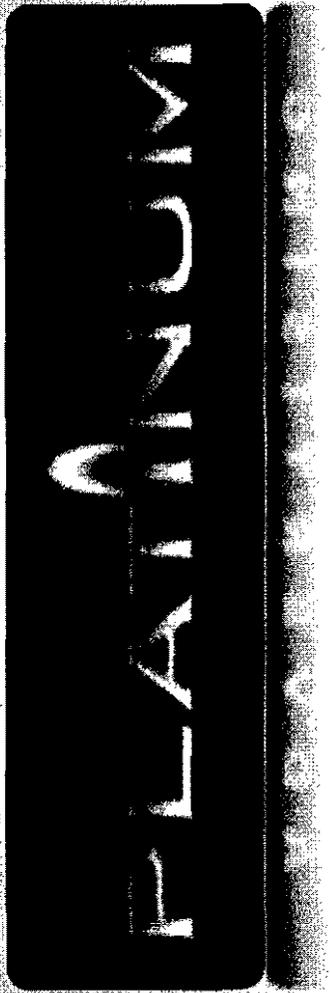


Attachment C



# Policies & Procedures

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# Who is Platinum Advertising LLC?

Platinum Advertising LLC was founded in 1999 as a marketing firm in Philadelphia, PA and has since expanded our services across the nation. Since inception, Platinum has expanded the market base of over 40 clients and continually increases our own success through innovative marketing methods across the country.

Platinum Advertising specializes in marketing for energy service companies as well as telecommunication companies. We treat every client as if they were our only priority; whether we are advertising for a major corporation or residential businesses, all of our clients get the best quality service in the industry. Platinum uses effective marketing methods such as face to face marketing, web sales, and retail marketing to reach the largest customer base possible. We also tailor our marketing services to our client's needs so that customer satisfaction and longevity are ensured.

Our success is due, in large part, to our highly trained sales consultants in addition to management teams who specialize in the most effective marketing methods available in the industry. Platinum Advertising specializes in customer service, customer retention as well as customer acquisition to bolster our client's success. We pride ourselves on our focus and dedication to providing limitless opportunities for our client's and independent consultants to grow.

Platinum Advertising produces and even exceeds the desired results our clients wish to attain. Using database management tools, detailed reporting, and quality assurance methods customized specifically for each and every client these goals are easily obtained or surpassed. We also provide additional services, such as database and web development, to improve our client's internal management tools and marketing methods.

We currently work with numerous agencies in order to develop and increase our network of representatives in the field. The relationships we have forged with our network of clients has led to over 10 years of successful customer acquisition gaining over 350,000 new customers a year and retaining a very high percentage of these customers by ensuring their satisfaction.

# Our Vision

*"As CEO of the company, our future goals are to create a network of successful individuals who are not motivated by greed or trickery but are humble, teachable, learnable, hardworking, and most of all, honorable. This network will one day be the largest Direct Marketing firm in the world, will have the highest earning Independent Sales Agents, and the most talented and successful leaders helping to mold the lives, attitudes, and mindset of future generations."*

*- Bill Siveter*



# Office Behavior

Platinum Advertising has established a positive work environment for each employee so they may focus on honing their skills in the field. Our local managers have been trained to assist in achieving the objective of this policy.

Employees who believe Platinum or our affiliates have violated their relationship may refer to the staff grievance procedure:

- ◆ Details must be accurate and fully include all aspects of the grievance situation; including time, date, consultants, involved, clients/agencies or any other external involvement along with all other relevant info on the incident.
- ◆ The situation should be brought forth to the local manager first.
- ◆ In the instance where a consultant cannot speak to a local manager or has not received satisfactory results, they must escalate the matter by emailing James Egan at [jegan@platinumadvertisingllc.com](mailto:jegan@platinumadvertisingllc.com).

We encourage every employee to maintain a positive mindset before coming into work every morning. Platinum provides our employees with the tools and frame of mind necessary to build a team atmosphere that is exciting and welcoming to all of our newer consultants.

\*\* Platinum Advertising LLC is fully committed to equal employment opportunity, both in principle and as a matter of policy. Our employment policies and practices require that we provide equal opportunity to all applicants, independent contractors, and employees, without regard to race, color, creed, sex, national origin, age or disability.

# Office Dress Code

As a professional organization, Platinum Advertising and its clients have a professional image to uphold. All employees must therefore dress to convey this image and observe the following regarding appropriate dress while in the office and representing Platinum clients to the public.

