FUN *EVENTS* PROGRAM

FLORIDA UNITED NORTH - DIVISION #38

Updated January 2025

<u>**Overview**</u>

This document details the policies, requirements, and procedures to join & maintain membership with the FUN Events Team. It includes requirements for joining the Events Team, team rules, team structure, & general policies.

To begin, all shows and events that occur within the Divisional lines belong to the Division first and foremost. 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 <u>not</u> 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 base in new areas

Events are separated into FIVE areas: Marketplace Events, Traditional Events, Mall Program, Key Events, and Sales & Service Events.

Marketplace Events include smaller local Gun Shows, Farmer's Markets, Trade Day Events, and Single Day Festivals. All new team members are required to work multiple Marketplace Events so they can refine their scripts and approaches at less expensive shows. Everyone on the team is eligible to work Marketplace Events.

The majority of shows we work are **Traditional Events**. These include monthly market days, festivals, and other single-day and weekend shows. Traditional events are open to everyone – qualified new reps, JV reps, & Varsity reps. Traditional events are the backbone of the division. They provide business growth and training opportunities for young sale reps and consistent sales and leads for veteran team members.

The **Mall Program** generally takes place during the fall/winter holiday season, between Black Friday and Christmas, but can also take place during other holiday weekends throughout the year. The malls provide sales opportunities for sales reps as well as help reps generate additional local leads.

The **Key Events** Group is designed to place the top performing sales reps at the best shows. While Key Events represent a small percentage of the overall number of events we work, they do account for a significant percentage of our annual team sales. They include home & garden shows, state fairs, rodeos, and other large festivals. By focusing key people at these key events, CPO growth will be concentrated on these events driving significant growth for the team.

The **Service & Sales Events** Program is designed to help representatives service a higher volume of clientele in areas where they have a concentrated customer base of more than 250 people within a 30-40 mile radius. Please contact the coordinator if you have client base(s) that meet the qualifications mentioned above and you are interested in working a Service & Sales Event in those area(s).

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

Team Structure and Roles

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 Coordinator to drive event sales in the territory, and to recruit the best people to our team.

Divisional Events Coordinator

The Division 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 Events Management, and promote team members to Team Manager / Leadership roles.

Team Managers / Leadership Group

The Team Manager / Leadership Group is made up of our top performers across both Divisions. To be eligible for promotion to the Leadership Group Representatives must have been on the Events Team for three campaigns, and be invited by the Coordinator.

Within the Leadership Group we promote people to our Manager Roles. They are entrusted with overseeing specific areas of the team and implementing best practices. For their time invested in the duties the Managers get extra shifts at events they help oversee and other consideration.

Team Members

Everyone starts here. The team is the backbone of our Events Program. The Events program helps Team Members stabilize their sales, generate new customers, and network with the best talent in the state.

BECOMING A FUN EVENTS TEAM MEMBER:

1. **TRAINING:**
   - a. Complete ALL tasks on the FUN Events Initial Training List: www.FUNeventsteam.com/initialtraining
   - b. Attend official FUN Events Team training (Must be at 20K Career Sales to attend)
   - c. Purchase ALL items on the "Minimum Event Kit Checklist" - www.FUNeventsteam.com/booth-display
     - Reps can split the cost of the minimum items on the list above.
   - d. Field train TWO full days at a booth event with Varsity Team Members
     - Field Training days must include at least one day with set-up or tear down
   - e. Attend FUN Events Service Call Training
   - f. Field Train & Assist with Sales & Service Event

2. SALES REQUIREMENTS:
   - a. 20K career sales to work events
   - b. Between 20K – 30K career sales, reps may only work Marketplace Events

     ~ Regardless of Career Sales, all new team members must work at least two Marketplace Events
   - c. Must obtain their DMs permission to work shifts more than $100
   - d. Reps above 30K career sales may work all events

CHARGES/FEES/COSTS 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 (the daily fees, coordinator pay, any booth fees and groceries for events).

