

North Star Events Team 2025-2026 Policy Document

Overview

Highlighted Sections are newest Additions and Adjustments to past policies

This document details the policies, requirements, and procedures for the North Star Events Team. It includes requirements for joining the Events Team, team rules and structure, and general policies.

To begin, all shows and events that occur within the Divisional lines belong to the Division first and foremost, and therefore the DVM. The only way to have access to Events within the Division is through the Events Team. Being a part of the team is a privilege, and there are responsibilities and standards we agree to abide by. The Events program does not replace traditional demos and service calls, but does offer several significant benefits:

- Stabilize people's business by providing fresh leads and sales
- Receive the highest level training from members of Cutco's Hall of Fame and Court of Honor
- Tie people into the larger divisional community
- Create opportunities to build up a customer base in new areas

The Division Events Team is separated into five areas: State Fairs, Key Events, Traditional Events, Marketplace Events, and Malls.

Marketplace Events include gun shows, farmers markets, and other one day events. All new team members are required to work multiple marketplace events so that they can refine their scripts and approaches at cheaper shows. Everyone on the team is eligible to work at our Marketplace Events.

Traditional Events contain the majority of shows in the North Star Division. These include monthly market days, festivals, and other single-day and weekend shows. Traditional events are open to everyone – Tier 1, Tier 2, and Tier 3. Traditional events are the backbone of the division. They provide business growth and training opportunities for young sales reps and consistent sales and leads for veteran team members. The Traditional Events Division holds meetings approximately once per month.

The Mall Program takes place during the fall/winter holiday season between Black Friday and Christmas. The malls provide sales opportunities for qualified sales reps in all 3 tiers. The mall program is also available for interested reps throughout the year, rates can be negotiated, contact your coordinator for more details.

Key Events are designed to place the top performing sales reps at the best shows. This group is made up with our Tier 1 and occasionally some invited guests. While Key Events (also can be designated as a “Tier 1 Show”) represent a small percentage of the overall number of events we work, they do account for over 50% of our annual team sales. They include home & garden shows, large fairs, and other large festivals. By staffing these events with our best people and guests, CPO growth will be concentrated on these key events thus driving significant growth in the overall Event Team’s booth sales.

State Fairs - The Iowa, MN, Nebraska, and North Dakota State fairs are our largest events. These are our highest performing and some of the most expensive events we work. They are reserved for coordinators and top team members, and guests, who must meet career sales quotas, marketing standards, training requirements, and more. State fair opportunities are limited to those invited by the coordinator and DVM’s. These events are reserved for our best reps to help maximize the results of these fairs.

All policies regarding attendance, punctuality, professionalism, and behavior are consistent for every area of our team.

Team Structure and Positions

Division Manager

The Division Manager sets the vision for the entire Divisional Organization. We work in partnership with them to strategically plan our campaign and yearly goals. The DVM supports the Leadership Group and Coordinator to drive event sales in the territory, and to recruit the best people to our team.

Divisional Events Coordinator

The Division Events Coordinator leads the Events team. They are charged with maximizing Event sales in the territory and creating opportunities for the team. They train new team members, handle disciplinary actions, oversee the Events Management Team, manage the Team Fund, and promote team members to the Leadership Group.

Leadership Group

The purpose of a leadership role is to collaborate with the coordinator on certain responsibilities that facilitate growth for the team - and may change from year to year.

A Leadership role within the NS division is not "earned" it is an 'invite only' role. Certain qualities we need to see to be considered: Punctual, excellent follow through, has an abundant mindset, they also embody the spirit of the policies within Northstar.

Leadership roles are capped at 1 extra pick per campaign. Leadership roles are fluid and can change from year to year. Leadership roles are not based on annual sales.

We are implementing a State Fair policy document for 2025 & 2026

This will include requirements to maintain standards for state fairs within North Star.

Legacy Role

This is a new role that we will discuss with the team and vote to make sure it is fair to implement. The idea of this role is to protect reps who have been doing events for 20+ years in the division if they choose to continue to work these events.

***** (Coordinator and DVM have the ability to adjust this policy as they see fit) *****

Team Members (All Tiers)

Everyone starts here. The team is the backbone of our Events Program. Team members are eligible to work traditional events (80% of the shows we do) and malls. The Events program helps Team Members stabilize their sales, generate new customers, and network with the best talent in the state.

Becoming a North Star Events Team Member

Training

- Attend official North Star training (Must be at 20K Career Sales to attend)
- Purchase Events training kit (Super Kit)
- Field train two full days at a traditional booth event (must be over \$20K to Field Train)
 - *Must watch rep open up the booth at the beginning of the day and also watch them close up a booth at the end of the day.
- Field training counts AFTER events training has been completed.
 - ~ Field Training days must include at least one day with set-up or tear down
- Attend Central Region service call training
- Field train on two service calls and assist with 1 Sales and Service Events per year.

Starting in 2024, the standard will be 20k to attend training and 20k to sell @ Events.

Sales Requirements

- 20k in sales - Able to work Marketplace and other Tier 3 Events.
 - Must retain \$200 in Withholdings Account.
- Must obtain DM/DVM approval before working shifts that cost over \$100.
- Regardless of career sales, when joining the Events team, the rep is required to work 2 marketplace events.
- Once Reps are above 50k, they may start to work Traditional Events alongside Marketplace events.
 - Withholdings is enforced with the help of rep's Exit Buddies, DM's, and DVM's.

