2027
GULF COAST EVENTS TEAM
TEAM POLICY

*CO/DVM to revise as needed

This document details the policies, requirements, and procedures for the Lone Star Events Team. It includes standards, team rules, tiers and procedures for participating. The Events Team is separated into three groups: Key Events, Traditional Events and the Mall Program.

Objective: To continue growing the division through event team sales, MIT development and fulfilling the potential of our current CSPs & FSMs.

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Becoming an Events Team Member

- Training
    - Must be at 10k "true career" sales
    - Attend Events Training Seminar
    - Purchase Ed Reed & #84 sharpener
    - Field Train 2 events with a Varsity Rep or higher
- Sales Requirements
    - Reps under 50k, reps cap at $50 per shift
        - Over $50 requires DM approval (they must cover difference)
    - Above 50k, reps can work any shifts available
- Managers
    - Anyone closing their Branch or District office can return to the team at their previous tier from what they qualified prior to summer
        - Previous Key Events Tier = Key Events Tier
        - Previous Varsity Tier = Varsity Tier
        - Previous JV Tier = JV Tier
    - If the DOM, BM or DM sells 10k during SC1 or SC2 push, they'll receive Varsity tier status for the fall campaign

Team Member Standards & Consequences

- Punctuality
    - 5 mins early for meetings
    - 1.5 hours early before 1st day of show (setup)
    - 15 mins early before day of show (already setup)
- Professionalism, Positivity & Respect of others
    - Do not tear down other team members
    - Maintain clean attire and booth
    - Follow up with customers when promised
    - No undercutting other reps
    - No negative influence on the team or division
    - Proper customer turn rotation (cut, quote or card)
        - Reps working can decide on turns
    - Any issues can't resolve, bring to CO or DVM, decision will be made for the reps
- Being Late or Unprofessional (resets each campaign)
    - Late to show; 1st offense = warning, 2nd = $50, 3rd = $100 etc.
        - Can do "community service" for the team instead of a fine

    - Late to meeting = loss of shift pick
    - Missing shift or removed from event = loss of 2+ shifts + possible suspension (CO/DVM choice)
    - Late matching orders = warning, each one after = $20 (Orders not matched by the Tuesday (new week) after the end of event are considered late)
- Customer Complaints
    - Actual complaints = not following up, getting calls about situation at booth/appt, not processing orders, real complaint that reaches Olean or office
    - Minor complaints = minor mistakes on order, asking for service etc.

Costs & Charges of the Events Team

As members of the Events Team, all sales reps operate their own business. With any business, there are associated costs to drive sales. Below are the charges, fees, and costs of being a member of the Events Team.

- Show Cost
    - Cutco fronts booth rent for our reps, charge will go to reps on following commission statement (can be split weekly if needed)
    - Shows with multiple reps & days will be split by hours of the event
- Team Overages
    - For each day worked at a show, each rep is charged $20 (3 day cap)
    - These fees cover team operating costs (storage sheds, additional display items, team website, etc.) or as the DVM/CO sees fit
    - Applies when working events in the territory

Finding New Events

Once a rep has submitted a "new event booking request" on the team website, they'll be given "priority" to be able to work the event as long as they remain as an active team member. "Bringing back" an event will have the same standards and priority.

- If the team member is deemed to not be taking care of the event or doing what is needed to help with the event, CO/DVM will remove priority for the rep
- The rep can't miss back to back years working the event
- Although the rep who found the event is given priority shift picking for it, the CO & DVM still maintain the right to grow the event accordingly (extending booth, adding booths, adding staff, etc.). Continue development of events = growth of the team, division and events program

Project Shows

There are a group of events that are considered "project" shows, which means these are events targeted for a group of reps to grow the event year over year allowing us to make standards to allow consistency in the same reps working it year over year. Staffing will be on an "invite only" basis.