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 within 6 weeks of the date the event takes place.
   - b. Reps may split up the charges of the show into 3 weekly payments
   - c. Malls may be split into 5 charges
   - d. For shows with multiple reps, the cost is split up equally between each rep based on days worked.
   - e. Show schedules are released at the beginning of each campaign.
     - From the time the schedule is released, reps will be given a deadline to notify the Coordinator of any conflicts or double bookings in their schedule. After this deadline, reps are 100% responsible for all events they are scheduled for.
   - f. If a rep is unable to work any portion of an event they are responsible for, it is their responsibility to find a qualified replacement. This replacement must be approved by the Coordinator.
     - If no suitable replacement is available, the rep is expected to find a way to work the event and:
       - (If 1 rep scheduled for event)
         - Notify promoter for event (see Booking Confirmation email for contact info) ***prior*** to the start of the event and cover the cost of the missed event.
       - (If 2+ reps scheduled for event)
         - Notify booth partner they are unable to attend ***prior*** to the start of the event and cover the cost of any/all missed shifts.

2. COORDINATOR PAY
   - a. The Division Events Coordinator is charged with maximizing event sales in the territory and creating opportunities for team member. Their duties include (but are not limited to) training new team members, strategic planning with the DVMs, planning team meetings and team events, overseeing the booking of events and chargebacks, and more.
   - b. As compensation for their efforts the Coordinator selects shifts for events before the rest of the team.
   - c. They also receive 2-3% of booth sales. 1% is paid by the DVM and 1% by the DM (based on tab location of events)
   - d. An additional 1% of personal event CPO is paid by representatives that joined the team after July 2023. This is charged at the end of each campaign on commissions based on event CPO tabs report.

GENERAL RULES & REQUIREMENTS FOR TEAM MEMBERS

1. PUNCTUALITY

a. Be on time to all meetings and shows
b. Setup events the day prior (when possible)
c. Show up 1-2 hours before first day of show, help set up / 20 minutes for start of subsequent days
d. Be on time for all team deadlines:
   - Submit Event Schedule Preferences 60 Days Prior to the Start of the Campaign
   - Submit Event Booking Approval Forms 30+ Days Prior to the Start of the Event
   - Submit ROR List 2 Weeks Prior to the Start of the Campaign

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

a. It's our individual responsibility to become aware of each other's personal values & respect each other's boundaries
b. Do not tear down others
c. Vent Up:
   - Bring serious issues to the divisional event coordinator.
   - If the coordinator cannot resolve the issue, DVM will be included in finding a solution.
   - Do NOT gossip about team members or issues with other members of the team. We should be focused on building each other up & having each other's backs. If an issue is serious enough that you feel the need to gossip about it, it should be brought to the attention of the coordinator.

d. Maintain a neat, clean working attire and booth space
e. Communicate with everyone on the team (positive & negative)
f. Follow up w/ customers promptly
g. No undercutting others on price
h. No negative influence within the division or region
i. Work together as a team
j. Proper customer rotation
k. Stay Sober
   i) NO drunkenness at the booth/meetings
   ii) NO illegal drugs at the booth /meetings

3. CONSISTENT SALES OUTSIDE THE BOOTH

a. 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, management)
b. Team members are expected to hit bonus every month ($5,000 in CPO)

4. SERVICE STANDARD

a. Team members are expected to provide consistent service to their customers through Service Events or Service Calls
b. This may include personal service calls, team service calls, or directing customers to the Cutco store or factory
c. This requires consistent professional communication with customers

5. CONTRIBUTION TO THE DIVISION/REGION

a. As a team we have a culture of giving back. All team members are expected to make themselves available at least once a year to speak at a conference, division meeting, conference call, or other scheduled event.

6. MARKETING AND ADVERTISING (FOR REPS ON THE LEADERSHIP TEAM)

a. Key Events members must provide consistent marketing to customers
b. Marketing should promote sales/attendance at key events
c. Marketing plans are discussed, reviewed at each Key Events meeting

7. CONSISTENT FOCUS ON PROFESSIONAL GROWTH AND MASTERY OF SCRIPTS

a. All team members are expected to utilize resources made available to them (scripts, audio, video training)
b. Watch Events Program Training Videos: www.FUNeventsteam.com > Training > (Select Initial Training or Advanced Training)
c. All team members are encouraged to regularly field train at Key Events
d. New team members are expected to go field training again after working their first 2-3 events

ADDITIONAL POLICIES

ROTATION / TURNS: 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. If there is indication that there is no interest, then that does not count. If a lead is signed up - catalog, 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.

