

TRIKKE TRAINER PROGRAM (T.T.P.)
(Introduction)

The Trikke Trainer Program is designed to help introduce customers to the Trikke line of products via direct customer contact with Authorized Trikke Sales & Training Representatives. This will help create immediate customer access to local instruction in the product.

This program is designed as a sales & marketing oriented program, both in structure and in purpose. It is meant to create a direct link between product sales and instruction, making training an important way IN to the customer's buying decision. This regional system of access to trained instructors will promote a network of ongoing customer support, focusing on the customer while representing the Trikke Brand.

TRIKKE TRAINERS – A National Trikke Team
(Branding through customer training & product awareness.)

Mission Statement: “Create a National Team of Trikke Trainer/Sales Reps, Designed as An Ever-growing Sales Stream, & Network of Ongoing Customer Support with the Purpose of Creating Riders, While Representing The Trikke Brand.”

“Create a National Team of Trikke Trainer/Sales Reps...”

Who are “TRIKKE TRAINERS/Sales Reps”? - The Trikke Trainer Program gives independent & entrepreneurial individuals, who already love the product and ride regularly the opportunity to create home-based Trikke businesses. Certified Trikke Trainers do not work for Trikke.

They are a national team of Certified Trikke Representatives who sell the Trikke line of products, and provide lessons to insure that Trikke customers have access to instruction and get the most value out of their carving vehicle.

... “designed as a ever-growing sales stream & network of ongoing customer support...”

A key goal of this program is to maintain a personal connection to the customer, introducing them to the Trikke line of products in a professional and informed manner. Trainers undergo a 3-day Trikke Academy, where they learn basic mechanics, developed sales models & techniques, market knowledge and information, and advanced riding techniques. This training is designed to promote their success as they create & build their own business of carving vehicle sales, service, and instruction in their communities.

... “with the purpose of creating riders, while representing the Trikke brand.”

Certified Trikke Trainers/Sales Reps are independent, certified sales representatives that offer authorized training as a part of the buying experience. We teach our Trainers how to train others. They then pass that knowledge on to customers, while representing the company and the brand. This company/customer link is a fundamental pillar of the Trikke brand, creating a sense of community among Trikke enthusiasts across the country and across the world. The Trikke Trainer Program is grows with every new Academy. We are developing Trikke Academies in Puerto Rico, Europe, Asia, and the Middle East.

TRIKKE TRAINER PROGRAM POINTS

It all starts with “TRIKKE ACADEMY”

Trikke Trainer /Sales Reps are authorized to sell all Trikke products, offer riding instruction, and represent the Trikke brand and product line. In order to insure that there is competent & quality sales & instruction, all applicants will be required to complete a 3 Day Trikke Academy in order to become a “Certified Trikke Trainer/Sales Rep”. There are several Academy dates throughout the year. *(A current list of upcoming dates is available at www.trikkeacademy.com)*

Each Academy session will focus on the following key pillars for success:

- 1) Tech: All Trikke representatives should be knowledgeable in the entire Trikke product line, and able to offer basic service, maintenance, and repair of all Trikke carving vehicles. Tech classes are part of every Trikke Academy, and taught by Trikke qualified personnel. This training also allows the Trainer to sell vehicle service as a part of their Trikke business. *(Advanced Tech Training classes may be available.)*
- 2) Riding: Applicants must be able & competent riders. Riding evaluations will be conducted, and proficiency in established riding techniques will determine Trainer level. *(Acceptance will be at the sole discretion of the Academy Director, and should be discussed in advance.)*
- 3) Instruction: Each applicant will learn the basic Trikke Training curriculum, designed to properly teach even non-athletic students how to ride & enjoy their carving vehicle. *(To offer advanced Training classes of any kind, one must be proficient in advanced riding techniques.)*
- 4) Sales & Marketing: Academy courses also include strategies to promote & grow your business. When it comes to sales of Trikke carving vehicles, we have learned many lessons over the years regarding how & why customers make their buying decision. Brand information, & market knowledge will also be included in Academy curriculum, along with methods for marketing, promoting, and building a Trikke centric business. Each Trikke Trainer will be armed with a multi-faceted approach to find, convert, and nurture their customer base.

Graduation

In order to become an Authorized Trikke Trainer/Sales Rep, a graduate will be required to pass all Academy courses & tests, including:

- 1) All riding elements.
- 2) Fundamental teaching/training elements: (safety, proper beginner instruction)
- 3) All product assembly & basic service elements, including basic maintenance.
- 4) A written test covering all Academy courses, including business, branding, sales, marketing, training, and tech elements.

