

Keystone Division Events Rules and Guidelines

Objective: Our policies are put in place to grow our program & create a successful team with the right people.

Qualifications

- Reps must be at 10k to go through event training with the Coordinator.
- When Reps hit 15k, they must field train for two days at an event or two events with the Event Coordinator or leadership member
 - a. Reps will watch and listen and learn...no sales will begin given to the reps, and there is no fee for field training.
- After all training is completed, reps may work at an event with the Coordinator or team leader.

Rules

- Be honest
- Respect other people's values & properties
 - a. It's our responsibility to become aware of each other's values and other reps' personal property and to respect each other's boundaries.
- No drugs/vaping
 - a. Many of our events and venues do not permit vapes, and our contract could be revoked if we break this rule.
- No firearms of any kind are to be brought to an event/mall when working or field training.
- Keep a positive attitude
 - a. Positive reinforcement at the booth, celebrate each other!!

- Maintain professionalism
 - a. Be punctual – 15 minutes early for meetings and 45 minutes early at the booth for event shifts unless instructed by the Coordinator to be earlier.
 - b. If you are late, you will receive a warning for the 1st time late, 2nd time, \$50 Venmo to the Coordinator that day, 3rd time late, \$100 Venmo to the Coordinator that day, 4th time late, you will lose shifts or lose next event privileges at the decision of the DVM & Coordinator.
 - i. If you will be late, you must inform the Coordinator and the team members you are working with.
 - c. Repeat offenders being late to shifts will start with the first time late, \$100 Venmo to the Coordinator, second time late, \$200 Venmo to the Coordinator, 3rd time late, lose shifts, or lose next event privileges at the decision of the DVM & Coordinator.
 - d. You will communicate with the coordinator if you miss a shift or can't work a shift.
 - i. Whether or not you find someone to cover it, you will pay for the shift and the late fee.
 - ii. The coordinator will find a replacement for you.
 - e. Maintain a neat and clean booth.
 - f. Memorize approaches & prices; this creates consistency & more confidence
 - g. All reps will take a price quiz and be drilled on approaches during events training. If you do not pass each quiz, you cannot work on an event until you pass every quiz.
 - h. All members are to use the Vast Action Specials Binders available to create professional-looking packages and maintain price consistency with the team.
 - i. Attire at events: Reps can wear jeans, khakis, dress pants, a Cutco polo shirt or plain shirt with your nametag, and closed-toe,

comfortable shoes.

- a. No sweatpants
 - b. If you wear a plain shirt, please wear your name tag.
- j. Communicate consistently and appropriately with the coordinator and team members.
- k. Follow up with customers as promised. For example, if you tell someone you will call or be out for a service call, make sure you are following up. If you can't get to them for a month, let them know upfront.
 - i. If they need service sooner than a month, the Coordinator will distribute the lead to an event member to create consistency with the Service Call Elite Program.
- l. Do not mislead customers.
 - i. No over-promising
 - ii. Use consistent pricing with the other reps at the event - use the same specials.
 - iii. Customer complaints will be handled on a case-by-case basis. Nicole or a leadership member will resolve the issue.
- Ethical behavior is required
 - a. Take responsibility for mistakes. We all make them.
 - b. No breaking laws
 - c. No stealing orders
 - d. No under-cutting others on price
- Maintain a positive influence
 - a. Be someone others look up to
 - b. Consider the long-term effects of your choices, good & bad
- Teamwork
 - a. Everyone works together in harmony
 - b. Proper rotation at the booth
 - i. Review what a turn is at the beginning of your shift (quoting prices, doing a demo, or getting/giving info for a

service call)

- c. Be respectful of customers who belong to someone else at the booth (if they are mentioned by name, do not try to take the sale). Instead, help the customer and upsell them; the more you sell, the more tip out you will receive.
- d. Help each other grow!
- e. Hold each other accountable.
- f. Respect policy - if a situation not covered by the policy arises, the DVM and Coordinator will consult and decide how to handle it.
- ROR – Rep of Record
 - a. You will be added to our Rep of Record List when you are officially on the events team.
 - b. This list is every customer that belongs to you, and we will write up orders for each other!
 - c. Every order must be checked on the ROR list before being added to the Cutco App. This list is always available and updated throughout the year.
 - d. If the customer belongs to another rep, you will place the order under their account on the Cutco Orders App.
 - e. The rep will Venmo a 10% tip on CPO.
 - f. This will be paid out after commissions run on Thursday.
 - g. This is to protect every rep who spends thousands of dollars marketing to and servicing their customers.
 - h. The more you help every customer, the more you will earn in tip-outs
 - i. This also makes for a world-class experience for the customer!

- Maintaining ROR and Event Team Status
 - a. ROR is the way to be present at every event year, even if you aren't working on every event.
 - b. This is a privilege
 - c. To keep this status, you need to do the following:
 - 1. Service your customers through service calls and/or service events
 - a. Make sure you are following up with emails and phone calls.
 - b. Completing training videos/quizzes from Cutco Service Call Elite Certification for continued education.
 - c. If we receive two written legitimate complaints per campaign that customers are not being serviced, we reserve the right to revoke ROR/Team Status for the next campaign.
 - i. The coordinator and DVM reserve the right to review each complaint.
 - d. If you are qualified and working a Key Events, you are required to market to your customers (emails and postcards).
 - 2. You will need to work two events per campaign.
 - 3. Be present at two event team meetings per campaign.
 - 4. Attend 1 Major Region/National event per year
 - a. VMAs, SC2, or NET
 - 5. Work 1 event before key event (1 month prior)

Expectations

1. Reps will be responsible for paying for the shifts they work
2. The shifts will be charged to their commission account after the event; charges will be put in the following week spread over the maximum amount of weeks unless requested fewer weeks by the rep.

3. Reps are responsible for helping pay for anything extra for an event

Ex: Event Bags, anything extra required by the promoter/venue for our setup, we will split the cost

4. Complete Reports

Service Call Reporting

1. Fill out the Google service call form at the end of every event.
2. After you have called/had the appointment with a customer, it is your responsibility to update the form that you have contacted the customer or completed the service call.
3. Failure to not follow up or update the sheet within one calendar month will result in losing the leads and will be reassigned to another rep.

Attend Events Meetings/Calls

1. We will hold multiple meetings and calls throughout the year for continued education.

Supplies/Fees :

1. Need to purchase super kit on Vectorconnect - \$77
2. Need to purchase mini specials binder through VastAction - \$39
3. We Need to pay an amount that will go into our Events Fund to keep our events displays up to date/replace broken items.

- Crowne Event(sales 30k +) - \$50 per event
- Key Event(sales 15k-30k) - \$25
- Traditional(sales 5k-15k) - \$10
- Marketplace/Farmers Market (sales under 5k) - \$5

We will let you know ahead of time which category the event you are working falls into and will be sent via Venmo to the Coordinator.

Accountability

3 Strike Policy

- A. A strike will be given for any actions deemed inconsistent with the policies and procedures outlined in this document by the Coordinator and DVM. The DVM and Coordinator will communicate this.
- B. This will include but is not limited to disregarding divisional policies, not reporting stats promptly, consistently having punctuality problems, missing scheduled shifts, and conducting oneself in a manner that damages the events team's, division's, or company's reputation.
- C. Three strikes will cause team members or leaders to lose their right to work events.