## Women

- ◆ Dress pants or skirt suits
- ◆ Blouse
- ◆ Dress shoes or flats
- ◆ Hair should be nicely brushed, pulled back or styled
- ◆ Nails should be cut and filed neatly
- ◆ No visible tattoos or excessive body piercings

## Men

- ◆ Suit and tie or dress pants and button up shirt
- ◆ Dress shoes (clean and polished)
- ◆ Sneakers are not permitted
- ◆ Cleaned shaved or neatly trimmed

\*Avoid wearing too much perfume or cologne.

# Attendance Policy

Excellent attendance is an expectation of all employees of Platinum Advertising. Daily attendance is especially important as clients and other offices expect timely turnaround of all requests. Emergency personal time is made available to any employee for such unscheduled events as personal illness, immediate family member illness, and other emergency occurrences.

Whenever possible, and as long as the time missed does not affect fellow employees or clients adversely, employees may schedule time off in advance for such needs as to attend a doctor's appointment, classes, household repair appointments, parent-teacher meetings, and religious events and services.

When possible, within the normal office schedule, the employee may make up the time missed during the week in which the time was missed. Employees must have the permission of their supervisor to make up time. Otherwise, vacation time must be scheduled in advance to cover these events.

Employees who will be tardy are to call and speak with the supervisor as soon as possible. If the supervisor is unavailable, employees may leave a message for the supervisor with a phone number where they can be reached. Failure to call in for tardiness or absence is considered to be a voluntary resignation from employment at Platinum Advertising.

# Sexual Harassment

Sexual harassment includes unwelcome sexual advances, request for sexual favors, and other physical or verbal conduct of a sexual nature.

Sexual harassment includes, but is not limited to:

- ❖ Physical assault.
- ❖ Direct or implied threats that submission to sexual advances will be a condition of employment, work status, or promotion.
- ❖ Direct propositions of a sexual nature and/or subtle pressure for sexual activity that is unwanted and unreasonably interferes with a person's work environment.
- ❖ A pattern of conduct that unreasonably interferes with the work environment that includes:
  - ❖ Sexual comments or inappropriate references to gender.
  - ❖ Sexually explicit statements, questions, jokes, or anecdotes regardless of the means of communication (oral, written, electronic, etc.)
  - ❖ Unwanted touching, patting, hugging, brushing against a person's body, or staring.
  - ❖ Inquiries and commentaries about sexual activity, experience, or orientation.
  - ❖ The display of inappropriate sexually oriented materials in a location where others can view them.

If it has been determined that sexual harassment has occurred, steps will be taken to ensure the harassment is stopped immediately. Corrective measures consistent with the severity of the offense will be imposed. Sanctions imposed on the harasser may include, but are not limited to, a reprimand suspension, or dismissal from Platinum Advertising.

# Office Safety & Security

- ◆ Don't place computer monitors, phones, or other machines too close to the edge of the desk or other surfaces.
- ◆ Machines that tend to move during operation should be fastened down or secured with rubber feet or mats.
- ◆ Electric office machines should be equipped with three-prong electrical cords.
- ◆ Avoid stretching cords between desks or across aisles.
- ◆ Never store combustible office materials in HVAC closets or electrical rooms.
- ◆ Do not permit floor coverings to become tripping hazards.
- ◆ Keep floors clean. Wipe up all spills on floors immediately. Pick up papers, pencils, clips and any objects that will cause tripping hazards.
- ◆ Place wastebaskets where they will not present a tripping hazard.
- ◆ Never stack anything so high as to obstruct vision. Make sure that stacks are not within 18 inches of ceiling sprinkler heads.
- ◆ Electrical cords and phone lines should be secured to prevent tripping hazards.
- ◆ Know where building emergency exits are located. These areas should not be used for storage.
- ◆ File drawers should be closed immediately after use so no one can run into or trip over them. Only one drawer should be opened at a time to prevent the cabinet from falling forward.
- ◆ Entryway steps should be marked with contrasting colors.
- ◆ Be sure all electrical equipment is grounded and the cord is in good condition. If a machine is shocking or smoking, unplug it and immediately report the defect.
- ◆ The use of portable electric, gas or other heating devices is prohibited.

Be cautious as you approach doors that open in your direction.

Slow your pace when approaching a blind corner in a hallway.

Do not run in corridors.

Office tables, chairs, and desks must be maintained in good condition and remain free from sharp corners, projecting edges, wobbly legs, etc.

Never use chairs, desks or other furniture as a makeshift ladder. Use a stepladder for climbing but do not use the top two steps.

Do not lean forward in a roller chair to pick up an object.

Do not propel a chair across the room while seated.

Do not lean back in a chair to place your feet on a desk.

Dispose of broken glass, in pressurized containers, and unwanted sharp objects in heavy paper and place them beside the wastebasket for proper disposal.

Never fasten envelopes with pins or staples.

