Filta Classroom Training, Day 1 January 28, 2019 9:00 am

* 9am – Rob touched on the week and how the training would go
  + Spoke about how we can go over the individual territories with Rob
  + Schedule a 1 on 1, not comprehensive
  + Field training will be when we discuss action items in our market
    - **BUSINESS PLAN READY FOR THE FIELD TRAINING WEEK**
* Introductions to the Filta group, 6 total, David and Justin (NA Ottawa), Peter (CA), Mike (CA), me, Paul (NY)
* Phrase yourself as a “local owner of Filta” as opposed to XYZ company

10:30 am Scott Humphries – Filta Safety discussion

* Health & Safety
  + Insurance is a big key, accident prevention
  + Eric McGee, Navion (look into as a comparison with David’s proposal)
  + Categorized as Janitorial
* Page 1 of manual
* Entering the Facility
  + Identify yourself (respect others, especially the Chef)
  + Announce yourself
  + Respect Alarms
  + Be concise with the travel to the van
    - **Pre-monitoring**: Determine what it is going to take to get in and out of a place
* Environment
  + Watch out and be courteous, its hazardous in there
  + Park where it is relevant and convenient
    - But always ask where you can park
  + Make them aware of fryer issues, but you are not the Maytag repair man
  + **Referral business – look into it, get hooked up with kitchen repair guys**
  + **Keep backup fryers if you get the opportunity to purchase low cost**
* Protective Gear
  + Techs MUST wear PPE, non-negotiable
  + Absolutely no giving in, NCAs do spot checks, don’t chance it
* Slips, Trips & Falls
  + Unit managers get dinged in terms of falls, dangerous conditions **(use this as a sales point), comes off their PNL**
  + Keep footprint small to not jeopardize the area, wear good slip-resistant shoes
* Fryer safety
  + Cooking oil has a flash point of 400 degrees Fahrenheit
  + Wont flame up unless it is up to this temp and beyond
  + Make sure you warm it up, then turn it off
  + Fire extinguisher in the kit, keep it on the truck and the MFU
    - For Fryer oil, cooking oil, put out with cold oil, **NO WATER**
    - Be aware of other practices in the kitchen to determine what is happening when you are not around
    - Kill O2 source and you kill the fire (cooking sheet cover)
  + **Grease Fires Treat Immediately**
* **Electrical Safety**
  + 110V 15/20 amp circuit
  + Don’t use tagged out services
  + Dry hands, don’t stand in water/oil, don’t unplug other items
  + Check the equipment daily, cord plug and switches
  + Don’t reset more than two breaker resets, becomes an issue
  + Extension cord
  + Don’t get killed, shocked means you’re done
* Fats, Oils and Greases
  + Dispose of the oil and grease properly
    - Enclosed
    - Don’t inherit others misuse
  + **Sell on the criminal aspect of non-proper disposal**
* **MFU PRESERVATION**
  + **This is your lifeblood, keep it clean and presentable**
  + **If it isn’t, why?**
* GREASE TRAPS
  + Plumbing devices designed to intercept most fats, oils and greases, we DON’T DEAL WITH GREASE TRAPS
  + See diagram
  + **DRAIN FOAM WORKS THIS WELL, HELPS OUT**
  + **Grease trap referral service (Jetting the lines, $3000 a service, drain foam can help)**
* **Referral to Matt Johnson (beer rep)**
* **Workers Comp – Please get some information on cost analysis for an accident**