North Star Division Events Roadmap

20K In Personal Sales	Eligible for Events Training - High Level Sales Training - Network w/CSP's and FSM's - Participate in Events Meetings
20K In Personal Sales <i>*(Purchase Event Super Training Kit after events training)</i>	Eligible for Event Field Training - Two Complete Days of FT At Booth - Multiple Service Calls FT - Assist with Service Event
20K In Personal Sales <i>*Must maintain an Event /Tax Withholding Account with at least \$200</i>	Eligible to Work Small Marketplace Events - Farmers Markets - Gun Shows - Small Festivals - Inexpensive County Fairs
50K In Personal Sales +20k/Campaign Standard <i>*Must Own Homemaker Pieces, Specialty Knives, & T. Cheese Knife For Display</i>	Eligible to Work Traditional Events - Home and Garden Shows - Holiday Botique's - Larger County Fairs
200K In Personal Sales +30k / Campaign <i>*(Must Maintain Min Team Shift Average)</i>	Eligible to be invited to Tier 1 Events - Increased Marketing Standards - Eligible to be added to ROR List
350K In Personal Sales +100k/Yr <i>*(Requires DVM and Coordinator Invitation) 3 Full Sets + Display Knives, Flatware, Cookware Pieces, Gadgets & Accessories.</i>	Eligible to be invited to Key Events - Our biggest and best events within the division. - Increased Marketing and Training Standards

Charges / Fees / Cost of Events Team

As members of the Events Team, all sales reps operate their own business. With any business, there are associate costs to drive sales. Below are the charges, fees, and costs of being a member of the Events Team. The charges listed below will show up on commission statements as Show Costs (the actual show rent) and Overages (any daily fees, coordinator pay, any booth fees and groceries for events, if not paid for by the rep).

1. SHOW COSTS

a. Cutco fronts the money to pay for each show we work, and reps are charged the cost of the event in their commission following the event

- Reps may split up the charges of the show into 4 weekly payments

- Malls may be split into 5 charges
- For shows with multiple reps, the cost is split up equally between each rep based on how much they worked. The total cost of an event is divided by the number of hours worked and charged accordingly.

2. COORDINATOR PAY

The coordinator duties include but are not limited to training new team members, field training, strategic planning with the DVMs, planning team meetings, team events, overseeing the booking of events, chargebacks for events, managing the show fund/finances, recruiting new members to the team, negotiating contracts, working with promoters and directly with Cutco Events.

- As compensation for their efforts the Coordinator(s) selects shifts for events before the rest of the team.
- They also receive 3% of booth sales. 1% is paid by the DVM, 1% by the DM/DVM of their home office, 1% by each team member.
- More details on Coordinator pay, listed below.

3. ANNUAL EVENTS FEE

There are 3 tiers for annual charges to be on the North Star Events Team

- Tier 1
- Tier 2
- Tier 3

The Annual Fee for each member of the team is to cover the costs of the events business which include but are not limited to: supplies, growing and maintaining community kits, service event materials, order forms, zoom membership, website maintenance, updating key events, storage unit rent, and other miscellaneous expenses.

The Annual Fee structure, which is charged to everyone including coordinators, is as follows:

Tier 1: \$400 (\$300,000+ Annually)

Tier 2: \$300 (\$100,000-\$299,999 Annually)

Tier 3: \$200 (\$100,000 or less Annually)

****Charge based on previous year's sales*

- For Tier 3 Reps, they are given the option of paying for the fee in full or splitting it over 4 weeks when they join the team. You are considered a part of the team and will be charged when you are booked for your first event.
- For veteran event reps, you will be charged in full on January Bonus or you have the option to split payments starting the first week of January.
- There is no maximum number of shows for this fee to be applied.
- This fee will be applied to any active rep working events. Per policy that means any rep who works 2 events or more per year within North Star.

4. BOOTH RENTAL (Charges only apply for lost or destroyed items)

- If a rep working an event does not own a booth, a Divisional Booth will be assigned by the Booth Manager
- Booths include a list of every item in its contents, plus pictures of how the booth should be organized
- For any Cutco item that is missing upon return of the booth, the borrowing rep must replace the item at 1/2 of its retail value
- Other items that are lost or damaged (banners, table, tents, etc) must be replaced at full cost

- If reps do not return the kit within a timely manner, they are subject to a fine - this is to protect reps from having a kit stolen and make sure the reps who have the kit reserved the following week have ample time to retrieve the booth.
- When a booth renter acquires a booth before a show, it is his/her responsibility to inventory all booth contents the show in the same condition as it was lent out and note any damages. He/she must report any missing items or damages before the event to the Booth Manager. Any costs will be charged to the previous booth renter.
- Any questions regarding the divisional kit should be directed to the Coordinator.

Coordinator Pay

Who Pays the 1% on event sales?

All Reps who work the event including coordinators. When a coordinator is behind the booth, they are one of the team just like everyone else. The DM of event rep, the sales rep at the event, and the DVM. If the DVM is also the DM of this rep, they do pay 1% both as the DM of the rep, and 1% as the DVM.

