



**CMD/ CAD
European Commercial
Lead Sharing Program
2015**

ECOLS

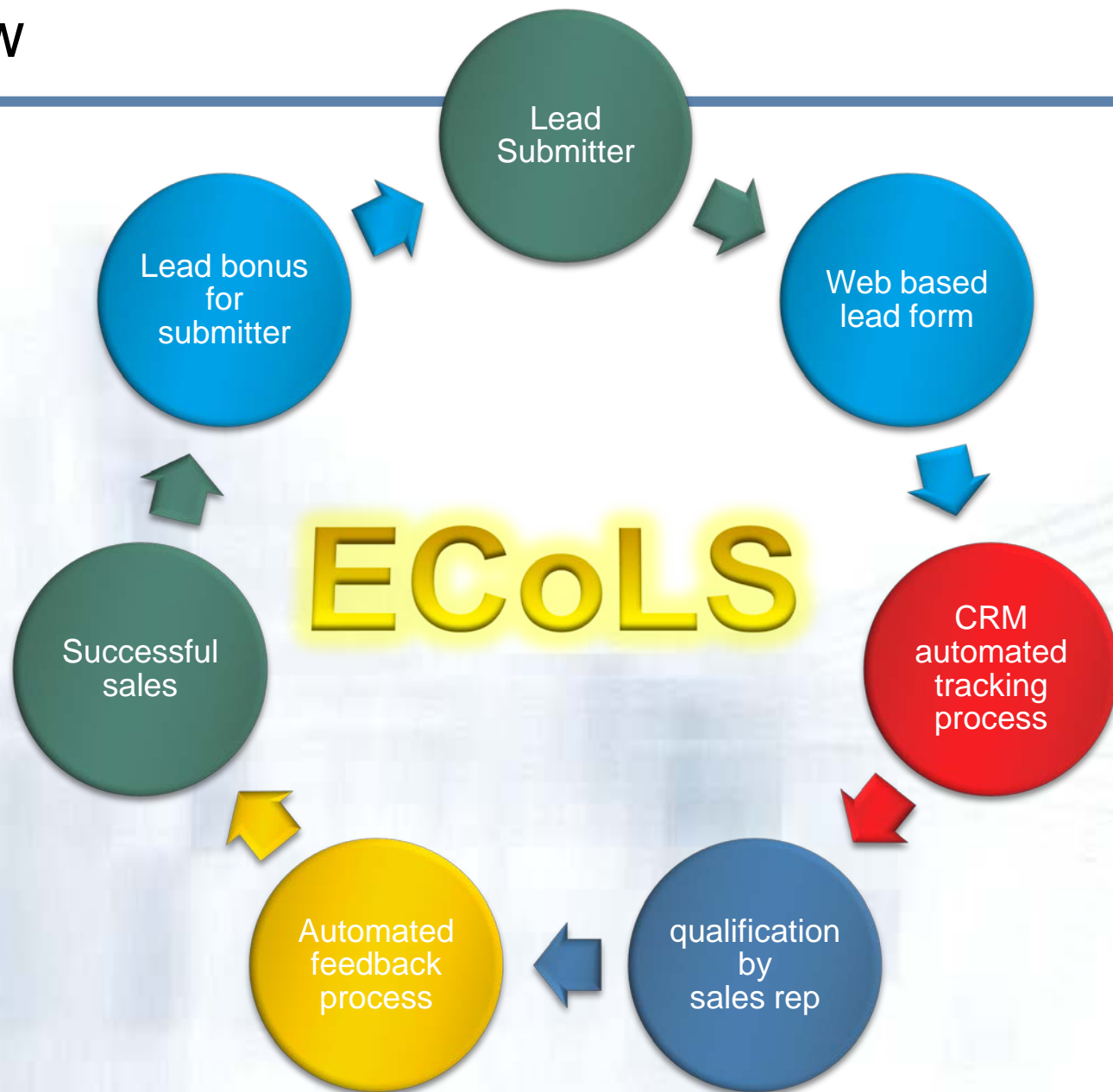
Klaus Mittendorf

Director ,Global Strategic Business Development

Chromatography and Mass Spectrometry Division

- Accelerate **growth** for CMD and CAD
- Maximize **synergies** across countries and product lines
- Strengthen **communication** between the teams
- Continue **success** of the previous lead sharing program
- Expand to other divisions

Overview



- **Routing:** web based Eloqua (Marcom database used to communicate and track an event) form to SFDC CRM
- **Region:** Europe
- **Audience:** European Thermo Fisher employees in sales and service of:
 - CAD: Chemical Analysis Division
 - CDD: Clinical Diagnostics Division
 - CMD: Chromatography and Mass Spectrometry Division
 - GSD: Genetic Medical & Applied Sciences Division
 - ULS: Unity Lab Services, except CAD or CMD sales employees in the same territory and/or product line.
- **Products:**
 - **LSMS:** Orbitrap, Triple Quad, Ion trap systems
 - **GC:** TSQ GC Quantum Triple Quad, GC/MS (single quad and ion trap), GC systems
 - **LC:** MSQ LCMS Plus single quad, LC systems (must include pump, injector, and detector to qualify; LCs on Mass Spec bundles do not qualify)
 - **IC/ SP:** Ion Chromatography (IC), ASE and AutoTrace systems
 - **Trace Elemental/ IOMS:** IRMS (Delta V & MAT253), ICP/MS, ICP, Atomic Absorption (AA) systems
 - **LabAutomation** / Cytomat products: Orbitor automated System Cytomat 6000 series, F-5 / Cat-X / VAL automated System, Cytomat 24 / Cytomat 48 / Cytomat 72 series & Large Automated System Project, RapidStak Cytomat 2 / Cytomat 5 series
 - **CAD Spectroscopy:** FT-IR, NIR, and Raman Spectroscopy, UV-Vis (Evolution 200, Evolution 300, Evolution 300, Evolution Array & Lumina), Optical Emission and X-Ray Systems