We recommend a 3 strikes = 1 turn policy. If you opt not to pitch 3 "duds" in a row, it becomes the other rep's turn. If you and your booth partner opt for a different turn policy, that is your prerogative to do so. Regardless, the turn policy should be discussed at the beginning of each show so that all reps working are on the same page.

REP OF RECORD (ROR) CREDIT:

Rep of record policy is in place to protect and respect the investment of time, money, and effort made by our longstanding and active team members. This section includes:

1. All Event Orders & Leads Are Checked Against ROR List
2. How to Qualify for & Maintain ROR Privileges
3. Consequences if ROR Privileges are NOT Maintained & How to Re-Earn ROR Privileges (If previously lost)
4. How to Submit Your Campaign ROR List
5. How to Check ROR
6. ROR Kickbacks
7. Consequences for NOT Checking ROR

1. All Event Orders & Leads Are Checked Against ROR List
    a. ALL ORDERS & LEADS obtained at an event or service event in Florida United North should be checked against the Florida United North & Florida Atlantic Master ROR List. This includes, but is not limited to: residential, business gifts, & realtor gifts. If a customer is met at an event and later reaches out to order, this order should also be checked against the Florida United North & Florida Atlantic Master ROR List as this would be considered an event generated lead.
    b. For ALL leads generated & orders placed at an event in our division, including residential, business gifts, realtor gifts, and any type of orders that may be added in the future, we will always verify Rep of Record (ROR) for qualifying members of our team. If the customer has a rep that is qualified to receive ROR credit, the order or lead will be transferred to the ROR no later than Tuesday at 5 PM following the date that the lead or order is obtained. The rep who wrote up the order will be compensated by the ROR with a divisionally decided kickback percentage as long as the order is transferred to the ROR as outlined below.
    c. By signing this agreement, I agree that the Florida United North Events Program Policies will take precedent over any other National RLT or CGP policies. In other words, if a realtor or business order takes place at an event or as the result of a customer interaction at an event in Florida United North, ROR credit will be maintained for the original residential ROR. Even if this order is a residential customer's first realtor or business gift order, they will NOT be considered to be a new customer - their residential ROR will stay the ROR for realtor/business gift orders as well.

2. How to Qualify for & Maintain ROR Privileges
    a. Team Member for 1-9 Year(s):
        i. Members of the team can qualify for ROR Privileges by being on the Florida United North Events Team for a minimum of one year.
        ii. Rep must hit bonus at the $5K level every month or have sold $100K+ the year prior. If a rep (under $100K the year prior) misses bonus at the $5K Level TWO months in a row, they will be suspended from ROR Perks until they have hit bonus ONE month. ROR Perks will be reinstated the month ***following*** their first month hitting bonus again at the $5K Level.
        iii. Rep will maintain an active status with the Florida United North Events Team by working a minimum of one event in the previous campaign (excluding summer) and attending team meetings, and hitting the sales levels outlined above.
    b. Grandfathered Team Members (10+ Years):
        i. Once a team member meets all 3 of the following criteria, they will be considered "grandfathered" and will maintain qualification to receive ROR credit for any of their customers that place an order at the booth as well as any leads that were generated at an event.
            1. Rep has been our team for 10 or more years.
            2. Rep is over $1 million in personal career sales (not including office sales).
            3. Rep continues to work at least 1 event per year.
            4. Rep continues to communicate with their customers about sales & service.
3. Consequences if ROR Privileges are NOT Maintained & How to Re-Earn ROR Privileges (If previously lost)

a. If a Team Member (under $100K the year prior or not part of the 10+ year grandfathered group) misses bonus at the $5K Level TWO months in a row, they will be suspended from ROR Perks until they have hit bonus ONE month. ROR Perks will be reinstated the month ***following*** their first month hitting bonus again at the $5K Level.