Reasoning behind the payment of each party:

The coordinator position is a full time job. It is a job that never ceases because events happen weekly. For the coordinator(s) to be fairly compensated outside of working events, 1% applies to all parties that receive a benefit from event sales which include, the rep, the manager, and the division manager.

List of Duties for Coordinator(s)

- Booking events /
- Training (Workshops/Phone Conversations w/Reps)
- Training for Events, continued conversations.
- Negotiation, promoters, spaces, rates, better booth spaces
- Working with Promoters
- Sending and forwarding emails linked to Events
- Running Meetings/Calls/Trainings
- Working with Cutco events
- Ordering/Negotiating Promotional product
- Chargebacks
- State Fair Planning/Lodging
- Submitting stats for the shows
- Finding/Inviting Guest Speakers to meetings
- Access to their booths and materials
- Booking/Negotiating Service events
 - This list is not finite, coordinators may be called to complete additional tasks.

General Rules & Requirements for North Star Event Team Members

1. PUNCTUALITY

- Be punctual to all meetings and events.
- Shows: Show up 1.5-2 hours early on the first day of the show.
 - Help set up 15 minutes for the start of subsequent days.

- Meetings: Be on zoom 2-5 Minutes Before the meeting starts.
 - Being 'On Time' to events in North Star is late.

2. REPORTING OF STATS

- All stats are due the following Tuesday at 8AM Central time after the event is completed. Stats are submitted daily/weekly through Google Sheet. Links to all digital tools we use can be found at www.NorthStarDivision.com
 - This format will be switching to a google form in the near future for daily stat breakdowns as well.
- Report CPO, # of orders, # of orders/CPO to your past customers, breakdown of \$500+ Orders, sets, cookware, flatware, upgrades, 5 pieces, service calls, catalog requests, # past customer orders, past customer CPO
- Key Events will be reporting Daily Stats starting in 2026
- The purpose of tracking stats is to help the event grow the following year, but to also find our areas of opportunity within our scripts. This way we can maximize our time at the booth, but also what to focus on when role playing our scripts.

3. PROFESSIONALISM, POSITIVITY, & RESPECT OTHER PEOPLE'S VALUES

- It's our individual responsibility to become aware of each other's personal values & respect each other's boundaries
- Do not tear down others
- Bring issues to coordinator or DVM, don't gossip or share issues with other team members, maintain a neat, clean, working attire and booth space
- Communicate with everyone on the team (positive & negative)
- Follow up w/ customers promptly and Enter ROR orders in a timely manner.
- No undercutting other team members on price
- Positive influence within the division or region
- Work together as a team, proper customer rotation.
- Stay Sober
- No drunkenness or illegal drugs at the booth/meetings.

4. MEETING ATTENDANCE

- To work Traditional Events and Malls attendance at the Monthly Team Meeting is required
- If a rep is two hours or more away from meeting (or on vacation), they may use Zoom

5. CONSISTENT SALES OUTSIDE THE BOOTH

- Booth sales do not replace the other areas of the business. All team members are expected to participate in activities outside the booth that create sales (demos, service calls, service events, management)
- Team members are expected to hit the minimum bonus every month (\$4,000 in CPO)

6. SERVICE STANDARD

- Team members are expected to provide consistent service to their customers through Service Events or Service Calls
- This may include personal service calls or directing customers to a Cutco store or the factory.

- This requires consistent professional communication with customers

7. CONTRIBUTION TO THE DIVISION

- As a team we have a culture of giving back. All team members are expected to make themselves available at least once a campaign to speak at a conference, division meeting, conference call, or other scheduled events, either within their office or within the division.

8. MARKETING AND ADVERTISING Tier 1 and Tier 2 Reps

- Tier 1 and 2 reps must provide consistent marketing to customers
 - (Monthly Content E-Mail is the minimum standard)
- Marketing should promote sales/attendance at events.
- Marketing plans are discussed and approved by the Coordinator and communicated with the Manager.

9. CONSISTENT FOCUS ON PROFESSIONAL GROWTH AND MASTERY OF SCRIPTS

- All team members are expected to utilize resources made available to them (scripts, audio, video training)
- Download the “Cutco Events” app to access high quality training material. Other material can be found on Dave Bush’s YouTube Channel as well as Brian Carter.
- All team members are expected to role play at our monthly meetings when scheduled, and encouraged to regularly field train at Key Events

Consequences for breaking team rules & requirements

1. PUNCTUALITY TO EVENTS & MEETINGS

To Events:

- 1st offense per campaign = Email warning to the team member (DM and DVM will be copied on this)
- 2nd offense per campaign = \$25 fine
- 3rd offense per campaign = loss of shift
- Missing a shift completely = loss of 2 shift picks
- To Meetings (Based Annually)
- 1 Excused Absence per year.
- Any additional tardiness or missed meetings:
 - 1st offense per Year = \$25 Fine
 - 2nd Offense = Loss of 1 Shift pick
 - 3rd Offense = Loss of 2 Shift Picks
- All reps who are working an event are required to set up and tear down the booth, at the beginning and end of the event. Failure to do so will result in a \$100 fine per occasion (\$100 set up / \$100 take down = \$200 per show).

