



BATTERY SERVICES INTERNATIONAL

BATTERY SPECIALISTS

REVENUE POTENTIAL WITH BSI BUSINESS STRATEGY

6 & 12 Volt Batteries

| SALES PROGRAM BASED ON ACCOUNTS | | | | |
|---------------------------------|--------------------------|---------------------------|-----------------------------|-----------------------------|
| \$20 Revenue per battery | 1 Account (10 batteries) | 5 Accounts (50 batteries) | 15 Accounts (150 batteries) | 20 Accounts (200 batteries) |
| WEEKLY | \$ 200.00 | \$ 1,000.00 | \$ 3,000.00 | \$ 4,000.00 |
| MONTHLY | \$ 800.00 | \$ 5,000.00 | \$ 15,000.00 | \$ 20,000.00 |
| ANNUAL | \$ 9,600.00 | \$60,000.00 | \$ 180,000.00 | \$ 240,000.00 |

1 BATTERY = a battery reconditioned with the BSI system can be sold in half its original price. However, Battery Services International dealer's sales price is \$20.00 minimum per battery. This price strategy allows you to quickly sell all you batteries in your territory. You can determine later the best price that the market demand in your territory can tolerate.

1 ACCOUNT = ten batteries weekly. This means that a client that consumes ten batteries weekly from you can yield \$200.00 dollars in revenue. The BSI sales strategy of reconditioned batteries consists in getting accounts to distribute your BSI batteries weekly.

GUARANTEE OF BSI RECONDITIONED BATTERIES— All BSI batteries can be offered with a guarantee of 3 to 18 months. We also provide a 30 day money back offer.

WHERE TO GET ACCOUNTS— companies with fleets of cars such as taxis, telecommunications, electric power supply, water and sewage, school buses, public transportation, used car dealers, and golf clubs are examples of very productive accounts. Other companies with fleets of trucks can become very valuable accounts. Finally, the general public represents a large market for BSI batteries. These accounts are usually acquired by visiting auto mechanic and tire shops, auto part stores, and many others in your territory. The BSI training program will teach you how to get these accounts.

Sample of various industries that depend on batteries.



INDUSTRIAL BATTERY PROGRAM

| SALES PROGRAM BASED ON ACCOUNTS | | | | |
|---------------------------------|---------------------------|------------------------------|--------------------------------|--------------------------------|
| \$500 Revenue per battery | 1 Account (1 battery 24v) | 5 Accounts (5 batteries 24v) | 15 Accounts (15 batteries 24v) | 20 Accounts (20 batteries 24v) |
| WEEKLY | \$ 500.00 | \$ 2,500.00 | \$ 7,500.00 | \$ 10,000.00 |
| MONTHLY | \$ 2,000.00 | \$ 10,000.00 | \$ 30,000.00 | \$ 40,000.00 |
| ANNUAL | \$ 24,000.00 | \$ 120,000.00 | \$ 360,000.00 | \$ 480,000.00 |

1 INDUSTRIAL BATTERY = The revenue of reconditioning an industrial battery is estimated using 30% of the original price. However, Battery Services International dealers can charge the following minimum prices: \$500.00 per each 24v industrial battery ; \$850.00 per each 36v industrial battery; \$1200.00 per each 48v industrial battery. These prices allow you to quickly move your services at the start of your dealer. Then, you can price at higher rate as per market demand suggest.

1 ACCOUNT = one battery weekly. This means that a client that consumes one battery weekly from you can yield \$500.00 minimum income per week. The backbone of the BSI strategy industrial battery program is to acquire accounts that allow you to easily offer your rejuvenation services in a continuous way. Remember that BSI has other revenue making products and services.

GUARANTEE OF RECONDITIONED INDUSTRIAL BATTERIES— These batteries can be offered with a service guarantee of up to 18 months. BSI has in place a comprehensive guarantee policy.

WHERE TO GET ACCOUNTS— Companies with fleets of forklifts such as airports, sea ports, large warehouses, pharmaceutical firms, and construction companies are some examples of consumers of industrial batteries. The BSI battery rejuvenation program will teach you how to acquire easily industrial accounts. We also provide onsite training and personalized telephone coaching.

| TYPE | SALES PRICE | BSI COST |
|---------------|-------------|-------------|
| 1 Battery 18v | \$ 1,500.00 | \$ 350.00 |
| 1 Battery 24v | \$ 2,500.00 | \$ 500.00 |
| 1 Battery 36v | \$ 3,500.00 | \$ 850.00 |
| 1 Battery 48v | \$ 4,500.00 | \$ 1,200.00 |

The BSI cost listed here is the minimum per rejuvenated battery. BSI associates can charge based on the 30% formula mentioned above. BSI dealers can price according to market demand.

The time to recondition an industrial battery of 24, 36 or 48 volts is only 5:00 hrs. It does not matter the age, size, sulfation and electrolyte state. It does not matter if the battery is in zero (0) volts. BSI will revive it! Guaranteed!



