

GULF COAST DIVISION EVENTS TEAM

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 official GCK Events Training Seminar
 - Purchase Ed Reed & #82 sharpener
 - Field Train 2 events with a Varsity Rep or higher
 - Field Train 5 service calls with a Varsity Rep or higher
- **Sales Requirements**
 - Must be at 10k “true career” sales to work events
 - Reps under 50k, reps cap at \$50 per shift
 - Over \$50 requires DM approval (they must cover the 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
 - Previous Key Events Tier = Key Events Tier
 - Previous Varsity Tier = Varsity Tier
 - Previous JV Tier = JV Tier

Team Member Standards & Consequences

- **Punctuality**
 - 5 minutes early before meetings
 - 1.5 hours early before 1st day of show (setup)
 - 15 mins early before days of the show (already setup)
- **Professionalism, Positivity & Respect of others**
 - Do not tear down others
 - Maintain clean attire and booth when representing Cutco
 - Follow up with customers when promised
 - No undercutting other reps
 - No negative influence on the team or division (stay sober)
 - Proper customer turn rotation
 - 2 half turns / interactions
 - Any issues can't resolve, bring to CO or DVM
- **Being Late or Unprofessional**
 - 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)
- Customer Complaints
 - Actual complaints = not following up, getting calls about the situation at booth/appt, not processing orders, a 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 (no daily 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

- 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
- “Bring back” an event will have same standards and priority
- 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.). In the end, the events belong to the Division Manager of the territory given by Cutco

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.

- Usually have the following, but not always
 - Inconsistent staffing year to year
 - Considered a “travel to” type of event out of the normal area of reps
 - No long term vision of the event
 - Can have extended days 1-3 weeks of commitment
- 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 as \$1+ of growth from the previous year's event, those working it will be allowed to lock in their shifts for the next year

- Examples of single reps at events
 - Monthly/Weekly Events - same month/week for next year
 - Multiple/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.)
- Guests are not automatically locked in for next year
- If the event does not grow over previous year, shifts will be back up for picking

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 (same as Key Events)
 - Personal Sales
 - \$500,000 true career sales
 - \$50,000 event career sales
 - \$300,000 prev. 12 months sales (Jan-Dec)
 - \$2,500 key event shift average
 - Booth Ownership
 - (4) Knife Sets (ULT steak, SIG steak)
 - (1) 60pc Flatware Set
 - (1) Legacy Cookware Set (Accomplished + Extras)
 - (2+) Business Gifts (1 of your own)
 - (3) Tables (5ft or 6ft)
 - (12) 12" PVC Pipes
 - (3) Table Cloths (5ft or 6ft)
 - (1) Tent (10x10 white - straight legged OR Cutco tent)
 - (1) Backdrop
 - (1+) Display Boards w/covers
 - National Training (same as Key Events)
 - Service Standard (same as Key Events)
 - Marketing (same as Key Events)
 - Shift Picking = pick events for the year; before Key Events tier
- **Key Events**
 - Attendance
 - Attend and participate SC1 or SC2
 - Can substitute for speaking at an additional trad. meeting
 - Can substitute for GEM retreat attendance
 - Speak at 1 traditional team meeting per year (same as Key Events)
 - Submit speaking outline 1 week prior to meeting
 - Personal Sales
 - \$150,000 true career sales
 - \$50,000 event career sales

- \$40,000 prev. 4 months
- Booth Ownership
 - (4) Knife Sets (ULT steak, SIG steak)
 - (1) 60pc Flatware Set
 - (1) Aspiring Cookware Set
 - (2+) Business Gifts
 - (3) Tables (5ft or 6ft)
 - (12) 12" PVC Pipes
 - (3) Table Cloths (5ft or 6ft)
 - (1) Tent (10x10 white - straight legged OR Cutco tent)
 - (1) Backdrop
 - (1+) Display Boards w/covers
- 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
 - Service Calls, Service Events, Leads from Events
 - Following through promptly
- Marketing
 - Must provide consistent content to past customers
 - Email, text, phone, letters, etc.
 - Provide marketing to targeted events that are picked
 - Event will have details
 - Can be expanded to further develop our events
- Shift Picking = pick events for the campaign; before Varsity tier
 - Access to work Key Events
 - Rankings are based on 3 parts
 - 30%: Prev. 12 months sales
 - 30%: Prev. 12 months event team sales
 - 40%: Prev. 12 months shift average (Trad. or Key Events)
 - Everything tabbed for the event contributes
- Lose Key Events Qualification
 - If miss the meeting, won't be able to pick shifts, no ROR protection
 - 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
- Traditional Events (Varsity & JV)
 - Attendance
 - Team Meetings (monthly)
 - SC1 or SC2
 - Personal Sales
 - Varsity - 20k previous 4 months
 - JV - no minimum sales requirement
 - Field Training
 - Varsity - 1 per campaign w/ Key Events member
 - JV - 1 per campaign w/ Varsity or higher
 - Service
 - Service calls or service events must be completed from events
 - Shift Picking
 - Varsity & JV reps will pick shifts for the next 4 months, 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
 - 40%: Prev. 4 months event shift avg
 - Everything tabbed for the event contributes

Shift Picking

- When the team is picking shifts, the order is determined the current ranking system and will go 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 Program

- Objective is to be proactive in branding Cutco as top tier service with our clients in our territory; we will reach out to them to offer service event dates
- Key Events Tier and above = 6 days / 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): [REP OF RECORD POLICY](#)