- Goals for the event
    - Consistent staffing each year, reps who are committed for multiple years
        - Marketing, service, relationships with customers/promoters
- Standards
    - Reps will have access to work the event, as long as deemed they are taking care of the event by the CO/DVM
    - Marketing - must complete any and all marketing standards deemed for the show (email, text, voicedrop, direct mail, tickets, etc.)
    - Service - must complete any and all service standards for the show: service calls after the show (up to 4 weeks) or service events (can be at the show if the show permits or makes sense to)
- Benefits
    - Reps will have a "debrief" call with the CO/DVM to assess how to make the event better for next time (location, booth size, add booth, etc.)
    - If the reps hit all standards, the CO/DVM will allow them the option to immediately lock their shifts for next time
    - If at any point the reps are not hitting standards or are doing anything to bring the event down, the CO/DVM retain the right to remove the reps from the event and go back to the team for the next reps

Growth Program

To incentivize growth at ALL events, if an event has its **best ever in the last 5 years**, those working it will be allowed to lock in their shifts for the next year

- Examples of single reps at events
    - No Weekly Events
    - Yes Monthly Events - same for next year
    - Yes Annual Events - same for next year
- Examples of multiple reps at events

    - All reps are included who worked the event, unless CO/DVM deem they didn't contribute to the growth (ex. low sales, no marketing/service, etc.)
    - Reps are ranked by CPO generated (booth + follow up + service)
- Guests are not automatically locked in for next year

Team Tier Standards

As members of the events team, everyone is held to the same standards, regardless of tenure. This is designed to continue the growth of our people, top to bottom. The tiers qualifications will welcome all who qualify for the standards set. As long as the rep is in good standing with the events team, they'll be eligible to qualify.

- **Elite Key Events**
    - Attendance
        - Physical attendance to Key Events meetings
            - *Optional* - Attend 1 key events meeting per year (spring, summer or fall) via zoom
        - Attend and participate SC1 or SC2 (same as Key Events)
            - Can substitute for speaking at an additional monthly meeting
        - Attend 1 traditional team meeting per year (same as Key Events)
            - Submit speaking outline 1 week prior to meeting
    - Personal Sales
        - True Career Sales: 500k
        - True Career Event Sales: 100K
        - Annual Sales: 300k (Jan-Dec)
        - Shift Avg: $2500 (Top 10 Event Averages)
    - Booth Ownership (same as Key Events)
    - Benefits
        - Shifts for the coming year will be picked
    - National Training (same as Key Events)
    - Service Standard (same as Key Events)
    - Marketing Standard (same as Key Events)
    - Shift Picking (same as Key Events)

- **Key Events**
    - Attendance
        - Physical attendance to Key Events meetings
        - Attend and participate SC1 or SC2

        - Can substitute for speaking at an additional monthly meeting
    - Attend 1 traditional team meeting once per year
        - Submit speaking outline 1 week prior to meeting
- Personal Sales
    - True Career Sales: 150k
    - True Career Event Sales: 50k
    - Campaign Sales
        - Campaign 1: 40k (qualified for Camp. 3)
        - Campaign 2: 40k (qualified for Camp. 1)
        - Campaign 3: 40k (qualified for Camp. 2)
- Booth Ownership
    - (4) Knife Sets (ULT steak, SIG steak, HM, GAL)
    - (1) 60pc Flatware Set + 6pc Accessories
    - (1) Legacy Cookware Set (Accomplished + Extras)
    - (2) Business Gifts
    - (3) Tables (5ft or 6ft); recommend: (2) 5fts & (1) 6ft
    - (12) 12" PVC Pipes
    - (3) Table Cloths (5ft or 6ft) (Black 2026, Blue 2027)
    - (1) Tent (10x10 straight leg)
    - (1) Backdrop (Blue 2027)
    - (1) Display Board w/full covers
    - (1) Residential Price Binder
    - (1) CGP Price Binder
- National Training
    - Attend 1 national training through Vector, approved by CO/DVM
        - NET, Federal Summit, Gifting Summit, Cross Training, etc.
- Service Standard
    - Provide means to service past customers
    - 5 shifts / year for Service Events
        - Can do 100 service calls instead, must track and include CO
- Marketing Standard
    - Must provide consistent content to past customers
        - Email, text, phone, direct mail, etc.
    - Provide marketing to targeted events that are picked
        - Event will have details
    - Can be expanded to further develop our events
- Shift Picking
    - Access to work Key Events