Trainer Level

At the end of the course, Trainers will have the opportunity to become a Trikke Trainer level 1, 2 or 3, depending on level of riding expertise, and ability to train others to ride at different levels.

Example: if you come to the training with steep hill-climbing ability and can teach another how to accomplish the same, you would be a good candidate for a level 3 Trikke Trainer. If you cannot climb hills well, or with proper technique, but you can teach someone to propel well on a flat surface, you will be a good candidate for a level 2 Trikke Trainer. If you are able to propel reasonably well on flat a flat surface, and can communicate basic riding instruction, you should start out at Trainer Level 1. *(Trainers may request re-evaluation, either in person, or video recording in order to have their Trainer Level amended at a later date.)*

Certificate & Website Listing

Upon successful completion of all Academy requirements, Trainer/Sales Reps. receive a Trikke Trainer Certificate signed by Trikke CEO, John Simpson, and Trikke Inventor/Designer, Gildo Beleski. Trainer contact information & location will also be posted on the Trikke company website, and Trikke Academy website. Specialized listings such as Trikke Fitness, Elekktric Mechanic, *SKKI* Instructor, etc. may also be offered.

(In the case of name change, amended Trainer Level, etc., Trainer Certificate can be re-issued for a small fee.)

Non-Completion

All Academy fees are non-refundable. If for any reason an applicant is not able to complete the full, 3 day Academy, cannot satisfy the necessary requirements, or pass necessary tests, participants may be allowed to take the course again at a later date and at a reduced rate. *(In certain instances, requests for refund, whether full or partial, will be considered on a case-by-case basis.)*

Guest Policy

The fee to bring a guest, to experience the Trikke Academy with you is \$150. Guest is allowed participate with you in all elements of the Academy, therefore, in many ways they are qualified to knowledgeably assist you with your business. Guest do not receive their own Trainer certificate, shirt, listing, or sales account with TTI. If the Guest later decides to obtain their own Trainer listing and sales account, they may pay the difference of the current Academy rate in order to be considered for certification. (This will be at the sole discretion of Trikke Academy, and satisfying all requirements for Academy completion will be necessary.)

PROGRAM COSTS **(Program Related Costs to Applicant)**

Program costs are as follows:

- The total fee for the Trikke Trainer Academy is \$700. *(Travel & accommodations are not included.)*

(There is A \$150. Non-refundable deposit, applicable toward the total cost of the Academy.)

- Trainer/Sales Rep are also required to have at least two Trikke Carving Vehicles within 30 days of completing the academy, in order to properly demonstrate the product to others. Upon graduation, Trikke Trainers will have the opportunity to purchase an additional carving vehicle, and all products will be available at a Trainer discount equal to the Trikke Trainer commission rate.

- Promotional materials: Trikke Tech, Inc. will supply access to various forms of marketing elements, including, but not limited to digital images, brochures, flyers, etc. Printed versions of certain marketing materials may also be available, and may be purchased at, or near cost. *(A handling fee based on quantity will be included along with shipping charges.) (Use of Trikke logos, trademarks, etc., is by permission only, and if necessary, can be revoked at any time.)*

Additional costs associated with becoming a Trikke Trainer Sales Representative may include the following:

- Liability Insurance: In order to offer training & instruction of any kind, basic, liability insurance coverage must be purchased. Further information on coverage, premiums, etc should be discussed with an insurance professional. (References will be provided, but choice of carrier & coverage policy is at Trainer's discretion.)

- A personalized website, web page, or some form of individual, online presence is highly recommended.

- Personalized business materials such as business cards, email account, cellular phone, promotional material, etc.

- Specialized Academy courses in areas such as Fitness Training (group & private), *Trikke Elekktrics* –Sales, Rentals, & Training, *The Trikke SKKI* -Sales, Rentals & Training, Advanced Training Workshops, etc., may also be available, and additional fees may apply. Check current Academy dates and locations for more information.

PROGRAM FINANCIAL MODEL

Trikke "Trainer/Sales Rep" Account Business Model

Trainer/Sales Reps are commission based, and act as liaisons for direct sales to customers. All product orders are to be submitted directly to Trikke, and all customer sales charges will be made by Trikke Tech Inc. Trainer/Sales Reps may need to finalize the sales process directly with customer in writing. Appropriate sales forms will be supplied. *(All product pricing is based on current, Trikke pricing offers at time of sale.)*

- Trainer/Sales Rep – Basic Commission Structure & Schedule:

Trainers receive very competitive commission rates for all Trikke sales. All Trikke product sales made directly with customers (local end-users) will receive a commission of 20% of the retail price of the sale.