Keep the blades of paper cutters closed when not in use.

Wear shoes at all times to avoid puncturing your skin on foreign objects embedded in the carpet.

Do not participate in any form of horseplay.

Never run power cords under carpet or chair pads.

## Platinum Services

Platinum Advertising utilizes the best marketing methods to reach the largest customer base possible. In addition to door-to-door and business-to-business marketing, we have expanded our services to reach a larger market. We have successfully implemented strategies such as event staffing for all of your business needs.

### **Door to Door:**

At Platinum Advertising, we recruit sales personnel that are skilled and knowledgeable in order to deliver results that meet our clients' needs. Our sales personnel are trained to engage in consumer sales, which are an ample chance to increase target markets and sales revenue.

### **Business to Business:**

Our business-to-business sales personnel provide business solutions by building strong client relationships. We are able to gain a strong sense of your business goals and provide an excellent representation of your company, while maintaining our main goal - to increase your market and sales outcomes.

### **Retail Marketing:**

We are able to accommodate our clients by providing Retail Marketing in any retail setting. Platinum advertising will customize our retail approach in order to fit the needs of our clients. With customer retention and loyalty as our main priority, we provide adequately trained staff in order to meet our clients' goals in any situation.

### **Telemarketing:**

We grow your business by letting your people focus on internal business needs and focus on their strengths. We also recognize that fine-tuning a telemarketing campaign can stimulate the necessary branding needed for your business as well. Consult with us to learn more.

# Platinum Opportunities

Here at Platinum Advertising we take pride in the culture that exists among our network. It takes loyalty, consistency and leadership to have a successful management team. These are qualities that we instill in every new agent that joins our network. If you are seeking the opportunity to grow in a fast paced, entrepreneurial environment with unlimited earning potential, then a career with Platinum is right for you.

## Skills and Requirements

- ◆ Outstanding people skills
- ◆ Previous customer service experience
- ◆ Excellent written and verbal communication
- ◆ Organization and time management skills
- ◆ Willingness to learn
- ◆ Professional and neat appearance
- ◆ Positive attitude

The number one key to success in the Direct Marketing industry for any organization is the strength of your sales force. By joining the Platinum team as a Master Agent, you will be able to focus on just that, improving your sales teams! In addition to having access to a long list of clients in markets across the country, Platinum has tremendous back office capabilities.

# Media

Please visit our website [www.platinumadvertisingllc.com](http://www.platinumadvertisingllc.com) to learn more about:

- ❖ Our Mission
- ❖ Deregulation
- ❖ Our Services
- ❖ Company News
- ❖ Platinum Advertising in the Press
- ❖ Testimonials
- ❖ Opportunities
- ❖ How to contact Platinum Advertising

*Our experience with Platinum Advertising  
has been solid and everlasting.*



# Independent Contractors – Sales Process Done

- ◆ Sales agents make the sale.
- ◆ Third party verification teams confirm the sale and send information directly to client.
- ◆ Clients receive information, verify data, and submit request to customer's local utility.
- ◆ Customer's local utility company will notify client of rejects and accepts.
- ◆ Supplier company (client) will begin servicing customer (usually within 30 days or next meter reading)
- ◆ Customer receives welcome call or letter.

## Remember To Always Be:

- ◆ Honest- tell customers the truth, no matter what.
- ◆ Professional- always keep your promises to your customers and always be well prepared.
- ◆ Courteous- we are dealing with customers who have chosen to speak to us, so always be polite.
- ◆ Respectful- treat every customer as you would like to be treated, respectfully.

## Top 5 Reasons That Customers Cancel

- ◆ Promised Savings
- ◆ Non-authorized sale
- ◆ Push/rude agent
- ◆ Existing customer and is paying more than new offer
- ◆ Lives in a non-solicitation area

# Slamming & Fraud

The number one problem facing the energy industry today is the fraudulent enrollment of customers. This is a real problem and can result in large fines for all parties involved. This is not tolerated by any of our clients, or Platinum Advertising, and is cause for immediate termination without pay.

Our integrity and reputation are the foundation of our success at Platinum Advertising. Not only are we representing our own name, but the names of our clients, who have entrusted their reputation and credibility in us. Our agents should NEVER:

- ❖ Impersonate the customer on the tpv.
- ❖ Sign up individuals under the age of 18.
- ❖ Lead the customer to believe that the switch to a supply company is mandatory.
- ❖ Misrepresent themselves as working with the utility, or any other government organization.
- ❖ Promise or guarantee savings.
- ❖ Promise that the supply company will be lower than the customer's current utility.
- ❖ Avoid questions about early termination/cancellation fees.
- ❖ State that there is no early termination/cancellation fees when you are not sure.