4. How to Submit Your Campaign ROR List:
    a. Each rep submits to the coordinator his/her Olean Vector Connect customer list at the beginning of each campaign prior to the deadline stated by the coordinator. Unless otherwise stated, this list is due 2 weeks prior to the start of the new campaign.
    b. Coordinator combines all lists into master spreadsheet and will make it accessible from the team website: www.funeventsteam.com
    c. Only customers listed on the Vector Connect "My Customers" list can be included on the Rep of Record list.
    d. How to Download Your Customer List **& Submit Properly**:
        i. Go to VectorConnect.com
            1. Click "My Account"
            2. Click "My Customers"
            3. Click "Export Functions"
            4. Click "Export Excel"
        ii. On Excel File
            1. **Delete Phone Number & Email Columns ONLY!**
            2. **DO NOT DELETE ANY ADDITIONAL COLUMNS**
                a. I will delete any extra columns later, but those of you who've worked with Excel understand that it is a touchy program. Please only delete phone and email info.

5. How to Check ROR
    a. Access the Florida United North & Florida Atlantic Master ROR List through the www.funeventsteam.com website OR through the link [here]().
    b. At the beginning of each new campaign, a new ROR list will be generated. Leads and orders collected **prior** to the beginning of the new campaign do not need to be re-checked against the new ROR list since all orders and leads should be checked against ROR immediately following the event.
    c. **All orders including business gifts, realtor gifts, wellness mats AND service call/service event leads generated from an event in Florida United-North are checked against the FUN Events Team Rep of Record list at the time the order/lead is collected.**
    d. **Also, any Service Call Elite Leads sent out by corporate need to be checked against our team ROR list.**
    e. All ROR orders must be RETROED by Tuesday at 5 PM.
        i. If an order was taken on a paper order form or other format that was not on the Cutco Orders app that order should not be entered and should be emailed to the rep by the same Tuesday at 5PM deadline.
        ii. All orders should be entered on Vector Connect by Tuesdays at 6 AM prior to the weekly cutoff.
        iii. How to Retro an Order via EMAIL:
            1. Email to: oleandp@cutco.com & service@cutco.com
            2. CC: floridaunitednorthevents@gmail.com and the rep the order is being transferred to
            3. Subject Line: "Retro Event Order #_________"
            4. Body of Email:
                a. "Per our divisional rep of record policy, please retro Event Order #_________from (Your Name) #(Your Rep Number) to (Rep Name) #(Rep Number). Thank you!"
    f. All ROR order kickback VENMO requests must be sent to the ROR by Tuesdays at 5 PM.
    g. All ROR order kickbacks must be PAID by the ***following*** Tuesday at 5 PM.
    h. There is a 1 year limit to have orders retroed. If neither the order writing rep or ROR catch the error within one year, no changes will be required.
    i. Show-Generated Service Call Leads:
        1. Should be given to the ROR (no kickback to the person who signed them up).
            a. Letting a customer fill out their info takes little to no effort from the rep at the booth.
        2. If the ROR chooses not to follow up with their customer who has requested service and the ROR decides to give this lead away, the **rep who services the customer will keep the order AND CPO and will pay the ROR a 15% kickback**.
        3. Customer Complaints about Rep of Record:
            a. Reps should ***ALWAYS*** have the ROR's back with the customer:
                i. "That seems totally out of character for ________." OR "I actually work with ________ and I know he/she's SUPER busy, so I'm sure ______ was meaning to follow up with you soon!"
                ii. "I'll reach out (ROR) and make sure you're followed up with. If for some reason he/she's unable to come see you, I will personally follow up with you to make sure you are taken care of!"