KEY EVENT AND STATE FAIRS

- Tear down is finished when everyone is packed and ready to leave. That means helping tear down other booths, a lending hand helps the team as a whole get out of the event sooner.
- If a rep decides to leave early from tear down or show up late to set up for key events and state fairs, they will be subject to removals of shifts from the event or loss of shifts from future key events/state fairs.

2. REPORTING STATS LATE

- 1st offense for late reporting = E-mail warning will be sent.
- 2nd offense for late reporting = \$25 fine for reporting late stats
- 3rd+ offense for late reporting = \$50 fine for reporting late stats

If no stats are submitted by the following Tuesday at 8AM (1 week after the event is completed) the rep will be fined an additional \$25. In addition, if event orders are also not tagged by the following Tuesday at 8AM (1 week after the event is completed) this \$25 fine will be applied as well.

It is expected that team members are not late submitting stats and tagging orders, but if they are this additional \$25 fine will be applied.

If Stats are not reported, the event charge will automatically be placed on that month's bonus

3. ALL OTHER RULES/REQUIREMENTS (FALLING UNDER CATEGORIES OF RESPECT, PROFESSIONALISM, ETC)

- 1st offense per year = warning (Your DM and DVM will be copied on this)
- 2nd offense per year = \$25 fine
- 3rd offense per year = loss of shift
- Some offenses may relate to varying circumstances and issues. These will be dealt with on a case-by-case issue by the coordinator and DVM.

- If one's behavior results in Cutco being removed/not invited back to an event:
- Rep loses right to work that event for 2 years (if we get back in) & Rep will be suspended from events for 30 days
- 2nd offense – Rep off team until further notice

4. ATTENDANCE

- If a rep misses a shift picking meeting they are at the mercy of the available events after the meeting is completed.

5. CONSISTENT SALES

- If a Full Time Team Member fails to achieve the minimum 10k bonus level for two consecutive months and are also carrying a negative account balance, they can be immediately suspended from working events at the DVM and Coordinators discretion. Consistency is key, especially within Events.
- If a team member carries a negative account balance for more than a month, they are also subject to temporary suspension from events. This is to help the rep not incur more costs until they are back in the green and not losing money at events consistently.

6. CUSTOMER COMPLAINTS

Major customer complaints will result in punitive consequences

- 1st complaint per campaign = email warning (Your DM and DVM will be copied)
- 2nd complaint per campaign = loss of shifts
- 3rd complaint per campaign = off Key Events for one campaign / Loss of ROR Privilege
- Major complaints may include:
 - Not processing a cash order
 - Rudeness or outright unprofessionalism with customers.
 - Gross negligence, unfulfilled promises
 - Complaints that reaches Olean or Division office
 - Minor complaints, such as “not hearing from a rep,” minor mistake on an order, missed service call, etc. will not result in punitive consequences unless a clear pattern emerges

****The distinction between major and minor complaints are at the Coordinator's discretion ****

7. CONTRIBUTION TO THE DIVISION

- Failure to meet approved contribution to the division can result in loss of shifts or suspension from Key Events for one campaign

8. USE OF ILLEGAL SUBSTANCES

- If a rep is found to be using illegal substances at an event, marijuana or other drugs, they will be subject to removal of shifts.
- Bringing recreational marijuana or other drugs into events and keeping it at the Cutco booth is **not allowed**. You are free to do what you want with your personal time, but when you are at the booth in North Star you are representing Cutco and the North Star Division and we cannot risk drugs being found at Cutco booths.
- If another team member brings up to the coordinator/s that they have smelled or noticed another rep on the team with illegal substances, the coordinator will discuss with the DVM.

- There will be a one time warning, but after that if it's found that the team member continues to disregard this policy they will be subject to complete removal from shifts for a certain time period at Coordinator and DVM discretion.

9. MARKETING AND ADVERTISING

- Failure to meet approved marketing standards can result in removal from ROR Program during Key Events

Shift Selection for Traditional Events, Marketplace Events, and Malls

Shifts are picked at the 2nd meeting of each campaign for the following campaign. The reasoning behind this is to give reps on the events team a good idea of when and where they will be working in the coming months. Having a sense of structure and stability is important to anyone in sales and we in North Star do our best to provide that for our team members. The Events team (Tiers 1-3) employs a ranking system to determine picking order. Team members must be present at the monthly meeting in order to select shifts. If someone lives more than two hours away they can conference in as long as they are in a professional setting and communicate this at least one week in advance.

Team members are ranked on four different criteria:

- Previous Campaign Sales - 70%
- Contribution to the Division/Events Team, Help Solving Issues/Conflicts with Team Members 15%
 - Extra Contribution / Helpfulness / Stop By Events Training, Help w/Team Activities etc.
- Attendance at Monthly Meetings - 10%
- Stat Submission Timeliness - Tagging Events Properly 5%

In 2025-2026, True Sales will be taken into effect with the pecking order. This means that ROR sales will be added to a rep's total sales at the end of a campaign.

* The coordinator(s) will keep a running tab of extra contribution to the division.

Shifts will be decided and picked during the 2nd meeting of each campaign for the following campaign,

- Example - Summer 2025 shifts are determined in part by Fall 2024 results/Shift Averages/Divisional Contributions/Meeting Attendance.

