



SALES LEADER BASED IN GERMANY

SPRING, 2018

www.signaturecorp.com

WHY TAKE THIS OPPORTUNITY?

This is a unique opportunity to participate in the growth of a progressive company with a new type of product in a high-growth industrial market.

In this document, we lay out the background of the company, its products, and target markets, and describe what would make for a successful salesperson in this role.



COMPANY BACKGROUND

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ESTABLISHED BRAND DRIVING FOR HIGH GROWTH

- Signature Systems is a 20-year established company with a global brand.
- We design, manufacture, and distribute the world's most complete line of plastic composite mats for temporary roadways and access platforms target markets including:
 - **Oil and Gas:** Laying pipelines and drill rig platforms
 - **Power Transmission and Distribution:** Erection of towers
 - **Large Construction Projects**
 - **Stadium Turf Protection**
 - **Tent and Events**
- We have a strong position in all the markets.
- See www.signaturecorp.com for applications and products.
- Composite mats are moving from a niche towards mainstream acceptance.
- The markets and customer base are diverse. Competitive rivalry is medium.
- For brief history, see: <https://signaturecorp.com/who-we-are/signature-history/>

THE COMPOSITE MATTING BUSINESS

- Ground protection is a high growth market
 - We are in the business of making it easier for equipment and people to tread where the ground conditions are not conducive
 - Many users are not aware that there are existing solutions to make their jobs easier
 - Of those whom are aware, they use
 - **Wood:** Rots easily, gets heavy with water absorption
 - **Steel:** Slippery, heavy
 - **Concrete:** Very expensive, not easily moveable
 - **Gravel:** Restoration of environment is difficult
- Composite mats were introduced 10+ years ago, and are now starting to be accepted by the mass market
 - Large customers have started standardizing on composite mats
 - Strong growth prospects

SIGNATURE'S GROWTH STRATEGY

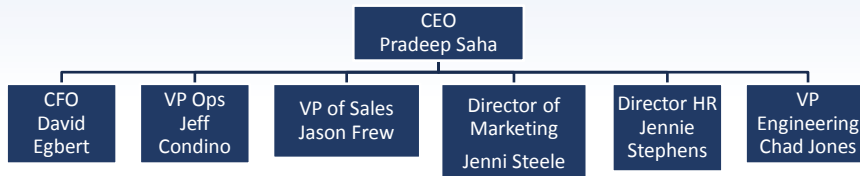
- We are well positioned competitively in most of our markets
- We have developed a comprehensive growth strategy that we can share during the interview process.
- This includes:
 - **New products**
 - To stay at the forefront of the industry in meeting customer needs
 - **Geographic expansion**
 - Starting with this sales role (our first based on mainland Europe)
 - We have sold across all continents since our founding

COMPANY CULTURE

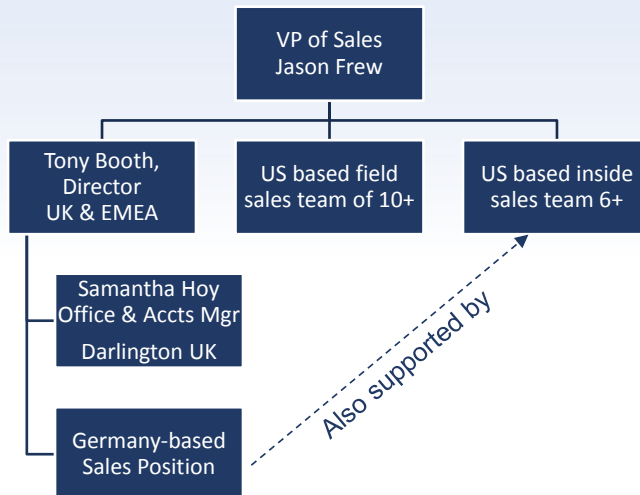
- **Focus**
 - Customer centric
 - Sales-oriented culture
- **Energy**
 - We are a very driven team, highly energetic, fast paced.
- **Workplace**
 - We strive to be a workplace with robust, honest, and open business discussions, while maintaining camaraderie.
 - All employees are treated with respect; views and opinions are welcome and heard.
- **Style**
 - We sometimes make decisions informally rather than through elaborate formal meetings.

