

Subject: *CONFIDENTIAL* Mr Alex Piper Forthcoming on Boarding + Role +Payment £4000 (& BENCH LOAN £1500) +DRAFT COMMENCEMENT OF SALES STRATGEY & PACK
From: Adam Voce <adam@g-cv.com>
Date: 14/08/2017, 18:38
To: Alex Piper <alexpiper@ymail.com>
CC: Adam Voce <adam@g-cv.com>, Nicola Peters <nicolapeters@g-cv.com>, "Aubrey Hayward" <aubrey.hayward@ransquawk.com>, George Eaton-Busfield <george@g-cv.com>, "Jason, The JET Group" <jason.earl@thejetgroup.co.uk>

Hi Alex,

As discussed. Will transfer following to you today from GCV on behalf of Ivaylo and GCV LTD.

1. £1500 retainer for you July (please kindly submit an Invoice to GCV LTD each month going forward (will discuss and agree proforma in due course)
 2. £2000 loan funds (understand may be monthly requirement at £1500 - but tbc etc)
 3. £1000 on boarding / golden handshake.
- TOTAL = £4500.** (rechargeable to JET subject to Jason Earl Agreement)

Also, then upon the imminent announcement adoption of your proposed role of Commercial Director the following is drafted to ensue:

REMUNERATION(S)

- As discussed all current office based sales consultants (who also cover non sales activity such as you) will initially receive £1500 retainer + 30% commission as an uplifted base remuneration. (10% for incoming generated sales). Any "split staff" will remain part of bonus scheme(s) unless requested and agreed otherwise.
- The retainer will reduce to £1000 - at the earlier of when the £1500 is superseded by Commission Income for an individual OR on 31st March 2018. ("OR after 6 months" for all future recruitments or joint ventures)
(Mr Baughan may hopefully offer to reallocate his £500 towards the implementation of CRM in 2018 but tbc).
- External Sales Brokers are to receive no retainer and a range from 20% to 30% commission depending seniority / negotiated agreement.
- Relevant contracts should be put in place as soon as possible. Please contact Alex Baughan and ask for a suitable IB contract.
- The retainers above cover non sales or general management consulting activity.

(DRAFT) ROLE OUTLINE

In addition please see a very brief summary outline of the proposed draft role at this point -

1. SELL. Above all else drive revenue.
2. IMPLEMENT STRUCTURE, NEW PRODUCTS, NEW NETWORKS, NEW PARTNERSHIPS ETC ETC.
3. INCENTIVISE & MOTIVATE & MANAGE EXTERNALS – Gustav etc.
4. Complete Directorial and executive duties as may also be necessary
5. Ensure you personally understand the roles Aubrey, Anita, Sarah, Jeff, Alec cover today – so that you can all jointly assign and co-ordinate such, under your stewardship, to your team tomorrow (Nicola, you, Alec, Lara B + Poss x1 New recruit also subject to other costs).
6. Please define a "Sales Strategy" in co-ordination and partnership with sales and executive team (PowerPoint slides with Notes – working document for now – to be updated as progress by all who input). Will form part of overall strategy(s). Please Include:
 - a. Sales Team Career Structure
 - b. Sales Channels
 - c. Product Expansion(s) (Geographical, Capabilities, Languages)
 - d. Network & partnerships Expansion
 - e. Digital Sales & Marketing Strategy (laura)
 - f. Plan to capture and communication Management Information and Reports. Including the implementation of suitable system to support this (CRM) in 2018 (Must be aligned to overall

business Systems Strategy noting that SAP is being considered)

7. Create usable and impactful sales collateral – both print and digital. WHY RAN? WHY TFX etc.
8. Define a full Product Price matrix (Updated).

In addition, I will ask for draft notes to be forwarded to you to help feed in some ideas / drafts for the above and sales 'career' / remuneration hierarchy.

PLEASE PUT THESE IN TO A COUPLE OF POWERPOINT SLIDES & RETURN TO THOSE ON THIS EMAIL.

DETAILS ON FORMAL ANNOUNCEMENTS ETC SOON TO FOLLOW. PLEASE PREPARE TO COMMENCE SALES ACTIVITY AND INFRASTRUCTURE IMPLEMENTATION IN THE VERY NEAR FUTURE.

Hope this helps.

Thanks

Adam