        - Shifts are selected for the campaign
        - Rankings are based on 3 parts
            - 30%: Prev. 12 months sales
            - 30%: Prev. 12 months event team sales
                - All orders generated from the event (booth, svc, follow up, etc.)
            - 40%: Prev. 12 months shift average (Trad or Key Events)
                - Only orders generated at the event (booth)
    - Lose Key Events Qualification
        - If missed the meeting, won't be able to pick with the key events team for the campaign, they'll pick what's left
        - If not qualified for the previous 4 months, rep will be put on "probation" in which they'll pick shifts AFTER those qualified for Key Events, but before Varsity for 1 campaign to give an opportunity to earn it again
        - If didn't attend a national training or other approved event by the end of the year, rep will be suspended until CO & DVM agree on return

- **<u>Traditional Events (Varsity & JV)</u>**
    - Attendance
        - Team Meetings (monthly)
        - SC1 or SC2
    - Personal Sales
        - Varsity
            - True Career Sales = 50k
            - Event Career Sales = 5k
            - Campaign Sales = 20k
        - JV - no minimum sales requirement
    - Field Training
        - Varsity - 1 per campaign w/ Key Events member
        - JV - 1 per campaign w/ Varsity or higher
    - Service Standard
        - Service calls or service events must be completed from events
    - Shift Picking
        - Varsity & JV reps will pick shifts for the next campaign, Varsity will pick first until completed, then JV will pick shifts afterwards
        - Rankings are based on 3 parts:
            - 30%: Prev. 4 months sales

- 30%: Prev. 4 months event team sales
    - All orders generated from the event (booth, svc, follow up, etc.)
- 40%: Prev. 4 months event shift avg
    - Only orders generated at the event (booth)

Shift Picking

- When the team is picking shifts, the order is determined the current ranking system and will go by tier until completed and then will go to the next
- Available show after shift picking
    - If a rep is giving up a show or shift that has been paid for, they are responsible for finding a replacement rep to work the event
        - Rep will post a message on GroupMe and text by the highest tiers and work down to help prevent quality events falling into a newer reps hands
        - If multiple reps are interested in the show/shift, the highest in pecking order will have priority
    - If a shift is given up within 7 days of the event, the rep giving it up will be responsible for paying the shift. However, the new rep, working the shift, will be responsible for paying the daily shift overage of $20.

Service Event Standards
There are clients who will attend an event vs being serviced at their home, mailing in their Cutco to the factory. We will provide a local option and scale our business.

- Elite Key Events / Key Events = 5 shifts / year
- Varsity / JV = Field Training 5 shifts / year

Mall Program Standards

- Attend annual holiday shows / malls meeting
- Maintain Marketing/Service Standards set for the season
- Qualifications (Managers)
    - Fulfilled training requirements (seminar, field training, etc.)
- Shift Picking
    - Key Events + Guests
    - Varsity + Experienced DMs
    - JV + Inexperienced DMs

- Malls will be selected based on pecking order
    - 1st rep will pick the 1-2 malls they want to work, then go down through the rankings
    - Goal of the malls is to have 1-2 reps working the entire season at the same locations

Rep of Record

For Cutco Owners, we always verify ROR for anyone on the events team

- Must submit customer list downloaded from vectorconnect each campaign
- Each order/lead must be checked against the master list
- Must send order/lead to the rep who is the rep of record
    - All written orders and submitted orders must be sent to rep or flipped with Cutco my Monday night, as of Tuesday morning, if any orders are not sent for flipping to ROR rep. Rep forfeits payout and has possible show taken away (CO/DVM decision)
- A ROR customer is considered a "free turn" and the rep will go again
- ROR Payback
    - 25% of CPO of all orders (minus any CTR), paid once rep has commissions
    - Payouts must be paid out within 2 commissions cycle, if not the rep will pay 100% of CPO commissions
    - If orders are discovered afterwards and must be flipped, rep will receive 0%
- For reps under 100k in true career sales, all demos and demo referrals are not part of the ROR program as to help continue development of the lower tier reps.
- Full ROR policy document (more detail if need be): ROR Policy Doc