Based on those rankings, shifts are selected in a ranked order until all shifts are filled. The Divisional Coordinator(s) will already have their shifts selected prior to the meeting.

- Team Managers/Leadership Group will select their 1 additional shift before the meeting begins.
- The Coordinator(s) and DVM are responsible for creating a ranked order before the Shift Picking begins.
- The ranked order falls into 3 tiers.

Tier 1

Requirements to achieve and maintain Tier 1 Status:

- Sell over 300k+ Annually (2025/2026 Standard)
- **Complete 5 days of Service Events and Sell Minimum 10k at Service Events annually.**
- Invited by the coordinator or DVM
- Have a complete booth kit

- Signature and Ultimate Set w/Steak Knives, Homemaker +8, Galley+6, Own Tables (2+), Fitted Cutco Tablecloths, full Flatware chest, Legacy Cookware Set, additional accessories, backdrop/banner.
- Been on NSD Events Team for 1 Full Calendar year.
- Attend NET/GEM - in order to work Key and Invite only Events
- Monthly Meeting Attendance: 9/10 Meetings/yr
 - If these standards are not met, even if a rep sells 300k+, they will not qualify for Tier 1 Status.

Tier 2

Requirements:

- Sold between \$100,000 - \$300,000 in the previous year (2024/2025 Standard)
- Must Find 1 New Show Per Campaign (3 Per Year)
 - Shows that haven't been worked in 2 consecutive years are considered a new show.
- Must work 3 Service Event Days with others on the Team annually.
- Monthly Meeting Attendance: 9/10 Meetings/yr
- Has either been Service Call Elite Trained or has it on their schedule to be trained.
- GEM/NET Attendance required to work Key and Invite Only Events

Tier 3

Requirements

- Sold Under \$100,000 in the Previous Year.
- Attended Events Training
- Field Trained 2 Full Days with a Leadership Group Member or Tier 1 Rep.
- Must Find 1 New Show Per Campaign (3 Per Year)
 - Shows that haven't been worked in 2 consecutive years are considered a new show.
- Has either been Service Call Elite Trained or has it on their schedule to be trained.
- Meeting Attendance - if not in class, expected to be on event meetings.
- *(These Tiers can be reassigned at coordinators discretion)*
- *(Reps can be adjusted within Tiers at coordinators discretion)*

Events are divided into Tier 1, Tier 2, and Tier 3.

- Tier 1 Event Classification: \$16,000+
- Tier 2 Event Classification: \$7,000-\$15,999
- Tier 3 Event Classification: \$6,999 or less
- *Only Tier 1 reps can work Tier 1 shows (identified by the coordinators), until their schedules are full. Then tier 2 reps can choose tier 1 events with coordinator discretion. Once Tier 2 Reps have filled their schedules to their liking, Tier 3 Reps can pick Tier 2 and Tier 1 events with coordinator discretion.*
- Certain Events are invitation only (State Fairs, Rodeos, select Home and Garden Shows, and some County Fairs). Shifts for these events may be assigned using a different format and are not available to be picked during Shift Picking.
- If a rep grows an event into a higher tier and doesn't qualify for that tier the following year, they have the ability to pick that event if it's available during their pick during shift picking.

Malls and Mall Shifts

Mall Leader Program

To incentivize the mall program, designated mall leaders have perks but also responsibilities with their malls.

- Mall Leaders are responsible for Set Up and Tear Down
- Mall leaders are also responsible for the promotional product that is ordered for the mall, both ordering what they need and also sending it back to Cutco in a timely manner after the mall is completed.

Responsibilities

1. Set Up & Tear Down
 - Working first and last days of the mall
2. Being responsible for expensive looking set up
 - Gathering and Setting up high quality booth displays
3. Inventory - ordering and sending it back
 - Checking inventory each day of working
 - Responsible for sending promotional products back in a timely manner to Cutco.

***** If somebody can't make it, the mall leader must be ready to pick up shifts***

Rewards for Being Mall Leader

First and Last Day of Mall automatically working

Additional 5 Days of preferred shifts

- Seth is Grandfathered into up to 6 days of preferential shifts at Rosedale Mall
- Bert is grandfathered into up to 6 of preferential shifts at Ridgedale.
- These will be worked out before the team picks mall shifts.

When picking mall shifts, if selecting half days, if the other shift is not filled, the rep responsible for that half shift is responsible to either get it filled or work the other half shift.

If mall days are left unselected, the team members who have shifts at that mall are responsible for getting them filled. If unable to come to an agreement, we will pick out of a hat/draw straws randomly.

Laminated Rule Sheet - Before and After - Everything is wiped down in between shifts.

Make sure to take pictures before shifts starts and after shift ends - send to the rep working the next day to ensure the booth is looking clean, neat, and everything is accounted for.

Shift Picking Notes

All reps, other than coordinators, are ranked. Ranked Tier 1 Reps pick their highest priority event/shift first. Once they have picked their shift/event, Tier 2 will have their picks. This moves through to Tier 3. Then we start back at the top of Tier 1. Each person gets 1 pick as we go through the order.

- To be conscious of the time, each rep has about 30-45 seconds to select the event/shift they would like to work.

