

To: *Eric Beadle*

From: *Mike Sinnott*

Re: *Account Executive Compensation*

Date: *September 29, 2011*

As with any commission-based compensation plan, there are no guarantees. At the end of the day, your earnings will be determined by your work ethic. If you work hard, then you'll earn money. If not, then . . .

This commission-based compensation plan should be viewed as just that: a plan. This is your plan of action for the next year, with each targeted sales figure as your goal. In setting these goals, I have been somewhat conservative, basing the sales figures on previous sales efforts. With your previous sales experience, combined with hard work and our great products, then I am confident that you can achieve these sales goals.

If you reach all of your sales goals, based on a 25-35-percent commission, there's potential for you to earn \$75,300. If you do incredibly well, then you're earning potential jumps to as much as \$150,624 per year. Now, my expectations are for you to earned in the \$55,000 - \$85,000 range in the first year, building to move as your grow as a professional. Again, everything in a commission-based position is based your ability to work hard and remain focused on your goals.

Here's my sales plan for your first year with our business:

"Billboard Blitz"

These affordable packages for non-profits, associations, and advertisers without large budgets are a good introduction to our business and how our sales process works. Most of these advertisers are similar to your current client list with the Lugnuts. I will provide you with leads from our previous "Billboard Blitz" sales efforts.

<i>Monthly Goal</i>	<i>Annual Goal</i>	<i>Commission</i>	<i>Earnings</i>
\$10,000.00	\$120,000.00	25%	\$30,000.00

After you've sold \$120,000 of "Billboard Blitz" packages, your commission will jump to 35-percent. So, if you sold \$180,000 of "Billboard Blitz" packages, your total earnings will be \$51,000 with a commission of 25-percent on \$120,000 and 35-percent commission on the additional \$60,000.

There is a lot of flexibility in our "Billboard Blitz" packages, but with a focused effort, \$10,000 each month is a reasonable goal. At \$1,200 per package, you'd need to sell eight "Blitz" packages each month to reach your goal.

After you've demonstrated your ability to sell the "Billboard Blitz" packages, we'll move you into selling sponsorship for our passing league campaigns.

Passing Leagues

The 2012 passing league season is shaping up to be a busy one for TSF Radio Network. We're working on title sponsorship packages for passing leagues in the following states:

Delaware
Kansas
Maryland
Missouri
Pennsylvania
South Carolina

In addition, we're working to establish passing league events in other states as well. As we talked, the passing leagues are primarily funded by the title sponsor, who pays our expenses for the event, including facility rental; insurance; officials; tee-shirts, and other miscellaneous costs. For each title sponsor that you bring on board, you would earn 25-percent of whatever remains after the expenses are paid.

If \$2,000-\$4,500 of profit is made on the title sponsorship, then you're commission is \$500-\$1,155. For your earning potential, it is better for you to concentrate on secondary sponsors for the events in each community. As we discussed, my vision of the passing leagues is that of a football festival in the community.

The secondary sponsors can include the following business categories: cellular phone; fast food; automotive; insurance; sporting goods, and many others. We'll target national, regional advertisers as well as local businesses who would like to participate. The secondary packages we create will range from \$1,000 - \$3,500 for the passing league.

With an ambitious goal of \$21,000 in secondary sponsorships per passing league event, you're looking at earnings of \$5,250 per event. For six events, if you reach your goal in each state, you're looking at a commission of \$31,500. This following is based on six events and there's the distinct possibility of TSF Radio Network managing events in more than six states.

<i>Event Goal</i>	<i>Annual Goal</i>	<i>Commission</i>	<i>Earnings</i>
\$21,000.00	\$126,000.00	25%	\$31,250.00

Interactive Sports Marketing Campaigns

Our interactive sports marketing campaigns include the following:

Army Iron Man;
Army STRONG Wrestler of the Year;
U.S. Army Coach of the Year;
Marine Corps Elite Warrior of the Week;
U.S. Air Force Precision Air Strike of the Week;
N.C. STEP "No Spit" All-Stars;
Wyoming Through With Chew Rodeo All-Stars; and
Tackling Tobacco Player of the Year.

These packages range from \$2,500 - \$14,500 and vary based on the deliverables to the client. The possible compensation for you is based on selling interactive packages for football, basketball, wrestling, and baseball. I'm basing the compensation on \$3,750 per package sold.

<i>Package</i>	<i>Goal</i>	<i>Commission</i>	<i>Earnings</i>
FOOTBALL	\$18,750.00	25%	\$4,687.50
BASKETBALL	\$18,750.00	25%	\$4,687.50
WRESTLING	\$18,750.00	25%	\$4,687.50
BASEBALL	\$18,750.00	25%	\$4,687.50
			\$18,750.00

Now, I believe in setting big goals and working hard toward those goals. This is an ambitious plan, but if you're going to work in a commission-based job, then why not be as ambitious as possible.

As we discussed, we will provide you with marketing support for your sales efforts. I can look at the possibility of helping cover some possible expenses, including an unlimited long-distance plan for your phone and helping with your cell phone bill. I would be willing to help you initially, until you begin to receive regular commission checks.

As we discussed, we would pay you after we have been paid by the client.

Here's a summary of your potential earnings should you exceed your goals.

"Billboard Blitz"			
Monthly Goal	Annual Goal	Commission	Earnings
\$10,000.00	\$120,000.00	25%	\$30,000.00
Passing Leagues			
Event Goal	Annual Goal	Commission	Earnings
\$21,000.00	\$126,000.00	25%	\$31,250.00
Interactive Packages			
Package	Goal	Commission	Earnings
FOOTBALL	\$18,750.00	25%	\$4,687.50
BASKETBALL	\$18,750.00	25%	\$4,687.50
WRESTLING	\$18,750.00	25%	\$4,687.50
BASEBALL	\$18,750.00	25%	\$4,687.50
	\$75,000.00	25%	\$18,750.00
	\$321,000.00	25%	\$80,000.00

I welcome your feedback.