

Dealer Handbook

As a Super Products authorized dealer, your knowledge of our products and procedures is vital to your success. This handbook provides you with the necessary information and resources to sell our products every step of the way; from who we are to our products and policies.

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I. Who is Super Products

Super Products, an Alamo Group Company, has been a leading manufacturer of vacuum trucks since 1972. All of its units are engineered for a wide variety of applications and designed with the operator in mind. The family of trucks continue to be recognized for their high quality, durability and ease of operation while being produced with the most innovative features on the market today. A network of sales representatives sells directly to industrial contractors and dealers partners support municipalities, while the rental facilities offer short- and long-term rentals, as well as parts and full-service centers for repairs and maintenance.

II. Sales & Marketing Support

Super Products is dedicated to expanding sales through our dealers. We maintain an organization of marketing and technical representatives qualified to assist with training, sales support and advertising programs. Sales through distribution utilizing assigned dealers is limited to municipalities. Dealers who wish to call upon private contractors must be preapproved by the VP of Municipal Sales to call upon that specific contractor.

a. Printed Materials

Super Products will provide reasonable quantities of printed materials such as product catalogs, specifications and competitive comparison free of charge to dealers. Super Products will cover freight for printed materials going anywhere in the USA. Orders for printed literature can be placed on the literature portal: <http://literature.superproductsllc.com/> or you can access it at the footer of our website.

b. Electronic Materials

Super Products will provide video walk arounds to detail the features and benefits of our equipment. These will be made available on our website, YouTube and/or flash drives. All printed materials are also available in electronic form.

The Dealer Portal on our website is also the safe place for document storage for you to find pricing worksheets, buy board information, technical information and access additional marketing items such as competitive intelligence information. The link to the dealer portal is in the upper right-hand corner of our website www.superproductsllc.com. If you do not already have access, there is a simple form to fill out to request access.

c. Trade Shows

Super Products will provide support to our dealers for some regional trade shows. This support includes, but is not limited to, funding, banners, printed literature and giveaways. Requests for trade show support should be submitted in Annual Sales & Marketing plans and needs to be approved by Super Products' VP of Municipal Sales and Director of Marketing.

d. Super Products Merchandise

Super Products merchandise portal is available for you to access in the footer of our website. You will need to request an account from marketing@sueprproductsllc.com and will be able to shop merchandise from shirts and jackets to cozies and hats.

e. Demonstration Program

Super Products offers various demonstration programs on our equipment to our dealers. You can contact your regional Super Products representative or factory direct for more details on what program best fits your business.

f. Product Training Assistance

Our Super Products support team has extensive experience in the municipal market and is available to train dealers, sales forces and end users on all aspects of our products and applications. Please contact your Super Products representative to schedule an informational workshop for your area requirements.

Super Products Support

- How to work up municipal bid or quote request
- How to use our price lists
- Go over features and benefits
- Provide competitive comparisons
- Phone contact minimum once a month for updates on bids and quotes
- Quarterly in person visits
- Assist with local shows
- Follow up on monthly bid tab report
- Follow up on monthly activity on bids and quotes

g. The Monthly Municipal Minute

Super Products sends out a monthly newsletter that communicates important updates that range from factory, facility, product announcements, technical bulletins, service updates, marketing related materials, and much more. The newsletter comes out on the first Friday of every month at 2pm CST (if it is not opened, a follow up reminder is emailed the following week. Email marketing@superproductsllc.com to request to be added to the distribution.

III. Expectation of Dealers

a. Market Knowledge

- Number of municipalities per territory above X population who could or does own a combo unit
- Create city profiles; type of equipment currently operating, replacement cycles, must bid or can utilize buy boards, decision makers
- Complete a market potential analysis for each territory
- How many units are sold each year

b. Reporting

- Track the number of bids / quotes per territory, monthly
- Report monthly disposition of opportunities won vs loss and why
- Track bid results, keep data base on all bids per territory
- Track discount levels per bid and territory
- Know where we need to be on pricing based on data
- Monthly report to be turned into Super Products Regional Sales Manager

c. Competition

- Know the competition of all brand sin territory
- Know their strengths and weaknesses
- Know the salesmen
- Create competition profiles for each area

d. Demonstrations

Dealer is to conduct yearly demonstrations as noted in the annual business plan with either Super Products managed or dealer purchased demonstrator.

e. Annual Business Plan

In determining whether a dealers' level of sales and market penetration has been satisfactory during any period, Super Products may consider a dealer's performance in meeting dealer volume and market penetration goals for sales of products and parts as established. Dealers must submit a Sales and Marketing Action Plan on or before the last day of January for that year, in the form as specified by Super Products. Additionally, dealers my submit proposed revisions or updates to their Sales and Marketing Action Plan as deemed necessary. A dealer's failure to submit its Sales and Marketing Action Plan, or any updates, in a timely matter, shall constitute a material breach of our dealer agreement.