- It is very important to be prepared prior to the beginning of the shift picking meeting and ask any questions to coordinators or leadership groups about events you may have questions about. This helps streamline the meeting and allows the team to finish on time.

NEW SHOWS

Show picking is no longer based on who worked the show in the past.

- If you find a new event, the first right of refusal only applies to the first year the event is worked. The following year the event will be open to the team.

A rep that works an event and moves that event UP to a higher tier that they are not in the following year, DOES have the ability to choose that event next year, even if they are in the lower tier. They do not get first right of refusal, but if the event is available during their turn in the pecking order, they can pick the event.

If a rep in tier 1 or 2 has worked an event that is below their tier in the last 2 working years, they can pick that event. However, starting in 2023 reps must pick from within their tier until the following:

- 1.) The tier above them is done picking AND/OR the reps in the tier above them have stopped picking from their tier.
- 2.) A Rep may pick an event that is above their tier if they worked the event and helped raise it a tier.

If a DM/BM (where their office is outside of North Star) is invited to work an event, their shifts will be capped. This is due to tabs transferring out of North Star when the manager has an actively open office.

NOTES / EXCEPTIONS:

- Anytime a rep is working a show that is over 6 hours from where they live, they have first right of refusal for a second rep with coordinator approval.
- Events that are significant in travel that are some contingencies before adding a send person:
 - 1 day event - 7 orders or less
 - 2 and 3 day events - 15 orders or less
 - 4 day events - 20 orders or less
- We want to make sure the big trips are still worth it, but if the event doesn't break over these thresholds, we will not actively add 2nd reps to those events.
- Due to cost & schedule, Mall shifts may not be available to everyone on the team at the Coordinator's and DVM's discretion.

Additional Policies

ROR

Rep Of Record (ROR) is a privilege of working on the show team. We will always verify rep of record (All orders). If the customer has an active rep who is currently part of the North Star Events Team, then they will be given credit for the order. Anytime another rep on the show team writes up an order for a customer, the Rep of record will receive the order, and in return, the rep who wrote up the order will receive compensation paid via Venmo.

- Orders Under \$1,000 Adjusted CPO will be paid 20%
- Orders Over \$1,000 Adjusted CPO will be paid 25%

o If a rep charge or if on hand gadgets are given and that brings the adjusted CPO below \$1,000, the rep will be paid out 20%.

- Reps who complete a Service Event Appointment/Service Call for another rep's customer will be paid 30% and the ROR will keep 20%.
- Customers who come back with a "be-back" slip that is written up by another rep is subject to how the reps want to work that event.
- If the rep is unable to work with their be back and another rep helps them out with the order, these are the rules to follow:
 - o The standard if you do decide to honor payouts on be back slips is a 10% payout on something written up on the original deal. If additional CPO is upsold, then 20% on additional CPO up to additional \$1,000 and 25% on additional CPO created more than \$1,000 to the original be back slip.
 - o If you agree with your booth partner/partners you do not want to pay out for be backs that is okay, but there needs to be a majority consensus on what you will do for the event.
- This 10% fee is to cover the opportunity cost, as in the event may be busy and the time spent with this Be-Back could be costing this rep an opportunity to be selling. If there's no opportunity cost lost (slow show) payment is at the discretion of reps working.

Punishment for failure to follow ROR

- 1st instance: An Email sent to DVM and DM - Rep will be put on cautionary probation.
- 2nd instance: Coordinator has the right to remove rep from ROR for the remainder of the campaign.
- 3rd instance: Coordinator can remove rep from events.

To qualify for RoR, you must:

1. Be actively marketing to your customers - Monthly content email, must prove by adding Bert to list, OR by showing proof of Vast Action Marketing/Other Approved Marketing Service
2. Must send postcard or other mail marketing for All State Fairs (If you've worked fair past.)
3. Fall mail marketing campaign - must send catalog and/or postcard.
4. Be in good standing on the events team
5. Be on for full duration of 9/10 monthly meetings (1 excused absence/Year)
6. Must do 2 traditional events/service events (4 Days) per campaign.
7. Have sold 35K in the previous campaign, 15K for students (Campaigns 1 & 3). Students still must hit the normal standard of 35k during Campaign 2.

Failure to meet the above policies results in removal from North Star ROR.

This is subject to change/exemptions are made by DVM

- Each campaign, each qualified member supplies the coordinator with his/her Vector Connect customer list. This list is compiled into a master ROR list for the Campaign.
- Each order and lead that a team member collects must be checked against this ROR list
- If a rep writes up an order for a customer who is attached to another team member, the rep writing up the order must send the order to the Rep of Record by the end of the next business day.
- For disgruntled customers, ROR discrepancies, or other situations, please refer to the ROR rules document.
- An order can be reversed on the events team if it is written up by a current event team member and their name is on ROR. If an order needs to be transferred, try to reverse the order before the end of the campaign. If after the campaign a similar sized order can be transferred.