4. All complaints should be emailed to the Coordinator (Nicole Reed) so we can address each situation on an individual basis to make sure our customers are receiving outstanding service.
    a. Nicole Reed – floridaunitednorthevents@gmail.com

6. ROR Kickbacks
    a. **A 15% commission will be paid to the rep who wrote up the order**. The ROR will receive all CPO and remaining commission after 15% kickback. Booth rep must submit their kickback request via Venmo to receive their kickback.
        i. **Example**:
            1. Rep makes 50%
                a. Order Writing Rep = 15%
                b. ROR = 35% AND CPO
            2. Rep only sells enough to qualify for the 40% monthly bonus level.
                a. Order Writing Rep = 15%
                b. ROR = 25% AND CPO
    b. Adjustments to CPO for CTR (charge to rep):
        i. 2X CTR will be deducted from the CPO from which the 15% kickback is paid.
        ii. **Example**:
            1. Price quoted on a $100 CPO order requires a $5 CTR (rep account charge). In order to account for this charge with regards to CPO, $10 CPO will be deducted from the total to account for the $5 that will be paid by the ROR. Order writing rep will be paid 15% of $90.

7. Consequences for NOT Checking ROR
    a. Consequences for writing up orders for other reps' customers without checking ROR list OR servicing another reps' customers without the ROR's consent:
        - 1st instance – Warning
        - 2nd instance- Loss of Shifts for a Month
        - 3rd instance – Off Team for a Campaign

SPIRIT OF THE TEAM CLAUSE:
We expect all team members and guest working events in our division to follow the rules in the spirit of integrity. This can be reevaluated by the coordinator at anytime.

CUSTOMER COMPLAINTS When a customer brings a minor complaint** about a FUN Events Team member, it is handled in the following manner:

1. Rep must notify the Coordinator and Rep of Record (ROR) immediately with customer's name, info, and general complaint
2. ROR has 1 week to contact the customer with the complaint
3. If the ROR does not contact the customer within 2 weeks, the rep taking the complaint will help the customer
4. ROR loses ROR credit for that customer. The customer is to be taken off the offending rep's database and with the company
5. In case of any doubts/questions, contact the Events Coordinator

minor complaints include a mistake on an order, a rep not following up, or other general complaints. No one is perfect, and every team member at some point will have some minor complaints. Sharpening requests ***are not* complaints - unless customer claims to have reached out multiple times & received no response.

ORDER DISPUTES: Any disputes on who should be credited with an order should be taken to the Divisional Events Coordinator. If needed, 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 of the Divisional Events Coordinator. 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.

FINDING NEW SHOWS: We currently complete more than 100 shows per year. There are still hundreds of other 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 a new team member brings a new event to the team, event shifts may be limited for budgetary reasons, but they will be able to work at least a

portion . To submit a new event for booking, please complete the online form here:
https://www.FUNeventsteam.com/booking-approval-form

OVERFLOW STAFFING (AKA BACKUP / 3RD MAN):

1. BE SLOW TO "POUNCE" :)
    a. Backup is designed to catch sales that would have been lost without that additional person being there.
    b. This is why there is $0 cost for the backup person if they don't sell.
2. Backups pay 15% of CPO on any sales they make. This is charged on recaps toward the overall cost of the event.
    a. There is no limit to the amount the backup rep can pay. In other words, if the 15% kickback exceeds the cost of the show, the backup rep will be charged the full 15% of their total CPO regardless.
3. **LISTEN** to the conversations the 2 primary reps are having with customers. If one of the reps is talking to a dud just killing time seeing what they can create until a prospect comes up to the booth and a customer approaches the booth, wait a little bit before talking to the customer. Give the primary rep time to dismiss their dud customer and help the new customer.
    a. If one of the primary reps is writing up an order and will obviously finish soon, give the primary rep time to talk to the new customer instead of starting to pitch them.
4. We highly recommend discussing some of these rules and your thoughts at the beginning of each event about how you will work together for the day. This will prevent misunderstandings & hurt feelings. Talk through any potential issues you may anticipate up front in order to prevent them.

Cross Divisional Staffing

The FUN Events Team will occasionally invite staffing from other divisions. While we work together as a team, we also balance two main priorities with regards to team members crossing divisional lines:

1. We appreciate the value of connecting customers to local representatives and allowing team members to build up customers in their home area & will prioritize local team members over reps from other divisions.
2. We must always position our best people at our best events to maximize total sales.

*Variations from policy. If warranted, exceptions to this policy may be made by the Divisional Events Coordinator and/or DVM.