**11:45 am Oil Safety**

* Frying is a profit center for restaurants
  + Taste is in the frying and batter
  + Fast method of cooking
  + **Rules of Frying**
    - Never heat above 350 degrees Fahrenheit
    - Hang the fryer posters
    - Don’t overfill the fryer
    - Fry in the right amount of oil
    - Use the right oil, correct preparation
    - Filter the oil regularly
  + Stand by temperature should be 180-240, not 350, cook at 350
    - Heat will kill oil
  + Too low makes the food too oily
    - 350 is the ideal temperature
    - Chillis for example has a 365 ideal temperature for their fries, corp policy
  + Temperature drop is a function of oil and food volume
    - Volumes
  + With hospitals, check with the menu and how that changes, could affect the scheduling
  + **Make sure the fryers are calibrated properly, this helps**
* Two types of oil
  + Edible and Inedible, we are in edible obviously
* Basic Oil processing tech
  + Hydrogenation – Hydro process, strengthens the oil tails
  + Blending
  + DMPS (Silicone additive) it is an anti-foaming agent and keeps the oil lasting longer
    - When you are looking at oils, you should look to see if this has it
    - It matters, it helps the oil not foam up
    - Low quality oils are tougher to find half-life of oils, it is to all advantage to use a better quality oil
  + Dimethyl Polysiloxane –
* Breakdown of Oils and Fat
  + Darkening of oil
    - Rapid Breakdown
    - Gumming/Foaming are real problems
    - Greasy Foods
  + Chemical Structure
    - Glycerol Head, Weakness over the lifespan
    - Hydrolysis – Reaction of water or other component containing an OH group (can be Alkaline as well )
      * Caused by high temperature and excess moisture
    - Polymerization – catalytically driven reaction of the oil and its degradation products to produce large molecules of polymeric proportions
      * No frying ability, the chemical reactions have taken place
      * Time to change, oil is being pushed too far (happens with the lower quality oil)
        + High temperature, Poor quality and poor practices
    - Oxidation – Caused by the reaction of oxygen with the hot oil and the catalytic reaction of positively charged particles of triglycerides
      * High temperature, good contact with air, food debris and additives all cause oxidation
  + Effects of the Oil Breakdown
    - Oxidation
      * Oil darkens
      * Oil develops an off or rancid flavor and odor
    - Hydrolysis
      * Smoking (blue haze)
      * Off flavor form
    - Polymerization
      * Oil thickens and darkens
      * Gums and foams, time to get rid of this
  + Good correlation between filtration with Filta and then the FFA (Free Fatty Acid count)
    - Parts per million (not a definite science for the sale but it has been proven that we can drop the FFA count and extend the oil a life cycle)
  + Oil Spoilage
    - Foaming, Gummy, Rapid breakdown, excess usage
    - Excess Frychem
    - Etc
    - What can we filter?
      * Anything that is excess products for sure, and then beyond (down to 2 microns)
  + Melting Point
    - Block oil has to melt
    - Start it lower and gradually raise
  + Filtration
    - You get out the big particles and the small (odor) stuff that passes through the large filters (customers can’t remove odor without microfiltration)
  + Check out the material on page 4 regarding Free Fatty Acids

**Fryer Management Part 1 Section 4**

* Number of different fryer
  + Open Pot
    - Large cooking services, generally flat
  + Tube Style
    - Popular based fryer
    - Tougher to clean because particles get trapped under the elements
    - For heavier battered products
    - Wide sediment zone below burners
  + Flat bottom
    - Coney island funnel cakes are great in these
    - Large open bins
    - Easier to clean but the oil breaks down quicker
  + Cook Zones and Surfaces
    - Cook zone is located above the heat source
      * Located above the elements of the fryer
    - Cool zone is below the heat source
      * Below the elements
      * In Fryers to help fryers balance out the temp
    - 90% gas, 10% electric fryers
      * Gas heats up quicker
      * Better cooking with gas, gas needs pure venting to the top, electric just needs a fan to collect the heat
  + Functions and Features
    - Thermostat
      * Connected and don’t break anything
      * High limit kick out switch, safety switch if the temp goes too high, shuts down the fryer
      * Programmable controls possible to see, analog or digital
      * **OIL SERVICES COMPANY GOOD FOR REFERAL**
      * If the oil levels are not optimal, too high or low, we should keep it on the midpoint, the 50 lb. area
  + **FIND OUT WHEN THE KITCHEN MEETINGS ARE, GREAT WAY TO INTRODUCE YOURSELF**
* Fryer Management Practices
  + 1/3, 1/3, 1/3 teamwork practices
    - 1/3 the Filta practices
    - 1/3 the customer practices
    - 1/3 the MFU
* Cascading
  + Taking it from fryer 1 to fryer 2
    - They will do this because different foods are in different fryers
* RTI
  + Somewhat competition
  + No filtration process
  + Magnesol
    - Bonds the particles to allow the particles together

**3:30 pm Fryer Management Part 2 IMPORTANT**

* Basic Services vs Full Service
  + Monday Thursday/ Tuesday Friday/Wednesday Saturday are dumping days
  + Full Service – Dumping and cleaning, filtering
  + B
  + Basic Service – just trying to extend the lifecycle
  + Site Analysis
  + SEE MONITORING SHEETS
    - The sheets reveal the truth
    - Consistency is one of the best things we can provide