CHECKING ROR

- Every order and lead must be checked (Events, Service Calls, Demos, Virtual Demos, Referrals)
 - ROR is held on the separate Google Sheet/Dropbox called North Star ROR
- Open the doc - wait for it to load (The ENTIRE Doc Needs to Load)
- Command/Control F (search) last name or address
 - If any of these combinations match
 - Address
 - Last name and Address
 - First name and last name

MATERNITY LEAVE POLICY

If a rep is due to have a baby and is unable to work events for a considerable amount of time, we will base their picking order based off of their previous campaign's sales results (prior to the maternity leave) alongside the other factors that are considered. Their tier will also be frozen/locked in unless they manage to sell more than their previous campaign/year while on maternity leave. This policy is based on one campaign. For example, a mom has a baby in March, and isn't able to work consistently in Campaign 1 and is unable to improve their pecking order position, we will refer back to their Campaign 3 pecking order position. This may vary a spot or two but the goal is to allow moms a few months after pregnancy to be with their baby.

TURNS AT THE BOOTH

At slower events we pay attention to rotations. We are all on the same team. If interest is created with a customer, that counts as a turn, AKA if you "Cut, Quote, or Give a Card" is the general turn rule. If there is indication that there is no interest, then that does not count. If a lead is signed up - catalog, sharpening instructions, web request, order, service call, free look, etc., that counts and it is the next person's turn. Open communication is essential at all times.

It's in the rep's best interest to engage customers and ask good questions to gauge interest and move the interaction forward if possible. If a customer flies by with a "how much is that set/piece" then walks away without rep being able to engage the customer, this doesn't count as a turn. Issues with turns should be brought to the coordinator for further discussion.

If a rep fails to engage a prospect, the next rep down the line has free reign to engage, any resulting order will be theirs. The rep who passed on the prospect is still 'up.'

Transferring Rep of Record to another "Rep" Rule

On the rare occasion that a customer would prefer to work with a different "Rep", the customer may request to be transferred to said "Rep", & all FUTURE orders will belong to the new "Rep" the customer wants to work with. However, the order received during the conversation in which the customer requests to be changed still belongs to the ROR as the customer is STILL the original "Reps" RoR.

- i.) If no order is received and the customer requests to be changed, then going forward all FUTURE orders will belong to the new "Rep" the customer wants to work with

If you're up, working with others at the booth, and a customer of another rep on the team comes up and chats with you/purchases from you, after that interaction is finished, you are still up for a turn.

- This is to incentivize working with each customer during an event and not being penalized aka not being able to sell for yourself after that interaction is done.

General rule of thumb: If you don't know who's up, ask who's up.

At MNSF - Whoever is ready is up, but try to be conscious during slow times when multiple reps are waiting for who is up.

CUSTOMER REFERRALS

In the event a customer brings their friend/family to the booth, the payout works the same as a traditional ROR order.

- Ex: Rep A's customer brings their friend to the Cutco booth in person, OR the friend/family member is at the booth because of their Rep's marketing efforts (brings postcard, mentions email or text, FB or mentions name) or just because that's where they shop for their Cutco. This order will go to the Rep of Record.

SELLING TO GROUPS

- If a group of customers comes up to the booth and there is no rep of record (ROR) at the event, if the group splits and buys from two different reps, each rep keeps their own order. If they split and there is an ROR, the orders both go to the ROR. Try to keep groups together as much as possible.

ORDER DISPUTES

Any disputes on who should be credited with an order should be taken to the Divisional Events Coordinator. They will schedule a call with the parties involved and adjudicate those issues to the best of their abilities based on our policies and precedents. Team members are encouraged to work towards resolution on their own, but do not hesitate to bring issues to the Coordinator. Order disputes involving the Coordinator will be decided by the Division Manager or their appointed proxy.

NON-CUSTOMER RELATED ISSUES

Disciplinary issues not otherwise outlined in this document will be decided by the Divisional Events Coordinator and DVM. Issues with the Events Coordinator will be decided by the Division Manager. Disciplinary actions could include (but are not limited to) loss of shifts, removal from Key Events Group, financial penalties (as laid out in this document), suspension for a campaign, or ultimately removal from the Team if deemed necessary.

FINDING NEW SHOWS

We currently complete more than 200 Events per year. There are literally hundreds of quality events available to us. When someone finds a show and brings it to the team, that person has first right of refusal to work that event, if we do book it. If a new team member discovers an event, and they are limited for budgetary reasons because of the cost of the event, they will be able to work the Saturday of the event. Ideally the whole event, but we will work with the rep to make it work. To submit a show you found for review and possibly booking complete the appropriate Google Form. The link the the form is at www.NorthStarDivision.com

KEY EVENTS

- Key Events are classified as North Star's best events. These are invite only events. The invites will be decided by the coordinators and division manager in order to maximize CPO for those events.
- Depending on the event and coordinator/DVM discretion, guests can be invited to help maximize the event.
- Key events can only be worked by those who attend the GEM (formerly known as NET)

Sharpening at Key Events

We are no longer promoting or sharpening at our key events and state fairs.

- If a customer brings knives into an event, let them know we are no longer sharpening on the spot at these events. Cutco Corporation does not approve of us promoting this service, so we want to be in alignment.
- THIS DOES NOT MEAN YOU DO NOT SERVE CUSTOMERS who are asking about service.

If customers ask about how to go about sharpening in the future, let them know about factory service (how to do it, send them instructions as needed), let them know about future local sharpening and sales events/sign them up/add to CRM.

