

## **Leadership Roles & Perks**

### ❖ **Coordinator - Matt & Alan**

2.5% Pay across booth sales, SE Sales, Mall Sales, & SC sales from events

- 1% Reps
- 1% DM's
- .5% DVM (Exception Pilot Representatives)

First Right of Refusal for ALL shifts and events.

### ❖ **Mesa Marketplace Coordinator - OPEN**

Leadership Perk

First Dibs on Mesa Marketplace Shifts that are given up

### ❖ **Promoter & Qualifying Coordinator - JP**

Leadership Perk

### ❖ **Mall Coordinator - Matt & Alan**

Mall Leadership Perk - First Right of Refusal after Coordinator for All Kiosk Shifts

- Leadership Perk

#### ➤ **Mall Captains**

Mall Leadership Perk (first right of refusal for all shifts after coordinator and mall coordinator for respective mall)

### ❖ **Service Event Coordinator - Alec**

Leadership Perk

### ❖ **Visualization manager -Adam Jeffrey**

Leadership Perk

### ❖ **Farmers Market Manager - OPEN**

- Leadership Perk
- First right of refusal for all farmers markets

### ❖ **El Paso Coordinator Manager - Eli Camacho**

- Leadership Perk

## **Leadership Picking order**

1. **Admin Manager**
2. **Service Event Coordinator**
3. **Mall Coordinator**
4. **Promoter & Qualifying Coordinator**
5. **El Paso Coordinator**
6. **Mesa Marketplace Coordinator**
7. **Visualization Manager**
8. **Arizona Fair Coordinator**

## **Leadership Perk**

- **2 Whole Shows (up to 4 shifts/show) Before Core Events Meeting**
- **Leadership Day hosted by Coordinators**

# **Leadership Responsibilities**

## **Coordinator**

### **Weekly**

- Adding Value to GroupMe through Value or Recognition
- Checking Coordinator Email & Communicating with CUTCO Events
- Putting out Fires
- Review of all Elite Events (top 20%)
- Handling Freshmen To-Do's/Questions

### **Monthly**

- Checking in with Leaders through Connection
- Financial Review of Show Account
- Running Leadership Meetings
- Running Freshmen Meetings
- Check in Call With JV & Below
- Check in Text with Varsity & Above
- Review of all Key Events for the Month

### **Campaign**

- Negotiating with Promoters
- Campaign Stats Review
  - Malls
  - Service Events
  - Booth
  - Shift Averages
- Events Meeting Plan & Execution
- Projections and Plans for Expanding Key Events, Team Overview, Etc.
- Hosting Team Bonding Session Every Campaign

### **Yearly**

- Business Plan for Following Year (done by November 1st, 2022)
  - Projections
  - Key Events
- Strategic Leadership Meeting between:
  - Coordinators & DVM
  - Coordinators & Service Event Coordinator
  - Coordinators & Mall Coordinator

- All Leaders
- Attend SC1 & SC2
- Host 2 Event Trainings/Year
- Submit Recruiting Timeline to DVM by March 31st.
- Key Event Meeting & Leadership Meeting Dates Planned
- RSD Rep Incentive Trip Planned

## **Administrative Manager**

### **Weekly**

- Chargebacks & Overages (send videos of each task)
- Show Team Account Overages
- Late Fines
- **Weekly Stat** and Reimbursement Form Email (Sent out monday)
  - Stats are DUE EVERY TUESDAY BEFORE 11:59PM
  - Send out Late email to people who did not submit
- Stats Overview
  - Compare Reported Tabs against previous week Booth Tabs

### **Monthly**

- Reimbursement Report
- Reports of Team Stats for Review
  - Report Includes
    - ◆ Individual
      - Shift Average
      - Show Average
      - Leads
      - Total Number of shift for key and non key worked
      - Total CPO for Key and Non Key Worked
    - ◆ Team CPO
      - Shift Average
      - Show Average
      - Leads
      - Total Number of shift for key and non key worked
      - Total CPO for Key and Non Key Worked
        - I-v will be based on:
          - Elite Members
          - Varsity Members
          - JV & Freshmen
          - Total

### **Campaign (every 4 months)**

- Short Meeting with Coordinators to go over Shift Averages

- **Submit booking requests 2 months prior to show meeting**
  - **January**
  - **May**
  - **August**
- **½ Way point Update for the team**
  - Where people are at
    - ◆ Shift Averages (weighted)
    - ◆ Amount sold the past 12 months
    - ◆ Amount sold the Campaign to Date Sales at the Booth
      - Malls
      - Mesa Marketplace
      - Service Events

### **Yearly**

- Yearly Report on:
  - Report will include: Total Yearly CPO per Category
    - ◆ Events
      - Elite Events
      - Key Events
      - Traditional Events
    - ◆ Malls
    - ◆ Mesa Marketplace
    - ◆ Service Events

## **Service Event Coordinator**

### **Monthly**

- Service Events are booked for the month
- Reps are being communicated with regarding set up information

### **Campaign**

- Service Event Blitz are planned for the following Campaign
  - Stats on Blitz Week are submitted
    - ◆ Total CPO for Blitz
    - ◆ Total CPO per Day
    - ◆ Average per Rep
- Ordering and distribution of Service Event Supplies at Meeting or individually
- Plan for Improving Service Events Following Campaign

### **Yearly**

- Meeting with Coordinator to Discuss Results and Plan for Following Year
- Yearly Service Event Workshop
  - Marketing
  - Set Up

- Sales

## **Mesa Marketplace Manager**

### **Weekly**

- Check in with Freshman representative
- Inventory Check
- Putting out Fires

### **Campaign**

- Update on Booth Display

### **Yearly**

- 2 Key Messages for Freshmen on Mesa Marketplace
- Meeting with Coordinator to discuss previous years results/growth

## **Promoter & Qualification Coordinator**

### **Monthly**

- Spreadsheet must be updated every month with update on new events found and changes made to existing events
- Reach out to reps who worked the event last year for suggestions on whether to book again and booth locations
- Reviewing Non-Key Events for the following week
- Coordinate with Promoters and negotiate booth locations
- Keep up to date with Application Deadlines
- Forward any info regarding event set up.