**FOR HELP: Look for veterans or motivated employees**

**Day 2 – 9:00 am, Rob Totten, Sales Talk**

* **Spoke about pricing, .60-.70 cents per pound**
* Filtanet is the answer to a lot of needs
* **Health Department review to see about the scores of restaurants, potentially upping those scores**
* **OSHA may also have information on injuries and incidents**
* **Sell on some inventory storage in the kitchen**
* **Market Segments**
  + **Hospital (Healthcare)**
  + **Museums**
  + **College/Universities (Education)**
    - **Private primary for sub 9th grade**
    - **Public HS may have it**
  + **Casinos/Entertainment**
    - **Amusement Park (Kid Zones)**
    - **Stadiums, Arenas**
    - **Concert Venues**
  + **Movie Theaters**
  + **Business Dining (B&I Business and Industry)**
  + **Potential Weak though: OEM/Packing Facilities**
  + **Country Clubs/Golf**
  + **Bar & Restaurant**
  + **Food Truck (Potentially)**
  + **Prison / Correction (1 serviced in the country)**
  + **Airport/Travel**
    - **$1.00 per pound**
    - **Logistics challenge, same with prison**
  + **Military contacts (NAVY Base)**
  + **Convenience Stores (Other Market)**
    - **Prepared Foods (WAWA potentially)**
  + **Grocery Stores**
    - * **Underserved and great contacts**
      * **Low Hanging Fruit**
      * **Wegman’s, Whole Foods etc**
  + **Malls – see property management**
* **Presenting**
  + **Don’t assume decision maker**
* **Chains**
  + **Chillis, etc,**
  + **Fast food aren’t the best price**
* **Strategic Partnership**
  + **Food delivery/distribution (Look at cutler/Sysco etc)**
  + **Speak to Duc Fong in KS or Tom Gibbons in Augusta,GA**
  + **Pest Control potentially**
  + **Leverage where you can, especially against RTI**
* **SERVICES**
  + **Do your best to describe the businesses in your own words**
  + **Microfiltration for oil (Dialysis for Cooking Oil)**
  + **Be Authentic**
* **Prospecting**
  + **Sources of data**
    - **Filta Paid lists/leads**
    - **Filta load – National Accounts Customer Lists**
    - **You: organic information**
    - **Others: Restaurant Associations, Health Department**
  + **Goal is to work smart and efficient**
  + **Independent Restaurants**
  + **NCAs**
    - **GPO (Group Purchasing Organization)**
    - **Because of their size, they have leverage**
  + **Hospitals**
  + **Colleges**
  + **Build a list of contacts for the BDM trip**
  + **Speak to Jose about business transition more, pricing etc**
* **Respect the sales cycle**
  + **Education, Stadiums, etc**
  + **County Economic Development Board (see this)**
* **Ask how inside sales are paid?**
* **Goal of the sales call**
  + **The goal is a site evaluation!**
  + **Build Rapport, get the data, build to the next step**
  + **Future Analysis**
    - **Get Sale**
    - **Keep Account through benchmarking**
  + **Avoid Starting over, document**
* **Qualifying : Build a valuable case** 
  + **Bring: evaluation sheet, thermometer, ladle, marker**
  + **Lead with the Value Proposition**
* BE PREPARED TO DEFEND YOUR VALUE
* Find the names of the FiltaBio collectors (get names)
  + Or are they RTI collection bins, still may be able to help these guys
* FiltaCool
  + Other products out there, no one is a service
    - Ecolab
    - Sorbitech, few others
  + We are the only service
* FiltaFry Competitors
  + Local fragmented Company
  + Purifry/Manafry
  + Filter Corp
  + RTI
  + Vito Oil
  + Grease Buster
* Objections
  + Don’t have time –
    - Answer: give some time, recommend when should we come back, when is it a better time?
  + Not interested –
    - Answer: Ask them exactly what they’re not interested in…..ask them about their process
  + Already Filter -
    - Answer: Great, that means you understand the benefits of filtration, outstanding….how do you filter?
  + Corporate Decision –
    - Answer: No problem, we service a number of additional corporations and they value the service, maybe we can come in with a site evaluation, check things out

**Day 3, Wednesday January 30, 2019 9:30 am Jose**

* Symphony works first, then Quickbooks
  + Ops module proves that work was provided
  + You need to have a work order
* Web Inquiry
  + Rob is the point of contact for them
  + Take photos of your stuff (fryers, etc)
* **ALWAYS PROVIDE A BENCHMARK**

**Teriano Singh – 10:52 am (follow-up from pictures, we talked Quickbooks Online and Ops Module)**

* **Symphony like a house, many rooms inside, ops module, tech portal, sales side**
* **QB online**
* **Operations Module**
  + **Automation** and integration used to simplify the day to day management
  + **Schedule jobs**
  + Recurring Jobs, etc
  + Record and Manage Tech time
* QB Online code wasn’t provided so we could not see the invoicing process

**Marketing – Tom Dunn – 12:00 pm**

* Marketing Material, non-personalized, is available at no additional cost, paid in as per marketing fee
* Shipping cost for additional, or order with parts, no shipping then
* They buy FiltaDrain – for the smell
* They buy FiltaCool – for the safety in the cooler and the appearance of the produce
* FiltaFry – safety is the biggest, risk mitigation
* Sales is excitement transfer, find out what they’re excited for and sell to that

