



ULLMAN SAILS INTERNATIONAL

Website Inquiry Distribution Policy

The Ullman Sails International website – www.ullmansails.com – generates customer inquiries and quote request forms that are forwarded to Kelly Buchan at ullmanintl@ullmansails.com. Listed below are the guidelines for distributing these inquiries.

1. Kelly receives the inquiry, noting the sail type, the boat type, the sail use, and the customer's city, state and zip code.
2. Kelly determines the exact location of the customer, using Google map if unfamiliar with the listed location.
3. Primary distribution is based on loft territories specifically outlined in each loft license agreement. If a customer is located within a designated territory, Kelly forwards the inquiry to the applicable loft.
4. If an inquiry does not originate in a designated loft territory, distribution is based on boat type.
 - For one design inquiries, distribution is based on the *USI Exclusive One Design Production Rights* list. Kelly forwards the inquiry to the specific loft that is identified as having exclusive production rights to the one design class listed in the inquiry.
**For distribution of J/105 and Melges 24 class sails, refer to the *Explanation of Exclusive North American Sales Territories for J/105*.
 - For one design inquiries not listed on the *USI Exclusive One Design Production Rights* list and all other boat types, distribution decisions are forwarded to Dave Ullman. Dave makes all decisions for inquiries that do not fall under specific loft territories or exclusive one design production designations. Dave advises Kelly where to send the said inquiry.
5. All inquiries are distributed immediately and are copied to Dave's email for his records.
6. Please refer to the *Website Inquiry Distribution Matrix* which lists details for each loft, including main contact email, loft territory per license agreement, exclusive one design production rights.
7. All inquiries are saved by Kelly. A report will be sent every month to all Ullman Sails lofts outlining the total number of inquiries received for the past month as well as the number of inquiries distributed to each loft.

****Please note this distribution policy is exclusive to inquiries received through the Ullman Sails International website.**

As of: February 4, 2008
Attachment: Website Inquiry Distribution Matrix
By: Dave Ullman
CC: All Ullman Sails Lofts