(The Trikke Trainer Program (T.T.P.) is built on a "local sales" business model, community based, and the ability to bring customer training & ongoing support is key. Certain exceptions may apply, but excessive out-of-territory sales may be evaluated for authorization. When in doubt, pre-approval is suggested. Internet-driven sales are not applicable.)

Trainer/Sales Rep. commission schedule is as follows: Commission will be applied to all paid sales generated by Trainer /Sales Rep. Commissions will be tallied on a monthly basis & checks or credits for each month will be issued for the previous month's sales. *(Submission of commission report form may be necessary.)*

All Trainers will be issued a year-end 1099, and will, therefore, be responsible for all state and federal income tax obligations.

- Product Shipments

All Trikke product purchased directly with Trikke will be shipped directly to customers. Trainer /Sales Rep customers shall be allowed to benefit from all Trikke company promotional specials, including free-shipping promotions. *(This is applicable to end-user consumers only, and is not applicable on Trainer Personal Discount sales.)*

- Trainer Personal Discount

As a courtesy, all personal sales purchased directly by Trainer directly with Trikke Tech, will be valued at a 20% discount, equal to normal Trainer commission. Trainer has the choice of shipping location. Trainers are also allowed to benefit from certain Trikke company promotional specials. *(Trainer Personal Discount sales are not applicable for free-shipping promotions.)*

BRAND REPRESENTATIVES:

Trainers will also have the opportunity to act as Trikke Representatives in the field. This status allows them to open up other sales opportunities in their area, i.e. sales to retailers, gyms, schools, businesses, churches, etc.) Trainers will receive ongoing commissions for additional sales. Trainers must actively support and manage the new account in order to receive ongoing commissions based on set pricing levels. Trikke Tech will charge the retailer, school, etc., directly, and credit commissions to the Trainer/Rep involved.

Rep. Commission Structure:

- Group / Institutional Sales:

All new sales channels (schools, clubs, or corporate sale accts., etc.) will receive on "ongoing" commission of 7%-10% for all purchases by that institution for as long as the rep is managing the account. *(For more information on Institutional Sales pricing, please see the EDU-Trifold.)*

(Commissions in this category will be based on negotiated final sale prices. Normal Educator pricing is 25% off of retail for a minimum of \$2000 of product.. Trainer/Reps are required to provide training and customer support to their accounts as needed.)

- Wholesale Accounts:

Retail establishments such as bike shops and other stores will also be open to becoming a Trikke dealer. Any new wholesale accounts established by our Trainer/Reps shall receive an "ongoing" commission of 5% for all

purchases from that account. *(Must be a newly established account and must be supported and managed by the Trainer/Rep.)**

(- Support and Management of Rep Accounts: In order to receive ongoing commissions from newly established accounts, Reps must act as the active liaison between the client and Trikke Tech. Servicing the account should include: providing ongoing training –from Introductory to Advanced level classes as needed, price & policy change notifications, handling further orders, new product introductions, service issues, etc. As a managing representative, you are to advise, inform, and consistently update the account of Trikke Tech information & policies. Though they will have access to Trikke Tech personnel, you will be their primary Trikke contact for questions and/or support.)*

(- All accounts, including chain stores or major accounts must be approved in writing by Trikke Tech prior to any contact being made by the Trainer/Sales Rep to the account.)*

CHARGEBACK:

As independent, outside sales representatives, all commission-based sales will be subject to a full or partial chargeback of commission for customer product returns. Trikke Trainers are responsible for adequate sales follow up, and commissions are based on meeting the needs of their customers within reason. Chargebacks are rare. Good follow-up, and proper orientation in the product will insure a satisfied customer.

Dealer Hub Locations

In certain instances, Trainers may be allowed to work directly with Academy Certified Hub Dealers. Approval is based on location factors. Certified Hub Dealers are approved within the Trainer Program structure, and are required to adhere to Trikke Trainer Program guidelines. *(Ask your Trikke Academy T.T.P. Representative for more details.)*

OTHER BUSINESS MODELS AVAILABLE:

Trikke “Trainer Business” Account Model

Trikke Trainer/Sales Reps with substantial, and consistent sales numbers may want to apply for a Trainer Business Account, where Trainers can purchase product for resale at a 30% margin discount off of retail purchase price. Approved Trainers will be required to carry inventory & must have their own business license, and necessary reseller permits. A \$1300 min. inventory purchase across the product line is necessary to be a part of this business model. *(Additional purchasing minimums will apply, and a handling fee may be placed on orders under standard minimums.)*

Trikke “Trainer/Dealer” Account Model

Trainer/Dealers must carry a full inventory of Trikke products for sale to customers. At this level, full wholesale profit margins will be offered. (All Dealer applicants are required to submit current business license, and reseller’s permit, and shall be subject to “location” requirements, including “brick & mortar”, approved mobile-trailer dealership, etc). Dealer accounts are subject to approval and periodic review. *(Please refer to current Dealer Agreement for further details.)*

Shipping

Trikke Trainer Business & Trainer/Dealer Account purchases are shipped directly to the Trainer.