**National Accounts Payment Discussion – 1:30 pm, Brenda**

* **Make sure you UNDERSTAND** the invoicing process to customers
  + **Each customer is different**
  + **Net 30-45 days depending on the NCA, keep in mind**
* Don’t print invoices ahead of time, it causes confusion
  + If you print ahead of time, could leave to modification and issues with the customer sending on to the NCA
* They match payments so the payment that is sent in needs to match what we send to Brenda
* Paid ACH with Brenda every Friday
* Overpayments are easier than Underpayments, but try to be precise
* **Be precise**
* **DON’T DELETE ANY INVOICES OUT OF YOUR SYSTEM**

**Setting up business – 2:00 pm, Tom Dunn**

* Understanding the margins of the business
* 98.5% of all transactions are invoice to payment, not CC
  + No unified CC processor
  + Can do it, but it is up to you
* **Get setup to CC and get ACH customer**
* Insurance we’ve spoken about, Filta covers a 10m balloon policy
* Uniforms Buy or Rent, Green or Blue shirts, blue/black work pants (carharts are okay)
* **Set up DBA (Filta Environmental Kitchen Solutions)**
* Supply Guys to have:
  + Electrician
  + Machine Shop/Welder
  + Small Motor/Pump Repair
* Grow deep and tall
* Should have new oil coming in
  + Have it in the van, as a precaution
* FiltaGold – Margin and cash flow, just keep an eye, it’s the lowest margin
* Pay attention to the KPI (Key Performance Indicators)
* SALES, SCHEDULING, GOOD TECHS (Three secrets)

**Leandro 3:30 pm**

* Section 7, Filta Bio Technical
  + Filta bio rebate checks, don’t do it
  + Customers who get rebates have agreements, but don’t really get what they think
  + .03-.05 cents per gallon is more likely what they receive
* Possibly offer a percentage off the service, .05% max, 1.5 maybe, if you do it you do it on key accounts
* **(LEFT TO BUY THE VAN)**

**Day 4, January 31, 2019 (Symphony Discussion)**

* Check leads and see about the porting from old owners to new
* John K. sales call
* Jose said - Single people, no family don’t work out, need skin in the game
  + Kitchen help
  + Guys that are used to service position
  + Terminix Employees etc
  + Ex military guys
* **Acquisition and Retention of Customers (that is the answer to the business)**
* **Zeolite and Activated Carbon, Volcanic Material that has negative ionic charge…its very passive, using the circulation that is in the cooler to pass the air**
* **Absorbing the ethylene gas helps improve odor, spoilage**
* **Calculate cubic feet, divided by 150, 1 per 150 cubic feet**
* **Customers don’t have much of an issue with install**
* **Max time of leaving a filter in with 90 days, but you can swap how you see fit**
* **Degassing outside with a dehydrator**
  + **48 filter max**
  + **160 degrees for 12 hours**
* **Treat the process like fry, take photos, do site evaluation, treat it the same**
* **Filta Drain discussion with Scott, 11:24 am**
  + **Bacteria bonds onto the area its going to attack, then multiplies**
  + **Enzymes are different, break bonds (THIS IS NOT THAT)**
* **This does fine with cold weather, Bleach and Boiling Water will kill bacteria**
* **Average 13 drains, $1.25 per drain, $5.00 per drain is the charge**
* **1 gallon treats 35 drains ($175 per bottle)**
  + **Bar lines for example**
  + **Drains in the sinks/floor drains etc**
* **Talk to the facilities/maintenance guys in the larger facility**
* [**https://www.nj.gov/health/lh/community/index.shtml#1**](https://www.nj.gov/health/lh/community/index.shtml#1)
  + **See the link above for references**

**12:45 pm Rob – Site Evaluation**

* **Get an email for the confirmation that we are good to site evaluation**
  + **The golden ticket comes in handy when the inside sales sets it, it isn’t really that necessary for us to have that**
  + **It is a good idea though to have this**
* **Proper way to run an evaluation**
  + **Get the critical information and get the fryer locations**
    - **Labor**
    - **Fryer Count**
    - **Contact Info**
  + **What are the current proper fryer management practices?**
    - **Filtration practices**
    - **Condition**
    - **Type of oil**
    - **The calibration and the temperature**
      * **Whiteout on a fryer for the mark on 350**
      * **We can try to fix the thermostat with a repair guy**
    - **4 variables for an EIR**
  + **Service Proposal**
    - **Cover Page (stacking order)**
    - **Service proposal letter**
      * **Assumptive sale, closing docs**
    - **Photos**
    - **Site Evaluation, daily**
    - **EIRs**
    - **Endorsements**
  + **See Moes for a target, a number of opportunities**
    - **Several in Bergen County**
    - **Several in Essex County**
  + **The call with Rob**
    - **What were the Victories and the Challenges**
    - Always check back to symphony for the pipe line and the targets
  + On the site evaluation
    - Oil Level, 1-3 you can customize, low is low, high is high for numbers
    - Temperatures, measure with the tester Actual/Set point
    - Color for the life
    - **Fryer condition –** if not managing carbon buildup 4,5 is bad, higher worse 1-5