
Service Call Elite Program Policies and Guidelines

The Service Call Elite (SCE) Program is available to all reps with a minimum of \$15,000 True Career CPO. There are three levels of SCE Certification: Tier 1 Mentee, Tier 2 Apprentice and Tier 3 Elite. The requirements to achieve each level of certification are defined below.

Certification Tiers and Requirements

1. SCE Tier 1 Mentee Certification
 - a. Must have a minimum of \$15,000 in True Career CPO to apply.
 - b. Complete and submit an SCE Certification Application for Tier 1 via Vector Connect
 - c. Once application is approved, rep must complete the following tasks in the sequence:
 - i. Complete the online SCE Tier 1 Mentor Certification course
 - ii. Complete an in-person Sharpening Certification with your divisional instructor
 - iii. Purchase an SCE Toolkit (Item #L950)
2. SCE Tier 2 Apprentice Certification
 - a. Must be SCE Tier 1 Mentee certified
 - b. Must have a minimum of \$45,000 in True Career CPO to apply.
 - c. Complete and submit an SCE Certification Application for Tier 2 via Vector Connect
 - d. Once application is approved, rep must complete the online SCE Tier 2 Apprentice Certification course
3. SCE Tier 3 Elite Certification
 - a. Must be SCE Tier 2 Apprentice certified
 - b. Must have a minimum of \$100,000 in True Career CPO to apply
 - c. Complete and submit an SCE Certification Application for Tier 3 via Vector Connect
 - d. Once application is approved, rep must complete the online SCE Tier 3 Elite Certification course

Applying for SCE Certification

- Rep must complete and submit the SCE Certification application (available on Vector Connect)
 - The application will automatically populate with the appropriate certification course based on rep's True Career CPO and current SCE certification level.
 - Rep will select a Monday start date from a drop-down calendar so the rep can plan their time to set aside for training.
- Application will be reviewed by the SCE program administrator
 - Any questions or concerns about the application will be addressed to the applicant and/or the applicant's field management team.
- When the application is approved, an email will be sent to the rep informing them of the start and end dates of the certification course
- On the date the course starts, the rep will receive an email with information on accessing and navigating the course.

Service Call Elite Toolkit

- Tier 1 Mentee certification requires reps to purchase the SCE Toolkit.
 - As soon as the rep completes their in-person sharpening with their divisional instructor an email is sent to the rep with a link for purchasing an SCE toolkit.
- All toolkit purchases are nonrefundable.
- The SCE Toolkit (Item #L950) Contains:
 - 1- #84 Sharpener
 - 1- #FS102 Sharpener (aka, the Ed Reed sharpener)
 - 1- #L164 Service Request Forms (25 Forms)
 - 1 - #L372 – SCE Service Binder

Maintaining Active Status

Every two years, all SCE's must meet minimum activity requirements during the 2-year period between their current Certification Date and their Recertification Eligibility Date to maintain their current SCE certification status. The minimum activity requirements for each tier level are listed below.

Mentee & Apprentices:

Minimum 20 **shipped** customer orders
+
Minimum \$16,000 CPO

Elites:

100 Service calls - tracked through electronic Service Call Request form submission on Cutco Orders App - or- mailed L164 forms **only**. Service Call submissions via any other method will not count towards requirement

+
Minimum 100 **shipped** customer orders
+
Minimum \$40,000 CPO

- If, at the two-year anniversary of the rep's current certification level, the rep does not meet the minimum requirements, they will be removed from the SCE program.
 - This means the rep will lose SCE status and all privileges and incentives associated with the SCE designation.

Cutco/Vector maintains the right to review and adjust these standards by program or individual as necessary.

Incentives

Maintaining active status in the Service Call Elite program offers some perks and incentives, with some incentives unlocked upon certification at higher levels within the program. Incentives are subject to change thru the program.

Upon achieving certification, all active reps in the SCE program will gain access to:

- **'Service Call Elite'** - a private section of Vector Connect that contains additional supplemental training and sales support content from videos / handouts.
- **'Cutco SCE'** - a private Facebook page to engage directly with and share lead opportunities with other active SCE representatives.
- **Service Call Reports** – reports based upon their service call activity to help an SCE analyze and build their service call business.
- **Virtual & In-Person SCE Trainings** – Access to in-person SCE-specific meetings at National Events (i.e. NET) and/or virtual summits held by the Rep Development team & Vast Action, INC.

Incentives available to active Apprentice Level & Elite Level Reps Only:

- **Discount Product Packages** –Access to purchase a package of products unavailable in other sample programs or event display samples at a discounted rate.

Incentives available to active Elite Level Reps Only:

- **SCE Locator Program** – Added to the Olean SCE Locator Program

Re-Certification Course

- SCE Re-Certification
 - Every 2 years, on the 2-year anniversary of a rep's current certification level, the SCE Recertification process begins.
 - Admin will check to see if rep met the minimum orders/CPO requirements (see Maintaining Active Status section further below) during the previous two years (from their last certification date until their Recertification Date).
 - If rep does not meet the minimums, Admin will notify the rep and the rep will lose their SCE certification.
 - If rep met the minimums, rep will be prompted to submit an application for SCE Recertification training via Vector Connect.
 - When Admin receives the application, rep will be assigned to an upcoming session of the SCE Recertification training and must complete the training by the specified date.
 - If rep does not complete the training by the specified date, rep will lose their SCE Certification.
 - Upon completion of the recertification process rep will be charged a program fee.