CORPORATE ORGANIZATION CHART

CEO and executive staff based at Corporate Office in Dallas, Texas



SALES ORGANIZATION



PRODUCTS AND MARKETS

TARGET MARKETS

- **Electrical Transmission and Distribution**
 - Ground support for equipment erecting new lines from Wind and Solar farms to national grids; upgrading of aging infrastructure
- **Construction**
 - Ground support for heavy construction equipment
- **Oil and Gas**
 - Ground support for Midstream pipeline laying
 - Temporary roadways and access platforms for rigs upstream
- **Stadiums**
 - Turf protection when stadiums are used for purposes such as concerts
- **Large Events**
 - Temporary flooring for Tents and large global events, and parking spaces
- **Military and Humanitarian**
 - Shelter flooring, temporary access roads, large temporary parking spaces

See www.signaturecorp.com for application pictures

PRODUCTS AND MARKETS

	MegaDeck	SignaRoad	DuraDeck	ArmorDeck	UltraDeck	HexaDeck
Power Transmission & Distribution	X	X				
Oil & Gas	X	X				
Construction	X	X	X			
Military	X	X	X		X	X
Stadium		X	X	X	X	X
Events		X	X	X	X	X

MegaDeck HD Specs

- 7.5' x 14' x 4" thick (actual)
- 6.5' x 13' x 4" thick (useable)
- 1,150 lbs
- Virtually indestructible
- Manufactured in Orlando
- Strongest composite mat on the market
- Dual Sided
- Integrated design prevents water saturation
- Aggressive tread pattern
- 86% more rigid than nearest competitor
- Anti-stat and UV package
- RFID chips embedded in the mat



When to use MegaDeck HD

- Ideal for Oil and Gas sites, Power Transmission and Distribution projects, Mining camps, Military uses (Aviation applications) to support heavy equipment
- Soft soil, muddy/wet/difficult terrains
- Supports dozers, excavators, cranes, etc.
- Creates work platforms and temporary roadways



SignaRoad Specs

SIGNAROAD™

- 10' x 6.83' x 2.5" thick (actual)
- Useable Platform
 - 9.33' x 6.17' x 2.5" thick
- Useable Roadway
 - 10' x 6.83' x 2.5" thick
- 482 lbs
- Manufactured in Orlando
- Designed as a temporary roadway product
- Integrated design for extra strength and durability
- 90 mats per container, up to 120 mats per truck; reduces transportation cost
- Smaller equipment required to handle the mats, thus reducing costs
- Fully composite counter-sunk connection system; Anti-stat and UV package
- RFID chips embedded in the mat



DuraDeck Specs

- Our most popular standard size is 4' wide x 8' long x .5" thick (other sizes available)
- 86 lbs
- HDPE recycled post-industrial plastic
- Manufactured in Orlando
- Black and Beige are standard colors
- Optional tread patterns (vehicular, pedestrian, smooth)





THIS POSITION

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ROLES AND RESPONSIBILITIES

- Identify target markets, countries, regions, and opportunities within those in order to build strong, long-lasting relationships which will contribute to the on-going growth globally of the Signature brand and its offerings
- Find new business opportunities through a wide range of cold calling, trade shows, conferences, exhibitions, and networking events
- Build and manage a sales funnel/pipeline;
- Close deals
- Be responsible for a long-term sustainable portfolio of customers.
- Obtain, analyze, and share market data/intelligence on an on-going basis.
- Collaborate with executive leadership to develop and execute growth strategies and strategic account plans to:
 - meet/exceed revenue targets for the region
 - build successful partnerships with our customers for sustainable growth

GEOGRAPHY



GEOGRAPHIC SALES FUNNEL

Overview

- Large installed base in UK, Scandinavia, Western & Central Europe
 - We see a lot more potential in those markets but are limited by sales bandwidth
 - Some of these customers are being serviced from the US. We know that if we had a local sales presence we would find a lot more opportunities.
- Eastern Europe is turning out to be significant, too
- Additionally:
 - This position will help grow sales in Africa, the Middle East, and the Indian subcontinent where we have little presence but lots of opportunity

Customers

- Rental companies as well as owner-operators
- We see opportunity in EMEA across all markets and products

We have sold our products into 80+ countries globally

SELECTED GEOGRAPHIC MARKETS

Scandinavia

- Consistently successful in Stadiums space
- Huge potential with partner in Finland, Denmark, and the Baltics

Germany

- Existing customers in Industrial and Events markets
- Haven't scratched the surface yet in terms of market penetration

France

- Existing customers; there is a need; must be developed more

Italy

- Great partner in Military; potential expansion into other verticals & partners

Eastern Europe

- Have sold into many countries but mostly one-offs; HUGE opportunity area

MEASURES OF SUCCESS

- As with any sales position, "Orders Booked" is the primary measure of success
- In this role, identifying, nurturing, and growing the customer base is also a critical measure
- Progress will be measured on a regular basis regarding penetration of new accounts and ability to progress sales

LOCATION AND TRAVEL

Location

- Working from a home office
- Comfortable traveling by car, rail, or air, as necessary

Travel Expectations

- Strategically planned travel to meet customers and prospects within targeted geographies and markets
- Likely to vary in frequency, intensity, and duration from week-to-week, month-to-month, and year-to-year