- If the customer brings you knives, let them know at the completion of the event you can send them in for the customer, but please remind them this is the last time you'll be able to send them in at that Key Event. Then educate them that you will be doing a local sharpening event later in the campaign/year.

Consequences for Failure to Comply to ROR

Failure to check ROR: No ROR orders should slip through. BUT if an order slips through the cracks the order is still transferred back to the original rep at a reduced 10% payout no matter the CPO.

ROR orders that were supposed to have been written up for you can only be reversed UP TO 3 MONTHS (meaning if a mistake was made and you didn't get ROR credit it is your responsibility to have it reversed in Olean within 3 months of the order having been placed) Ex: John writes up an order for Bert's ROR and somehow Bert doesn't get credit for it he is responsible to contact John to resolve the order status, and have it reversed in Olean.

By special circumstances this can happen after 3 months time if there was a referral or misspelling of a customer's name and they did show up on the events ROR order list.

1. In the event an order is transferred back to the original rep, the rep will only pay a reduced 10% commission to that rep.

2. In the event that a rep who wrote up an order for another rep's customer, loses that order all together, or fails to send it to the rep or record. The rep who made the sale will pay the ROR half of the RORs average order from the event or from VC if not available. If the order is not found within 1 week (found 7 days or longer after the event) the order must be sent to RoR and the rep who wrote it up is paid nothing.
3. If it is found that the order was placed by the rep, and the rep attempted to dodge sending the order to the proper Rep of Record, they risk termination from all events in North Star Moving forward.

North Star Division Booth Contents

The following list will complete a standard North Star Division Fair & Show Booth Display that would be approved by the Events Coordinator & Division Manager. While the Divisions will maintain a certain number of booths for the team to use, it is expected that all members, especially those in Leadership Group, will work towards owning their own booth. It's strongly encouraged to invest in your own booth so you're not relying on the community booths.

1) Banner or Backdrop

1. Backdrop through a Cutco Approved vendor like DPZ Marketing or a CUTCO hanging banner from the company.
 - Banners are available through Literature Order Form on www.vectorconnect.com
 - If you are using vinyl banners the additional metal signs from Vast Action highly recommended
2. 2-3x CUTCO Events table covers from the company or approved vendor

2) Cutco Sets and Items

1. Four Primary Sets (Ultimate Set, Signature Set, Homemaker Set, Galley Set). All items in kit should be engraved "For Display Only".
2. Must include Flatware Chest/Settings with at least one place setting. (Exception made when chest is N/A)
3. Recommended: Cookware pieces, Garden Tools, Hunting Knives, BBQ Tools

3) Locally Purchased Items

• 2 or 3 6ft folding tables. • PVC Pipes cut to raise tables to counter height • Storage bin(s) to transport sets, tablecloths, etc • Pillow Cases to store sets	• 8-15 quart trash can • Recommended: One rolling dolly for loading & unloading booths at events • Old bedsheets or drop cloths to cover the tables/sets at night.
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4) Additional Supplies *(The Division may have these available to check out. Inquire with booth manager)*

1. Some events require floor covering for booth space (rubber floor matting or carpet)
2. Some outdoor events require a 10x10 pop up tent, lighting, and extension cords

Once you have obtained the items above, your booth will be approved to work shows. Even after that point though you should always be working to improve your display. Stats show that more complete booths and better visual displays attract more customers. Here are some of the improvements team members make over time.

• Complete Flatware Chest with Accessories • Steak Knives in Ult/Sig Sets • Aspiring Cookware Set with Dutch Oven Top • Complete Hunting Knife Set • Military Engraved Lockbacks	• Metal Signs from Vast Action Inc • Pop-up signs for Business Gifts, Family Program, Cookware • Shelves to add verticality to display • Flags to add verticality to displays
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1. All booths will require an inspection twice a year by the Booth Manager or Events Coordinator to be used at events
2. Cutco items should be sent in for servicing periodically to ensure they are in “like new” condition
3. Reps who provide their own booths for events *may* be eligible for special consideration on events.

WORKING ANOTHER REPS BOOTH

Take pictures of the entire booth AS SOON AS YOU GET THERE

Take Pictures after you leave of the entire booth

- If you are not going to be at your booth, take stuff down and put it underneath the booth - pocket knives, shears, stuff that can be easily grabbed and then cover the tables with tablecloths/dropcloths while you’re away from the booth.
- Take a picture of the booth when you arrive to make sure everything that is supposed to be there is still there.
- Take a picture of the booth after your shift is done when covering up to make sure nothing was taken.
- If a rep arrives for their shift in the morning, takes a picture, and something is missing that’s supposed to be there, the previous rep who worked the day prior is responsible for replacing this item.
 - However, if a picture is not taken at the beginning of the shift and something is found to be missing later in the day or after the day is done, that rep working that day is now responsible for the missing item. So make sure you take pictures when you arrive.
- You are responsible for replacing any items that go missing when it is your shift
- Take a picture and send it to the person as soon as you get there.
- Clean the booth when you are done with your shift
- Your responsibility for the booth starts as soon as you get there, until the next person does.

All policies in the document above are subject to adjustment by coordinator and DVM when deemed necessary