AM Standards

For every AM in the McAllen office. Hit all 7 every week. Sales come first: selling makes you more money, makes you a better leader, and keeps you confident. AM is not a promotion to do grunt work.

The 7 standards

1. **5 demos a week.** New reps need to see AMs working.
2. **2 orders a week.** Your own sales come first.
3. **2 phone jams a week.** That's how you book your demos.
4. **2 hours of PR calls and 5 PRs set a week.** Office PR blitz is Sundays 3–5pm. Can't make it? Make it up that same week.
5. **Social media standard: coming soon.** We're tabling the 20 messages a day while we figure out the best version. For now, set up your LinkedIn profile.
6. **2 PCs a week:** 1 with a manager, 1 with a new rep. You get coached, and you coach.
7. **10 campus activities per campaign.**

Your nightly text (by 9pm, staff chat)

Every line, even 0s. No text = 0. Not in VectorLive? It doesn't count.

- **Phase 1:** Demos __ | Orders __ | PRs set __ | PR blitz hrs __
- **Phase 2 adds:** Phone jam __ | PC w/ manager __ | PC w/ new rep __
- **Phase 3 adds:** Campus __

Also expected every week

- Show up to staff meeting (Fri 9am) and team meeting (Thu 6pm).
- Run your interviews on time. Send reminders 11–11:30am the morning of.
- Enter your PRs into VectorLive after every interview.
- Campus days: in the office by 9am.
- Do your staff meeting commitments.
- Never book over team meeting, staff meeting, PR blitz, your PCs or your campus activities.

If you miss

- **1 week:** private 1-on-1 and a plan to fix it.
- **2 weeks in a row:** move down one level.
- **Hit it 2 weeks in a row:** earn the level back.

Levels: Varsity (AMs / Key Staff) → JV (Jr Key Staff) → Role Players (Reps). Moving down isn't a punishment. You can earn it back in 2 weeks.

Pick your path

Same 7 standards either way. Your path decides what you grow into.

- **Sales path · Top Producer:** extra coaching on demos and closing. Bigger weeks, Champs, prizes and scholarships.
- **MIT path · Manager in Training:** learn to run the office. Interview ladder: shadow 2 → run the opening → co-run one → run one solo with a manager watching.

What's in it for you

- **AM pay grows:** AM pay is a % of office sales. The office grows, your check grows.
- **Trips + scholarships:** your sets become your PRs. Team Builder and trips.
- **Coach, leader, mentor:** teaching new reps makes you better at the basics. Huge on a resume.
- **Network:** work with managers, AMs and leaders across Cutco.

How-to guides

- LinkedIn profile setup (how to set up your profile)