INSTRUCTION / SERVICE / DEMO & RENTALS

Lesson & Instructional Workshop Sales:

All Trainers are expected to offer free introductory vehicle(s) “demos”, and basic orientation instruction / classes for their customers. Trainers can also earn additional money and create exposure by offering training. They can offer lesson packages & workshops for both group and one-on-one customer training. Unlike product sales, fees for instruction or service will go directly to the Trainer and are to be collected and handled by each individual trainer. Instructional methods, charges, & fees will be based on Trikke Trainer Program standards.

Current Standard Trikke Training Rates are as follows:

\$20 – Group Classes

\$15 – Group Classes purchased in advance. (*Intermediate & Advanced Training Package –Lesson Cards*)

\$20 – Group Workshops

(Information regarding Advanced Training & Group Workshop requirements & pricing will be available upon completion of all Trikke Academy requirements. Ask your Trikke Academy T.T.P. Representative for more details.)

(Note: All Instructional & training sales are to be considered binding sales contracts between the trainer and customer and shall be handled in a professional manner, based on the Terms and Conditions of the Trikke Trainer Agreement /Guidelines.)

Personal Instruction / Private Lessons

For individual (non-group) Trikke riding instruction, Trainers are afforded a great deal of latitude. Basic supply and demand factors should be considered. Location, and local income demographics will influence pricing decisions. (*It is highly recommended that you check comparable athletic training rates in your area.*)

Service

Carving Vehicle Assembly & Service Packages: Servicing Trikke CV's is yet another way to increase Trainer revenue. The basic elements of vehicle (technical) service & repair training will also be offered as part of Trikke Academy courses. Attendees will learn the basic, fundamental elements of Trikke repair and service, in order to provide basic customer service, and possibly provide yet another source of revenue. Service & maintenance packages, including accessories can also be offered. (*Use of non-authorized Trikke parts & accessories could affect vehicle warranty.*)

Fitness

- Fitness Workshops & Group Fitness Rides: The amount of people that buy our product for fitness reasons cannot be overlooked. Group fitness rides can be created in just about any terrain. For \$5-\$15 per person, customers can be led on a great cardio workout, ...even if it's just trying to keep up with the trainer.

(Pricing should be based on market demographics.)

- Personal Trikke Fitness Training: Individualized, personal Trikke fitness training can also be offered for rates up to \$65 for a 2-hour class. (*Up to 2 people.) (*Higher fees may be appropriate, but are subject to approval based on experience, fitness certifications, etc.*)

(NOTE: Regulations regarding fitness training vary by state. So-called “Personal Fitness Trainers” cannot offer such services without additional training and certification by an accredited entity in the fitness industry.)

Demo Fleet (Demo Payment Plan)

Having a fleet of Trikke vehicles allows you to encourage customers to bring their friends and have them try it out for themselves. You can offer this for free, or charge a small rental fee if you like. It's up to you.

In order to encourage this type of customer service, Trikke Tech periodically offers returned / refurbished Trikke Carving Vehicles for demo, and/or rental, “Try-before-you-buy” applications. Trainers can purchase from the company any number of refurbished CV's on a simple, structured, monthly payment plan, allowing them to quickly create a demo fleet without harshly impacting their cash flow. If it is necessary to cancel the payment agreement, vehicles can be shipped back to Trikke Tech. (*A minimum number of payments may be required before cancellation of Payment Plan Agreement.*) (*Ask your T.T.P. Program Representative for more details.*)

BASIC GUIDELINES - TERMS & CONDITIONS

All Trikke Trainer/Sales Reps, Trikke Business Accounts, and Trainer/Dealers are required to conduct themselves and their business practices in a professional manner. As per the Trainer Program Guidelines & Agreement document, fair, honest, and standard dealings with all customers, while representing the Trikke brand are required. All Instructional & Training sales shall be considered binding sales contracts between the trainer and customer. (See *Trikke Trainer Program Application for more Trikke Trainer Program Agreement Terms & Conditions.*)