### **Campaign**

- All events must be qualified and submitted for booking on spreadsheet **2 months before Event Team Meeting**

## **Kiosk Coordinator**

### **Weekly**

- Managing Consignment and Product
- Managing Set-Up and Staffing if need be
- Coordinating Mall Booths

### **Campaign**

- Make sure if need be the set up is ready to go for each mall
- Coordinate with Mall Captains
- Coordinating Leases with Malls

### **Yearly**

- Host Mall Training Meeting by mid of October

- Meet with Coordinator to discuss Past Year's Results and Future Growth for Next Year

## **Visualization manager**

### **Weekly**

- Booth Logistics figured out for Weekend
- All booths are returned to proper place
- Check in and Check out Process via Google form
- Handling product discrepancies

### **Campaign**

- Monthly Storage Unit Update on Inventory
- Booth Update from Representatives
- Booth Situation Finalized for Events Meeting

### **Yearly**

- Get an Annual Booth Analysis across ALL representatives from the team (What do they have? What are they missing?)
  - Must be done before December 1st
- **Meeting with Coordinators to discuss Booth Upgrades for the Year**

## **El Paso/Las Cruces Coordinator Role**

### **Weekly**

- **If Freshmen/JV Reps have events in El Paso you are coordinating with them and helping them with their event**
  - **The goal is to create a sense of confidence before their shift so they feel ready to tackle the weekend**

### **Monthly**

- Show Submission Spreadsheet must be updated every month with new and potential events at the end of the month
- Show submission Spreadsheet must be Qualified and **OKAY TO BOOK** by the end of the month
- **Minimum standard:**
  - Book 4 Events Every Campaign (1/month)
- **Goal:**
  - Book 12 Events Every Campaign (3/month)
- Maintain and Organize Storage Unit in El Paso

### **Campaign**

- Identify, maintain, and track Key Events in your area to further grow CPO.
- All events must be qualified and submitted on spreadsheet for Coordinator to begin negotiations **2 months before Event Team Meeting**
- Speak at one team meeting per office every campaign with a Value Message and promoting Events Team

### **Yearly**

- Create an analysis report of your area Total and key events

- CPO
- Orders
- Avg CPO/Avg Order
- CPO & Orders per Event
- Create a Business Plan for growth for the Following year.

## **Arizona State Fair Coordinator**

### **January**

1. Start Conversations with Pima County Fair Promoter
2. Get training call(s) scheduled with Pima County Fair Team ‘
3. Marketing Requirements set for people working Pima County Fair
4. Set Training Date for AZ State Fair

### **February**

1. Continue finalizing discussions with PC Fair Promoter
2. Confirm team for Pima County Fair Training Call
3. Confirm individuals on what their Marketing looks like for Pima County Fair
4. Set Training Call Dates for AZ State Fair and send out to team

### **March**

1. Create Agenda/Have Training Call Scheduled for Pima County Fair

### **April**

1. Set up Pima County Fair Booths and Display
2. Work with Aimee on setting up Stat Tracker (show team funded)
3. Run Training Call for PC Fair

### **May**

1. Beginning of May - Reach out to Heather from AZ State Fair and set up in person meeting to begin negotiations for booth locations & pricing
2. Begin prepping guest speakers for training calls and training date

### **June**

1. Negotiations with the fair
2. Prep Guest Speakers for Training Calls and Training Dates/Create Agendas

### **July**

1. Lock Down and Finalize Contracts
2. Meet with Coordinators to Prep for State Fair

- a. Go over Logistics
3. Send out invitations to the Arizona State Fair Team
  - a. Set proper expectations for Marketing and Participations
4. Have 1st Training Call for Marketing (End of July/Beginning of August)
5. Finalize State Fair Training Agenda
6. Send out google form to get Preferences on Dates from Team

### **August**

1. Finalize State Fair Team with Marketing and Aimee
  - a. Get PostCards Scheduled for Send outs
2. Create Shift Schedule for AZ State Fair
3. Staffing vs Shift Picking?
  - a. Staffing complete before Events Team Meeting
4. Run 2nd Training Call
5. Work with Visualization Manager to get Booths set up

### **September**

1. Confirm Training Speakers
2. Confirm attendance for Training Date
3. Run Training and set expectations throughout the fair
4. Hand out Tickets to Team at Training Date or Earlier
5. Set up Booths
6. Launch State Fair!

### **Sept-October (Fair season)**

1. Handle Fires and Emergencies
2. Be engaged in GroupMe

### **After Fair Season**

1. Run a Call with Coordinator(s) to discuss Stats/what went well & what areas of improvements there could be
2. Run Feedback Call with Key People from State Fair Team