IV. Dealer Pricing

- All current pricing is in US Dollar
 - Prices quoted remain valid for 30 days
 - Super Products will give 30-day advance notice of any price changes
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- a. Pricing Programs**
All pricing programs are confidential between Super Products and its registered dealers.
 - b. Pricing Bids / Quotes**
It is the dealer's responsibility to price out all bids or quotes in their respected areas.
 - c. Unit Discounts**
Discounts off of published list pricing are set at a maximum of 20%. Any discount level exceeding 20% must be approved, in writing, by Super Products' VP of Municipal Sales or President
 - d. Special Pricing**
Any additional pricing of items not in our published price list must be pre-approved in writing by Super Products prior to the quoting process and order placement.
 - e. Aftermarket Parts**
Super Products maintains a published list price for service parts. Dealers receive a 25% discount from the published list price on all service parts; except sewer nozzles are 20% discount.

V. Orders & Shipping

All orders are subject to acceptance by an officer of Super Products. Orders for products not regularly carried in stock or requiring special engineering or manufacturing are always subject to approval by an officer of Super Products.

- a. Placing an Order**
Orders can be submitted via email. An order confirmation will be sent via email once your orders has been processed. An order confirmation review will be required, signed, and returned to Super Products before the order is scheduled for production and estimated delivery date is established. Orders will not be scheduled into production without signed order confirmation returned to Super Products. Super Products is not liable for any delivery penalties due to delay in return of signed order confirmation.

b. Order Placement Errors

Dealers are responsible for any order errors after the order confirmation has been signed.

c. Customer Supplied Chassis

Chassis manufacture specifications with data codes must be submitted with a copy of the unit build sheet to Super Products for approval. Super Products final approval must be given in writing prior to chassis being ordered.

d. Standard Terms of Sale:

- **Delivery**

- **Trucks:** XWORKS Factory (Super Products facility)
Pickup or delivery is at the discretion of the dealer and solely at the dealer's risk.
- **Parts:** FCA Factory (Super Products facility)
Delivery if applicable will be made by common carrier

- **Payment**

- **Trucks:** Net 60 days for sales involving a municipal customer; payment in advance if for dealer's own use
- **Parts:** Net 30 days from date of invoice

- **Invoicing**

- **Trucks:** Notification via email (delivery receipt requested) that truck is completed and is ready for pickup. Once email notification (delivery receipt) is confirmed, you will be invoiced. By default, invoice will be sent via US Post
- **Parts:** Invoiced on day order ships

VI. Credit Policy

All dealers must complete a credit application prior to establishing terms with Super Products. Payment terms and credit line are subject to Super Products discretion.

VII. Warranty Administration

Super Products will work directly with the dealer to process warranty claims. Super Products administers or facilitates the warranty for our major suppliers on behalf of the dealer / customer. Dealers should contact Super Product Customer Service and Support group to resolve any warranty issues. Super Products will work to expedite the warranty claim with the OEM of suspect part to resolve the issue.

VIII. Quality Control & Testing

a. Quality Control Measures

Super Products uses several quality control measures in the manufacturing process. Over 600 product inspections are performed on a continuous basis, including; assembly procedures, electrical, hydraulic, pneumatic, and functionally of equipment during production.

b. Testing Procedures

Super Products rigorously tests all units, including single components, to ensure that our dealers are selling the best products we have to offer. Ongoing testing is performed at the start of production through the final inspection process.

IX. Freight Policy

Super Products can quote freight estimates prior to shipment and are valid for 30 days (unless otherwise stated). These quotes are just estimates and are subject to change upon actual shipping. Any freight appearing on the order entry confirmation cannot be assumed to be final. Final freight charges will appear on the invoice.

X. Credits & Returns

a. Invoice Errors

Super Products must be notified of any discrepancies within 3 days of invoice date. No credit will be issued for any item after 12 months from the date of the original invoice.

b. Product Defects

Contact Super Products Customer Service and Support department with any product defect concerns as soon as possible. This is important as most warranties do not cover collateral damage. Collateral damage is the damage of unrelated parts by the defective item. In some cases, the item will need to be returned to Super Products for warranty consideration and Super Products will issue an RMA for the items return.

If an item is determined to be fault in material, workmanship, or any other manner, we will make every effort to correct the situation to your satisfaction. Returns will not be accepted without prior authorization (RMA) from Super Products. Returns delivered to our warehouse without this approval will be returned at the dealer's expense.

XI. Important Contacts

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