a dealer has bought in to the OTS Public Safety Dealership (GOLD Level Dealer), Dealer is given the opportunity to participate in the OTS Dealer of Record Program (DOR). It's no secret there is an ongoing battle amongst dive shops to gain the business of Public Safety Dive Teams and other municipalities. Furthermore, most of these professionals are required to adhere to special guidelines, such as bidding, in order to purchase equipment. Consequently dealers who often initiate the sale, on occasion will lose the sale once the order goes out to bid.

Because of this, OTS hopes that aggressive dealers who take initiative can have more assurance in securing their sale by utilizing the DOR program.





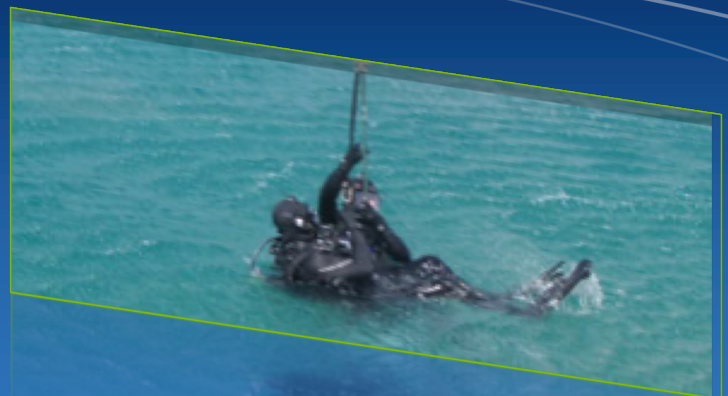
How it works ...

The DOR program is to support and reward those dealers who are actively pursuing business within the Public Safety and municipality market. The basis of this program surrounds three things: *Initiation, Communication, and Appreciation.*

- Initiation: Dealer initiates business by on site demonstrations of OTS products*, or putting a significant amount of time into educating and selling a qualified customer. Please note that not every sale will qualify as a DOR sale. If someone simply asks for pricing, or walks into the dive shop and places an order for OTS products, this does not qualify for DOR pricing. The DOR program is dependent upon Dealer *initiation* of NEW business. Please be sure to fully document the work you've done to support your request for DOR pricing.
- Communication: Dealer fills out and submits DOR form on OTS website. This lets OTS know Dealer has initiated business.
- Appreciation: Once a DOR form has been submitted **and accepted**, Dealer is guaranteed DOR pricing for that deal. A confirmation e-mail will be sent to Dealer.

*see price list for qualifying DOR items and pricing.

Initiate
Communicate
Appreciate



The Fine Print ...

- The DOR Program is designed for Public Safety and municipalities.
 - The DOR program does not apply to Military Customers
- Upon introduction of DOR program all OTS dealers are now on the same pricing level.
- Submitting a DOR form does not in any way guarantee OTS acceptance – no confirmation from OTS, no DOR.



- **All DORs are 1st come 1st serve.**
- DOR form must be filled out completely and submitted via the web prior to sale going out to bid. **(No DOR will be accepted after the RFQ has been issued)**
- The DOR is awarded on a deal-by-deal basis and does not mean dealer “owns” the account.
- If OTS initiates a sale, no DORs will be accepted
- A DOR submission must include the date of the visit (or call), which OTS products the customer is interested in, and an approximate quantity.
- For a full list of products applicable to the DOR program see current OTS price list (items subject to change at any time)