- The Program is designed to incentivize the generation and closing of opportunities on CMD/ CAD products
- The program steps are the following:
 - Staff will submit the lead details via an ELOQUA form at www.unitylabservices.com/ulead or similar website
 - An email will go to the lead submitter, confirming it has been sent to CMD/ CAD sales force and lead details will be uploaded in SFDC
 - Based on lead details SFDC will route automatically the lead to the assigned sales rep
 - The sales rep qualifies the lead in best case into an opportunity
 - The lead submitter will receive a status notification at each key gate based on the qualification in SFDC:
 - Lead qualifies (turns into an opportunity) / does not qualify (closed)
 - Opportunity closed (lost) / opportunity turned into a sale.
- On a quarterly basis, the European Sales GM Manager provide incentive details to HR for incentive payment based on a SFDC report
- The success of the lead sharing program will be tracked by a SFDC Campaign

- The program is open for every European **Thermo Fisher** employee in **sales** and **service** across all divisions, except CMD and CAD sales employees in the same sales territory and / or product line. Leads generated during marketing and sales events like trade shows, seminars etc. are excluded.
- *Not covered by the program (example):*
 - CMD Chrom sales rep in territory South cannot submit lead via program to CMD Chrom sales rep in territory North in the same country
 - CMD LSMS sales rep in territory South cannot submit lead via program to CMD Chrom sales rep on territory South in the same country
 - French CMD LSMS sales rep cannot submit lead via program to British LSMS sales rep
- **Covered by the program (example):**
 - CAD sales rep can submit lead via program to CMD sales rep in same territory and country or across territories and countries

- A **\$250** bonus will be paid by CMD for any new lead that results in an order for the following LSMS products:
 - LSMS Orbitrap systems
 - LSMS Triple Quad systems
 - TSQ GC Quantum Triple Quad systems
 - LabAutomation / Cytomat products: F-5 / Cat-X / VAL automated System
 - Cytomat 24 / Cytomat 48 / Cytomat 72 series & Large Automated System Project (500k\$+)
- A **\$150** bonus will be paid by CMD/CAD for any new lead that results in an order for the following CMD and CAD products:
 - LSMS Ion trap systems
 - IRMS Systems (Delta V & MAT253)
 - ICP/MS systems
 - ICP systems
 - GC/MS systems (single quad and ion trap)
 - MSQ LCMS Plus single quad systems
 - LabAutomation / Cytomat products: Orbitor automated System Cytomat 6000 series
- A **\$100** bonus will be paid by CMD/ CAD for any new lead that results in an order for the following CMD and CAD products:
 - Atomic Absorption (AA) systems
 - GC systems
 - LC systems (must include pump, injector, and detector to qualify; LCs on Mass Spec bundles do not qualify)
 - Ion Chromatography (IC) systems
 - ASE and AutoTrace systems
 - FT-IR, NIR, and Raman Spectroscopy Systems
 - UV-Vis systems from Evolution up (Evolution 200, Evolution 300, Evolution 300, Evolution Array & Lumina)
 - Optical Emission and X-Ray Systems
 - LabAutomation / Cytomat products: RapidStak Cytomat 2 / Cytomat 5 series

- To qualify for the bonus, the follow must occur:
 - All leads must be fully entered and submitted through the designated SFDC Campaign “**ECoLS Lead Sharing Program 2015**”
 - A lead which qualifies for the bonus is defined as a new lead which created a new project (opportunity) that was not located in the CRM/prospect database prior to the lead entry.
 - To qualify for the bonus, the lead must be provided and officially approved by end December 2015 and the project (opportunity) must successfully close by the end of Q1 in 2016.

- This program shall be effective commencing January 1, 2015 until December 31, 2015.
- It will be reviewed during Q4 2015 to estimate if it should be extended as it is or if adjustments are required.
- After December 31, 2015, it can be extended by the company for any defined period. The company will inform employees accordingly. Consideration to the provision of the ECO Lead Sharing Program for future years will be at the sole discretion of the Company and employees have no contractual right to the above mentioned commission for generating leads in future years.

- Thermo Fisher Scientific reserves the right, in its absolute discretion to change at any times the territory, quota, products and eligibility of this program.
- The company reserves the right to make additional payments to recognize exceptional achievements not covered by the program.
- It is specifically understood that any individual, who is terminated, resigns or otherwise leaves the Thermo Fisher Scientific payroll, or accepts transfer to a position not eligible to participate in this program, will not be entitled to any remaining commissions. This condition also applies to commission holdbacks where the company decides to withhold payment of commission until the customer makes payment for the product or service provided. Individuals on maternity leave will still qualify for this payment.
- The ECO CMD Leadership Team is responsible for the interpretation of this program and for making such determinations and recommendations to company management as may be required by the plan in accordance with local laws. The ECO CMD Leadership Team also has authority when leads are in question or being debated as to whether it qualifies and / or who gets credit for it.
- For payments to the teams attached to a European office, any non-Euro currency will be converted by the official Thermo Fisher exchange rate.