THE IDEAL CANDIDATE

PROFILE

Overall

- A dynamic sales professional who connects well with a wide range of B2B customers and has a natural strategic thought process combined with strong execution discipline in sales and marketing

Experience

- 10+ year track record of meeting or exceeding sales targets in a similar industrial environment internationally, growing existing and new markets

Skills and Characteristics

- Strategic thinker. Comfortable using analytical tools for industry mapping, competitiveness, value chain analysis, pricing strategies.
- Strong financial acumen
- Skill in using social media and other marketing tools to build brands and gain a large customer following
- Ability to quickly understand customer applications and/or needs and translate them into targeted messages

A natural hunter, closer, and competitor with a passion for winning

TRAINING AND ONBOARDING

- **Darlington, UK**
 - Kick-off with Tony and Samantha
 - Hands-on introduction to products, tools, and markets
 - Including Salesforce.com; account set-up; quoting process; invoicing
 - Logistics protocol; shipping processes; potential customer visits
- **Dallas, Texas Headquarters**
 - Detailed product training; further systems and process training
 - Strategic planning with sales and marketing leadership -- review and development of markets; targets; road map; etc.
- **Orlando Manufacturing Plant**
 - Factory tour; meet key individuals
 - First-hand experience with manufacturing; installation; shipping and logistics
- **Launching**
 - Joint customer visits with Tony
 - Targeted solo visits, etc..



EMPLOYMENT, COMPENSATION AND BENEFITS

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WORKING THROUGH A GLOBAL PEO

- This is an important position for Signature. While we would like to employ this person directly, we do not have a legal entity in Germany at this time
- Therefore we have partnered with a leading entity, Globalization Partners, who will act as an intermediary as a PEO (Professional Employment Organization)
 - Typical way for global companies to grow rapidly
 - A PEO is a firm that provides a service under which an employer can outsource administrative tasks, such as employee benefits, payroll and workers' compensation, and other required items
 - Signature enters into a contract with the PEO
 - The individual enters into a contract through a PEO
- For the individual, it is like a local employer
- For Signature, it enables us to be compliant to local laws and legislation, reduces risk for all parties, and eases payroll and expense processing

ABOUT GLOBALIZATION PARTNERS

Profile

- The Global PEO leader
 - growing faster than any other PEO firm
 - #33 on 2017 INC 5000 list of fastest growing US private companies
- <https://www.globalization-partners.com>

Reputation

- Named 2017 Global PEO of the Year

Global presence

- Entities in 120+ countries around the globe

German entity

- *Globalization Partners GmbH*

GLOBALIZATION PARTNERS GLOBAL PRESENCE



TO THE INDIVIDUAL, IT'S LIKE A LOCAL EMPLOYER

- Employment contract compliant to German Law
- Regular local payroll including:
 - Commissions
 - Vacation tracking
 - Sick Leave
 - Termination and Severance
- Health and Social Security Benefits
- Tax and HR compliance to German Law
- Reimbursement of expenses
- Telephone and online support
- AUG Licensing
- GDPR Compliant

EMPLOYEE BENEFITS IN GERMANY

Scope of Benefits

All Social Security and other statutory benefits required in Germany are provided through Globalization Partners, including:

- Health
- Nursing care
- Statutory pension
- Unemployment
- Accident

VACATION AND HOLIDAYS

- **Vacation**
 - 24 days of vacation time per year in Germany (statutory)
- **Public Holidays**
 - New Year
 - Good Friday
 - Easter Monday
 - Labour Day
 - Ascension
 - Whit Monday
 - Day of German Unity
 - Christmas
 - St. Stephen's Day

COMPENSATION

- **Payroll**
 - Paid monthly, on the last day of the month
 - Example: Paid on May 31st for the month of May
- **Salary**
 - Competitive base salary
- **Commission**
 - For any sales position, earning commission income is a key focus
 - Commissions are uncapped
 - Goal is for majority of total compensation to be incentive-based
 - Guaranteed commission will be provided during short ramp-up period as individual quickly establishes themselves in the marketplace

COMPENSATION

Other Benefits, Perks, and Equipment

- **Automobile**
 - Lease/purchase or allowance
- **Mobile phone**
 - Lease/purchase or reimbursement
- **PC, etc.**
 - Laptop and/or desktop
 - Printer, supplies, etc.

We will provide you with all the tools you need to be successful



SUMMARY

SUMMARY

Sales Leader Role in Germany

- We are very excited about adding this position to our sales team
- It is a very important part of our growth strategy
- We're confident that the right individual will quickly excel in expanding composite matting sales in Europe and beyond
- We're eager to speak with you in greater detail during the upcoming in-person interviews!

THANK YOU

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