

# **LONE STAR & SOUTH TEXAS EVENTS PROGRAM**

**\*Updated 10-30-19**

**This document details the policies, requirements, and procedures for the Lone Star Division & South Texas “LST” Events Team. It includes standards, team rules, tiers and procedures for participating. The LST Events Team is separated into three groups: Key Events, Traditional Events and the Mall Program.**

**Objective: To continue growing the Lone Star & South Texas division through booth sales, MIT development and fulfilling the potential of our current CSPs & FSMs**

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## **Becoming a LST Events Team Member**

- A. Training
  - a. Must be at 15k “true career” sales
  - b. Attend official Lone Star Events Seminar
  - c. Purchase Ed Reed & #82 sharpener
  - d. Field Train 2 shifts with a Varsity Rep or Higher
  - e. Attend official Service Call Training
  - f. Field Train 1 day of service calls with a Varsity Rep or Higher
- B. Sales Requirements
  - a. Must be at 20k “true career” sales to work events
  - b. Between 20k - 50k, reps cap at \$50 per shift
    - i. Over \$50 requires DM approval (they must cover difference)
  - c. Above 50k, reps can work any shifts available
- C. Managers
  - a. Anyone closing their Branch or District office and returning to the team at their previous tier
    - i. Sell 75k office sales, no personal sales requirement
    - ii. Sell 50-75k office sales, 4k personal campaign sales before training
    - iii. Sell <50k office sales, 8k personal campaign sales before training

## **Team Member Standards & Consequences**

- A. Punctuality
  - a. 15 minutes early before meetings
  - b. 1 hour early before 1st day of show (setup)
  - c. 15 mins early before days of show (already setup)
- B. Professionalism, Positivity & Respect of Others
  - a. Do not tear down others
  - b. Any issues can't resolve, bring to CO or DVM
  - c. Maintain clean attire and booth when representing Cutco and Lone Star
  - d. Follow up with customers when promised
  - e. No undercutting other reps
  - f. No negative influence on the team or division (stay sober)
  - g. Proper customer turn rotation
- C. Being Late or Unprofessional
  - a. Late to Show 1st offense = warning, 2nd = \$50, 3rd = \$100 etc.
  - b. Late to Meeting = loss of shift pick

- c. Missing shift or removed from event = loss of 2+ shifts + possible suspension (CO/DVM choice)
- D. Customer Complaints
  - a. Actual complaints = not following up, getting calls about situation at booth/appt, not processing orders, any complaint that reaches Olean or office
  - b. Minor complaints = minor mistake on order, asking for service etc.

### **Costs & Charges of Lone Star & South Texas Events**

As members of the Events Team, all sales reps operate their own business. With any business, there are associated costs to drive sales. Below are the charges, fees, and costs of being a member of the Events Team.

- A. Show Cost
  - a. Cutco fronts booth rent for our reps, charge will go to reps on following commission statement (can be split weekly if needed)
  - b. Shows with multiple reps & days will be split by hours of the event
- B. Team Overages
  - a. For each day worked at a show, each rep is charged \$20, overages cap at 3 days for the event
  - b. These fees cover team operating costs (storage sheds, additional display items, team website, etc.)

### **Team Tier Standards**

- A. Key Events
  - a. Attendance
    - i. Physical attendance to Key Events meetings
    - ii. Summer Campaign, attend SC1 or SC2
    - iii. Must teach at a traditional team meeting once per campaign
  - b. Personal Sales
    - i. \$150,000 “true career” sales
    - ii. \$32,000 previous 4 months prior to meeting
  - c. Booth Ownership
    - i. Own a complete booth to the key events standard
  - d. National Training
    - i. Attend 1 national training through Vector, approved by DVM
  - e. Service Standard
    - i. Provide means to service past customers (service calls, service events, factory service, etc.)

- ii. Only promote service that is will be followed through
  - f. Marketing
    - i. Must provide marketing to drive attendance and sales to our best events to continue building sales from key events
    - ii. Premium Events require: Direct Mail, Email, Text, Tickets, etc. (SA H&G, RGV Livestock, McAllen Hunter's)
    - iii. Can be expanded to further develop our TOP Premium Events
  - g. Shift Picking
    - i. Shifts are selected on an entire campaign based on our team's ranking system
    - ii. Rankings are based on 3 parts: (1) previous 12 months sales, (2) previous 4 months sales, (3) previous 12 months key events shift average
  - h. Lose Key Events Qualification
    - i. If missed the meeting, won't be able to pick with the key events team for the campaign
    - ii. If not qualified for the \$32,000 for previous 4 months, rep will not maintain spot on the key events team, once back to sales requirement, they will join again at next meeting
    - iii. If didn't attend a national training or other approved event by the end of the year, rep will not qualify starting in campaign 1
- B. Traditional Events (Varsity & JV)
- a. Attendance
    - i. Team Meetings (monthly)
    - ii. SC1, SC2 and events training
    - iii. NET Meeting (January)
  - b. Sales
    - i. Must be at 20k "true career" sales to work events
    - ii. Between 20k - 50k, reps cap at \$50 per shift
      - 1. Over \$50 requires DM approval (they must cover difference)
    - iii. Above 50k, reps can work any shifts available
  - c. Qualify for Varsity + Benefits
    - i. 4k bonus each month for a campaign without miss OR 20k for the campaign
    - ii. Once qualified, will be promoted at the start of the next campaign
    - iii. Will be able to pick shifts with Varsity team
  - d. Service
    - i. Prompt follow up with customers as promised for appts or any other business
  - e. Shift Picking

- i. Varsity & JV reps will pick shifts for the next 2 months, Varsity will pick first until completed, then JV will pick shifts afterwards
- ii. Rankings are based on 3 parts: (1) previous month sales (2) campaign sales (3) leadership by CO & DVM, helping local office/team

### **Mall Program Standards**

- A. Attend annual mall meeting in November
- B. Qualifications (Reps)
  - a. Must have sold \$10,000 for the fall campaign by the mall meeting
  - b. Be in good standing with the events team
- C. Qualifications (Managers)
  - a. Fulfilled training requirements (seminar, field training, etc.)
- D. Shift Picking
  - a. Key Events
  - b. Qualified reps & experienced DMs
  - c. Rest of team & new DMs

### **Booth Display Standards**

- A. Traditional Team
  - a. Knife sets (all 4)
  - b. 3 tables with table cloths
  - c. 12" pvc pipes for legs
  - d. Banner with bungee cords
  - e. 10x10 straight leg tent
- B. Key Events Team (same as above)
  - a. Flatware
  - b. Cookware (aspiring or bigger)
  - c. Backdrop

### **Rep of Record**

For Cutco Owners, we always verify ROR for anyone on the LST events team

- A. Must submit customer list downloaded from vectorconnect each campaign
- B. Each order/lead must be checked against the master list
- C. Must send order/lead to the rep who is the rep of record
- D. ROR Payback
  - a. 25% of CPO of all orders (minus any CTR), paid once rep has commissions