Losing Active Status/ Removal from the SCE Program

- If an SCE does not meet the minimum activity requirements or complete the recertification process in the timeframe allowed, they will be removed from the SCE program.
 - This means the rep will lose SCE status and all privileges associated with this designation. This includes at minimum, losing access to all of the incentives outlined in the incentives section of this document.
- A rep that loses SCE status may re-apply for the program, following the procedures outlined above in the *Applying for SCE Certification* section.
 - NOTE: Regardless of the rep's previous SCE certification level, the rep will be required to start the training from the Tier 1 Mentee level.
- The rep must restart and successfully complete the certification course to regain active status within the SCE program.

Submitting Service Call Orders

All orders from service calls need to be entered using the Cutco Orders ordering platform -or the Service Request Form available thru our literature department (Item #L164). This will allow for accurate tracking of your service call activity and allow us to provide historical data for you.

- Orders must be designated as SVC at the time the order is submitted via Cutco Orders. Please be very careful and precise when choosing an order type.
- Order type changes cannot be made after an order is processed.

ROR affiliation from Service calls

A new Rep of Record (ROR) affiliation to a customer from a service call will occur ONLY IF:

1. A company approved Service Call Request Form (L164 or Electronic) is submitted to Olean with all customer contact information filled out legibly, including the date service call was performed, regardless of whether any Cutco is being returned to Olean for servicing.

****And****

2. The customer does not have a current rep of record affiliation.

Should the customer have an active representative as their ROR, the customer's ROR affiliation will not change, even with the submission of a service call request form from a different rep.

Incomplete or unreadable forms will prevent the processing of an ROR affiliation change. Olean reserves the right to contact the customer to confirm the details of a service call prior to any ROR affiliation change.

SCE Locator Program

The Service Call Elite Locator is a tool utilized by Olean to assign service call requested leads to customers without an affiliated representative that contact Olean looking for service for their items.

The SCE Locator and our lead referral program for the SCE program does not supersede a customer's current active ROR.

The SCE Locator contains only Service Call Tier 3 **Elite** certified members.

When a rep completes their SCE Tier 3 Elite Certification, they are added to the SCE Locator by the Cutco Event team. Reps are added to the SCE Locator and shown as available as an SCE lead when the customer is within a 75-mile radius from the rep's current zip code location.

A Rep currently on the SCE locator can request to be removed from the lead program or can request that their customer location radius can be lowered or raised to a max or 120 miles. These requests must be emailed to events@cutco.com.

When Olean receives a request for service by phone call, email or chat, Olean first checks to see if the customer is in our system to determine if the customer has an active Rep of Record (ROR).

If the customer has an active ROR, the customer is given their affiliated rep's contact information.

If a customer doesn't have an active ROR, or if a customer specifically requests a different rep, Olean will use the SCE Locator to locate the closest SCE.

If there is no active SCE Elite rep within range of the customers, Olean will refer the customer to the closest open office or offer instructions on how to send their items back to the factory for servicing.

Code of Conduct

The designation of SCE brings with it the expectation that the sales rep will conduct themselves professionally on a consistent basis throughout all interactions and transactions related to the Cutco business.

This includes complying with all SCE policies and guidelines and maintaining constructive and supportive relationships with clients and Cutco/Vector personnel.

The importance of conducting business in a professional and ethical manner, as well as following the company recommended methods for sharpening, service and sending products back to Olean, cannot be overstated.

It is understood that being a part of this program, a representative will utilize their sharpening knowledge in every service call or service event to sharpen items that can be serviced on the spot with the customer. Only items that cannot or should not be serviced in person should be sent back to the factory.

Reps that demonstrate a challenge in meeting our program expectations, whether it be in regard to following our procedures for servicing and returning product or conduct and interactions with customers, will result in the rep being entered into our disciplinary process.

Disciplinary Process

First Infraction – Conversation with their Divisional instructor. The instructor will follow up w/ the rep to address issue(s) and send a follow up document to the Rep, Service Call Consultant (Robert Danbury) and the event department to have on file.

Second Infraction – Temporary suspension from SCE Program. A second infraction will result in the rep being removed from their current SCE active status for a period of 45 days. During this time the rep will lose all access to Vector Connects SCE Section in addition to all other perks or incentives connected to their SCE certification level. The rep will be reactivated after 45 days.

Third Infraction – Full removal and inability to re-apply for the SCE Program for 1 full calendar year. A third infraction will result in the rep being removed from their current SCE Active status for a full calendar year.

During this time the rep will lose access to Vector Connects SCE Section and all other perks or incentives connected to their Active status level.

The rep will be able to re-apply for the certification level they were at the time of their suspension and must complete this certification training before they are considered active in the program.

The company reserves the right in any situation to move beyond the formal disciplinary process to advance to Step 2 or 3 or provide a permanent suspension of the rep's SCE status.

Right to Modify Policy

Vector Marketing Corporation reserves the right to add to, remove from, or otherwise modify this policy at any time.

Updates may be made to reflect changes in organizational needs, legal requirements, or industry standards.

It is the responsibility of all representatives, managers and company stakeholders involved with the Service Call Elite Program to remain informed of the most current version of this policy when changes are communicated.