



300 Valley Drive
Bristol, VA 24201-2802

April 1, 2021

New Policy Bulletin: Commercial Sales Business To Business

We are pleased to introduce our new commercial sales bid protection program effective April 1, 2021 to ensure you have a controlled and balanced process to follow to maximize your opportunity in the ever-challenging commercial sales B2B market.

We have incorporated key policies and procedures to not only help qualify and protect participating Vollara Business Associates and their commercial bids in a multi-channel selling arena, but also considers the likelihood of success, and the best option for the customer regarding after sales service and support in the years to come that is to be provided by the Business Associate that sell to them.

Commercial sales in excess of 10 units (i.e. ASP units) that are being sold to a business, school, or other local government agency, must be registered with the corporate office first for approval. Registration, if approved, will provide your business protection from other bids by other Vollara Business Associates, Aerus Franchises, and Aerus Distributors for the deal you are working on for 30 days while you complete the deal with the buyer.

Important Notice: All your Commercial bids in excess of 10 units for customers that are located in excess of 25 miles from your physical business location, will require pre-registration approval from your National Field Leader, Mr. Mike Jackson at bestamer@aol.com and your Executive VP, Mr. Bill Coyle at bcogle@vollara.com. Please email both committee members with the complete details on each of your commercial bids in this category for pre-registration evaluation. Only approved bids in this category can be submitted through the Corporate bid registration process.

In order to register your deal/bid in progress, you must submit a completed commercial sales bid registration along with your supporting documentation of your bid which can be a signed quote/proposal or proof of correspondence negotiating quote such as a copy of email.

Bid forms submitted without the complete information required above will be rejected and must be re-submitted as required to be considered for approval. No bid/sale should be considered approved until you receive official confirmation of approval from Corporate.

All commercial sales bids should be registered at www.apbids.com. You will receive a confirmation of registration as soon as possible but typically no later than one-two business days from your submission. This bulletin can be found for future reference in the Important links in your back office website.

Please note that potential sales/bids to customers that are of a national, state/province or regional nature must meet corporate guidelines, be reviewed, cleared and approved by corporate to determine if registration can be completed. You should submit these potential sales or bids in the manner described above but note on your submission that your bid is for a national or statewide sale.

To further clarify, due to Governmental Regulations, the complexity of their procurement processes and “Sole Source” requirements, no Vollara Business Associate will be allowed to register the United States or Canadian Federal government or any Federal Government Agency as a customer for protection. Corporate will deal directly with any Federal government business. Any State, major City or large School District bids must be reviewed and approved by Corporate. The same applies to any National Companies including Franchise Organizations.

Do not begin working on any of these until corporate approval is received.

If you as a Vollara Business Associate are approached for a bid, remember you have two obligations,

- 1) You may not give any pricing over the phone. You must sell in person or have documented your sales process with your customer.
- 2) You must ensure the customer has not already been working with another Vollara Associate, Aerus Franchisee or Aerus Distributor.

If a sale has taken place and you fail to honor either of these obligations you will be required to turn over the sales proceeds, less your cost for the product to the original registered owner and if you have cut the price of the original owner's bid you must pay the differential along with a minimum payment of \$1,000 in liquidated damages.

Be advised that ActivePure Technology is not exclusive to Vollara. There are other Companies and Authorized Distributors selling products with ActivePure Technology that may be competing on bids. With everyone's help, Corporate will always do our best to manage any conflicts on bids where possible.

Following the rules and registration process will help everyone ensure that they do not have any non-compliance issues and will help protect your bid for 30 days from date of registration approval. Not following these registration and approval process rules could result in disciplinary action up to and including termination of your ability to buy our products.



Jason Johnson
C.O.O. – ActivePure Technologies



Commercial Selling in Excess of 10 Units / Bid Rules to Remember

- Commercial Sales/Bids in excess of 10 units only must be registered at www.apbids.com and approved by Corporate to protect and complete the sale.
(This program in no way affects your normal network marketing sales and sponsoring endeavors. Only commercial sales/bids in excess of 10 units)
- You can only register commercial customers as outlined in the policy bulletin of April 1, 2021. Remember for commercial sales in excess of 10 units where the customer is located outside a 25-mile radius from you, would require pre-approval from your National Field Leader – Mike Jackson and EVP Bill Coyle to be registered.
- You must have approval from corporate before approaching any State / Provincial government agencies or National businesses including Franchises.
- You must have registered and received corporate approval before submitting any bids for any city or large school districts.
- If called for a commercial bid or quote, you must ask if they are actively working with anyone else representing products with ActivePure Technology. If yes, do not engage.
- Do not quote pricing by phone. Engage the customer in a full sales process demonstrating the product and technology before quoting pricing in writing.

Failure to follow these Commercial Sales registration rules could result in loss of the sale, a minimum payment of \$1000 or more in liquidated damages and/or disciplinary action up to and including termination of your ability to buy our products.