SAMPLE OF INDUSTRIAL BATTERIES COSTS IN THE INTERNET

Ver: <http://www.rockygrove.com/products/battery/fork.html>

| Model# | Voltage/Amp-hour | Dimensions | Weight | Price |
|-----------|-------------------------|--------------------------|-----------|------------------|
| 12-125-15 | 24 vdc / 875 ah 20hr. | 35.2"W x 12.9"D x 30.9"H | 1598 lbs. | \$2550.00 |
| 12-125-17 | 24 vdc / 1000 ah 20 hr. | 38.2"W x 13.5"D x 30.6"H | 1820 lbs. | \$2860.00 |
| 24-85-21 | 48 vdc / 850 ah 20 hr. | 38.5"W x 32.7"D x 23.2"H | 3228 lbs. | \$4854.00 |

Industrial batteries varies in size and application. We will teach you all this during training sections.

SAMPLE OF VARIOUS INDUSTRIAL BATTERIES



SAMPLE OF EQUIPMENT THAT USES INDUSTRIAL BATTERIES



Utility cars



Forklift



Motive Power Equipment



Golfcarts



UPS System

UPS

OTHER SERVICES THAT BSI DEALERS CAN OFFER



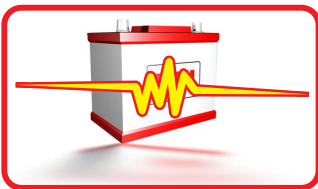
RECYCLING— BSI is also a battery recycling center. BSI local shops can make additional dollars by just getting from your local territory all the discarded lead acid batteries. At the BSI shop local consumers of batteries can bring them for recycling. Typically, these batteries are discarded elsewhere with no regards to environment. This is a way for BSI associates to contribute the betterment of the environment as they gain a profit. The BSI recycling program will facilitate for you to easily recycle all lead acid batteries according to environmental regulations. All you have to do is to fill the container that will arrive at your shop with the recyclable batteries.



MAINTENANCE— All BSI shops can provide battery maintenance services in their territory. Old batteries can be restored or recycled; batteries currently in use can be serviced to secure a long life. As you will learn later with our training program, companies with fleets of vehicles or battery operated equipment require a maintenance program to keep their battery electrolytes in good condition. BSI will teach you how to offer maintenance services for your new customers in your territory. Our maintenance program follow IEEE standards for lead acid batteries.



TREATMENT SERVICES— BSI associates can make additional dollars by offering in their local territory our unique treatment plan for new batteries or batteries currently in use. New batteries or those in current use can be serviced with the BSI treatment plan “Protect & Save” to remove sulfation build up or to prevent sulfation from choking the battery’s electrical capacity and their service life. BSI associates will be trained on the treatment plan and the marketing price. Suffice it to say that associates can make almost the same amount of money with the treatment program as with the sale of a reconditioned battery. It is awesome !



DIAGNOSTIC— some companies require that a battery specialist come to their site to diagnose why they are having problems with their batteries. This is a service that all BSI associate can easily perform. The training that you will receive from BSI will teach you how to diagnose a battery’s actual condition and why it is failing or prone to fail and what to do.



SALES OF PRODUCTS— Another source of income for BSI associates is the sale of various products related to the battery market in their local territory. One item for sale is the PowerPlus additive. Thus, the sale of PowerPlus is optional; money can be made by marketing our unique battery additive in your local territory. A market segment exists that is interested in expanding the life of their new battery with our additive. This is the same segment that is being targeted now with the pulse technology chargers to desulfate and charge your battery. Remember, your shop is also a place for merchandising. You are welcome to build your own inventory of products related with the industry such as chargers, hydrometers, electronic equipment for battery applications, batteries of all sorts, etc. BSI will also make suggestions on what line of products you can sale. BSI technical support is in place to aid you attain sustain success.

OTHER SERVICES THAT BSI DEALERS CAN OFFER



REMOVAL SERVICES— BSI associates can also increase revenues by offering the service of removal of batteries and UPS equipments (uninterruptible power system). This is something within the scope of this market. Many large companies have industrial types of UPS equipment to keep their operation afloat when a power outage takes place. This is also a multimillion industry that depends on industrial batteries to operate. These companies are telecommunications, radio and television stations, large firms such as banks, hospitals, and many others. Usually they require subcontractors to install, maintain, or remove their used equipment from the premises. BSI will aid you in identifying where these companies are and how to offer your removal or maintenance services to them.



INNOVATIONS— BSI corporate is always searching for new products and services to add to our inventory. This way we stay competitive meeting market and customer demands. A new product we are developing will revolutionize the reconditioning of lithium and nicadium batteries. These batteries are used in applications with laptops, digital & video cameras, tools, flashlights, and many other electronic equipments. The "Phoenix" primary battery rejuvenator will be available by 2008. All of our dealers will be able to service this huge market as well.

All the services listed here clarify for you how a BSI associate can generate revenues through a BSI dealer. BSI is committed to being competitive and customer oriented. We are also committed to making sure that all of our dealers are successful. We are here for you.

For more information please visit www.bsiopportunity.com

Call us now to learn more about becoming your own boss.

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