

FOR EDAPHO SALES REPRESENTATIVES

Representative Guide

How we work together, what we expect, and how to represent Edapho well from day one.

Welcome to Edapho. This guide is your working reference as a commissioned sales representative. It explains how the relationship works, how to talk about what we do, and the handful of rules that protect the company and keep your commissions clean. None of this replaces your signed Commissioned Sales Representative Agreement: where this guide and the Agreement ever differ, the Agreement controls. Think of this as the plain-language companion to it.

1 Your role

You represent Edapho to prospects and customers in the sectors and territory named in your Sector Appointment Schedule (Exhibit A). You solicit orders and develop relationships. You work as an independent contractor, which means you set your own hours, cover your own expenses, and run your own activity. Edapho does not direct how you spend your day. What we do ask is that the work you bring in is sound, that customers hear accurate things about us, and that leads are registered so you get paid correctly.

You do not have authority to sign on Edapho's behalf, set or change pricing, or accept payment from customers. Orders become real once Edapho accepts them in writing. If a customer tries to hand you a payment, forward it to us in the form you received it.

2 How you get paid

Your commissions, rates, and basis are set in Exhibit A. Two things determine what you earn on a given sale: whether the lead was registered and confirmed, and what role you played in closing it.

- **Originated Sale.** You registered the lead and personally closed it: you ran the final negotiations and secured the signed order. This earns the higher rate.
- **Lead Referral.** You registered the lead but someone else closed it. This earns the referral rate, which is lower.

A commission is earned only after Edapho has accepted the order, the product or service has been delivered and accepted, and the customer has paid in full. Cancelled, refunded, or unpaid orders do not earn commission. Payment for earned commissions follows the schedule in Exhibit A.

The one habit that protects your pay

Register every prospect before you work it, using the lead registration process in Exhibit A. A confirmed registration is what ties a future sale to you. No confirmed registration, no commission. When in doubt, register it.

3 Registering your leads

Submit each prospect in writing through the registration process named in your Exhibit A, before anyone else at Edapho has engaged them. Include the prospect's name and contact information, the product or service of interest, and how the lead started. Edapho confirms or declines each registration in writing, usually within a few business days. A confirmed registration holds your claim to that prospect for the registration period. If the period lapses without a sale, the registration expires, though it can be renewed if you are still actively working the prospect.

4 How to talk about Edapho

Customers should hear a consistent, accurate version of who we are. Use only the materials and claims Edapho has approved, and keep to the language in this guide and the orientation that comes with it. Do not invent performance promises, guarantees, timelines, or results. If a prospect asks something you cannot answer from approved material, bring in your Edapho contact rather than filling the gap yourself. Accurate and modest always beats impressive and unsupported.

A few specifics worth holding onto:

- **Use approved words.** Describe Edapho as soil intelligence, soil systems engineering, and regenerative development. Lead with outcomes for the customer's land, not technical mechanism.
- **Never describe how the science works.** Our diagnostic and analytical methods are trade secret. They are valuable precisely because they are not public. Do not explain, paraphrase, or speculate about the underlying method to anyone, ever, even casually. This obligation does not expire.
- **No unauthorized claims.** Only Edapho-approved statements about performance, suitability, or delivery. If it is not in approved material, do not say it.

5 Confidentiality

In this role you will see things that are not public: customer and prospect lists, pricing, methods, plans, and more. All of it is confidential. Use it only to do your work for Edapho, keep it protected, and do not share it outside the company. This holds during your engagement and after it ends. The full terms are in the Confidentiality and Intellectual Property sections of your Agreement, and they are worth re-reading. The short version: what you learn here stays here.

6 Conduct that reflects well on Edapho

You are often the first and main face a customer sees. Represent the company honestly and professionally. Follow the law and Edapho's written policies in everything connected to the work. Disclose any conflict of interest, and do not represent a competing product or service while you represent us without our written consent. Treat customers, prospects, and the Edapho team with straightforwardness and respect. The company's values are simple and they apply to all of us: combined effort and shared success, the truth wins, relentless execution, the discipline to persevere, and the pursuit of innovation through understanding.

7 When something needs a decision

Pricing is set by Edapho, and Erik closes at the agreed price. If a prospect pushes on price, scope, or terms beyond what you are equipped to answer, that is a moment to bring in your Edapho contact, not to improvise. Looping us in early is never a problem. Going off-script on price or promises is the thing to avoid.

8 Who to go to

For anything about intake, scheduling, materials, your account, or how a process works, start with Alexis Ellgard, Director of Operations and Growth, at connect@edapho.com. For a live deal that needs technical answers or a close, your Edapho contact will route you to Erik. When you are unsure who to ask, ask Alexis and she will point you to the right person.

The five-minute version

Register every lead before you work it. Use only approved words and claims. Never describe how the science works. Keep everything confidential. Bring us in on price and hard questions. Do those five things and the rest of this guide mostly takes care of itself.