

ROBERTS GORDON®

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Strategic Tactical Action Request (STAR) Procedure

STRATEGIC TACTICAL ACTION REQUEST (STAR) PROCEDURES

The sole purpose of the STAR program is to provide our representatives an economical advantage to help secure an order when going head-to-head against competition. An example of when a STAR quotation can be requested is when a competitor's equipment is specified and Roberts-Gordon is not listed as an equal. Because of our versatile product line, representatives are able to offer ROBERTS GORDON® equipment that will meet or exceed most engineering specifications. In situations such as this, a "STAR" quotation can be requested as an added incentive allowing the buyer to purchase a premium ROBERTS GORDON® infrared heater at a discounted price.

STARs will not be issued by Roberts-Gordon without a Strategic Tactical Action Request (STAR) form submitted in accordance with the procedures below and approved by Roberts-Gordon.

Authorization Procedure

1. Representative must submit STAR and receive approval from Roberts-Gordon via a Support Request in ACE Interface (Refer to Instructions for Creating a Support Request in ACE Interface). Representative must provide all information required on STAR request form (including detail concerning competition, pricing and freight) and attach to Support Request. STAR # and authorization will not be given unless all information is provided.
2. Requests will be analyzed and approved or disapproved.
3. Approved STAR pricing authorized by Roberts-Gordon will be submitted via ACE Interface to representative within 24 hours of when Roberts-Gordon received STAR request.
4. Upon receiving approved STAR quotation, representative must adhere to the authorized pricing given by Roberts-Gordon. **"Total Take Order Price" as shown on STAR quotation must be price offered to buyer** for equipment listed. "Adjusted Representative Cost" is total price representative will pay ROBERTS GORDON® for equipment listed on STAR quotation. **NOTE:** STAR quotation does NOT include freight; the STAR is for equipment only. Freight is the responsibility of representative.
5. Pricing is valid for 60 days after approval. Should an order be received after 60 days, the request will have to be re-approved.
6. All other ROBERTS GORDON® standard terms and conditions of sale apply.

Follow up Procedure

1. On a regular basis, an Inside Sales team member from Roberts-Gordon will be contacting representatives to review any outstanding "STAR" quotations. Please be available to advise Inside Sales on details concerning all "STAR" quotations. Details include, but are not limited to, the percentage possibility of closure, actions taken to make the sale, actions required to make the sale, and estimated ship date.

Order Procedure

1. Representative will enter order in ACE Interface, attach signed STAR and submit through ACE to Roberts-Gordon. Representative must note STAR # in the 'Special Instructions' section on the Order Worksheet in ACE.
2. Order should reflect only those part numbers and quantities listed on approved STAR.
3. Order acknowledgement will be faxed or e-mailed to representative. Acknowledgement will show standard representative pricing. STAR discount will be applied when order is invoiced.
4. All STAR orders will ship directly from Roberts-Gordon. There will be no STAR shipments from representative stock unless authorized in writing by Roberts-Gordon.

5. Representative has 30 days from date order ships to submit a copy of representative's invoice to buyer (reflecting approved STAR pricing) to ROBERTS GORDON®. If invoice is not provided in said days, STAR discount will be reversed and representative will be invoiced the difference.

If any of the above procedures are not followed, Roberts-Gordon reserves the right to cancel the STAR.

All time frames in evaluation and turnaround of products are estimates and not guaranties by Roberts-Gordon.