



# How to Promote the Events Program

## Why do you want your people in the program?

- The Events Program is the single best retention tool for high level sales people in Vector Marketing
- The Events team is the #1 tool in the division for developing FSMs, CSPs , & future MIT's
- When people are brought into the program with the right expectations, they grow exponentially quicker (both in the booth and outside sales)

## What to Promote:

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| <ul style="list-style-type: none"><li>• Highest Level Sales Training</li><li>• Join Divisional Community of FSMs/CSPs</li><li>• Service Call Training and Leads</li></ul> | <ul style="list-style-type: none"><li>• Special Events and Trips</li><li>• Learn how to be a professional entrepreneur</li><li>• Shifts at Marketplace Events</li></ul> |
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## What NOT to Promote:

- Do NOT promise specific shows or unrealistic number of shifts they can initially work
- Do NOT promote Events as a replacement for demos / recommendations / phones
- Do NOT Promote unrealistic sales expectations based on what top CSPs are creating

## Qualifications for the program:

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| <ul style="list-style-type: none"><li>• \$6K to Attend Training</li><li>• \$6K to Field Train in the Booth</li></ul> | <ul style="list-style-type: none"><li>• \$10K to work Marketplace Events</li><li>• \$15K to work Traditional Events</li></ul> |
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## What should you say:

*"Another great program we have in our division is the Events Team. With the Events Program we set up a booth at Home Shows, Gun Shows, community events, and hundreds of other events every year. This allows us to connect with Cutco Owners, sell to new clients, and get lots of service call leads. We have been top 10 in Events completed in the entire nation for the last four years, and have set new records every year.*

*The program is run by our CSP Team, and we are looking for more great people to be a part of it. The best part of working events is the amazing training you get along with the community you join of the best sales people in the division.*

*We will have training at our summer conference, and we want to have \_\_\_\_ people from our office in that training. To be invited you will need to be over \$6K in sales, so when we work on your summer goals make sure we talk about how you could be a part of our record breaking team."*