SEC EVENTS PROGRAM

***Updated 11-14-2023**

This document details the policies, requirements, and procedures for the SEC Events Team. It includes standards, team rules, tiers and procedures for participating. The Events Team is separated into three groups: Key Events, Traditional Events and the Mall Program.

Objective: To continue growing the SEC division through booth sales, MIT development and fulfilling the potential of our current CSPs & FSMs.

Table of Contents:

Becoming an Events Team Member

A. Training
    a. Must be at 15k “true career” sales
    b. Attend official Events Training Seminar
    c. Purchase Ed Reed & #82 sharpener
    d. Field Train 2 full events (4 total days) with an approved field trainer
    e. Field Train on 6 service calls with a Varsity Rep or Higher
B. Sales Requirements for Picking Shifts
    a. Must be at 20k “true career” sales to work events
    b. Managers
        i. Anyone closing their Summer Branch or District office and returning to the team at their previous tier
            1. Sell 75k office sales, no personal sales requirement
            2. Sell 50-75k office sales, 4k personal campaign sales before training
            3. Sell 25-50k office sales, 8k personal campaign sales before training

Team Member Standards & Consequences

A. Punctuality
    a. 10 minutes early before meetings (or lose first pick)
    b. Stats submitted 2 hours before any meetings (or lose first pick)
    c. 1.5 hours early before 1st day of show (setup)
    d. 15 mins early before days of show (already setup)
B. Reporting of Stats
    a. Stats are submitted for each shift through our Google Form
    b. Link can be found at www.seceventsteam.com
    c. All Stats are to be submitted by Monday @ 10:00am
    d. Late Submission: 1st Offense = warning, 2nd = $50, 3rd = $100, etc.
    e. Logging event orders correctly follows these same guidelines.
C. 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
    d. Be prepared for events with all supplies and literature
    e. Follow up with customers when promised
    f. No undercutting other reps
    g. No negative influence on the team or division (stay sober)
    h. Proper customer turn rotation

D. Customer Rotation/ Turns
    a. Placement within the booth and turn order is determined by previous year's sales totals (higher gets to pick)
    b. General rule is Cut, Quote, Card
        i. Cut leather, penny, food, etc
        ii. Quote a price (must be meaningful; no snap/quick quotes)
        iii. Exchange information or give a card
    c. If a group of people are together, only one rep works with the group unless specified otherwise by the rep who is working with them
    d. It is the responsibility of each team member to pay attention during their turn. However, we are a team and members should pass people to person that is "UP"
        i. Ex. "Sure, (rep name) can help you with that!"
    e. ROR interactions for another team member do not count as a turn.

E. Being Late/Absent
    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, or CO/DVM choice of alternative consequence
    d. Late Setup causing other reps to start show without sufficient display = $200 fine + possible suspension + CO/DVM choice of other

F. Being Unprofessional (severe offenses may incur increased consequences)
    a. First offense: DVM, DM, CO discussion with rep
    b. Second offense: $100 fine
    c. Third offense: off the team for a campaign

G. Customer Complaints
    a. Major complaints = no follow up, reported situation from booth/appt, not processing orders, any complaint that reaches Olean or office
    b. Minor complaints = minor mistakes in order, asking for service etc.

H. Promoter Complaints
    a. Being disrespectful, rude or problematic
    b. Causing Cutco to be removed from the event
    c. Late setup or early breakdown
    d. Subject to fine, loss of shifts, possible suspension, or CO/DVM alternative

Costs & Charges of Events

As members of the Events Team, all sales reps operate as independent businesses. With any business, there are associated costs to drive sales. Events team members are subject to costs, fees and overages in exchange for the privilege of working events.

A. Show Cost
    a. Cutco pays upfront for booth fees, licenses and sponsorship costs. Charges are processed to reps after the event and 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, community booths, etc.)
C. Booth Rental
    a. Reps may rent booths from other reps or rent the division booths
        i. Suggested rent: $30/day
        ii. Suggested return date: day after event ends
        iii. Must be paid in advance or charged to commission statement
        iv. Reps renting out booths must provide before/after pictures and proof of instructions for proper booth return sent to renter to be eligible to receive fines from renters
    b. Fees & Fines (may be charged to commission statement)
        i. Damaged or missing booth items (not Cutco)
            1. Replaced in full by renter
        ii. Damaged/Destroyed Cutco
            1. $50 for factory shipping and inconvenience
            2. Can be replaced new instead
        iii. Missing Cutco
            1. Replaced at cost by renter
        iv. Division Booth Fines (or qualified rep rental)
            1. Dirty and/or Improperly folded tablecloths: $50
            2. Cutco improperly packed away: $50
D. Coordinator Pay
    a. CO gets paid 3% of ALL sales that come from events; this is charged to commissions at the end of a campaign. JV/V are charged an additional 1% due to the amount of work it takes to get new events negotiated and booked. Event Sales includes Traditional, Service Calls, Service Events, Mall and Follow-up. Cutco Corporate defines this as anywhere someone is exhibiting Cutco.

i. 1% from Rep (2% for JV/V)
ii. 1% from DM
iii. 1% from DVM

Team Tier Standards

A. Elite Key Events
- a. Key Events Standards plus the following:
  - i. $250,000 previous 12 months sales requirement
  - ii. $50,000 previous 4 months prior to meeting
  - iii. $400,000 True Career Sales (Top 500 All Time Reps)
  - iv. Own a complete booth to the Elite Key Events standard
- b. Shift Picking
  - i. 2 rounds of shift picks before Key Events team

B. Key Events
- a. Attendance
  - i. Physical attendance to Key Events meetings
  - ii. Summer campaign, attend SC1 or SC2
  - iii. Must teach at a traditional events team meeting once per year
- b. Personal Sales
  - i. $150,000 True Career sales
  - ii. $35,000 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 (NET)
- e. Service Standard
  - i. Provide means to service past customers (service calls, service events, factory service, etc.)
  - ii. Only promote service that 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. (CO Discretion)
  - iii. Can be expanded to further develop our TOP Premium Events

g. New Events Standard
    i. Key Events members must research at least one new event per campaign including all relevant information required to book it. Events found are not required to be worked by the finder
h. Shift Picking
    i. Shifts are selected on an entire campaign based on our team's ranking system
    ii. Rankings are based on 4 parts: (1) previous 12 months sales, (2) previous 4 months sales, (3) previous 12 months key events shift average (or total event average if better), (4) previous 12 months total events CPO
    iii. Lose Key Events Qualification
        1. If missed the meeting, won't be able to pick with the key events team for the campaign
        2. If not qualified for the $35,000 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
        3. If rep didn't attend a national training or other approved event by the end of the year, rep will not qualify starting in campaign 1

C. Traditional Events (Varsity & JV)

a. Attendance
    i. Events Team Meetings (monthly)
    ii. SC1, SC2 and Events training
b. Sales
    i. Must be at 20k "true career" sales to work events
    ii. Between 20k - 50k, reps cap at $50 per shift (higher requires DVM/CO approval)
    iii. Above 50k, reps can work any shifts available
c. Qualify for Varsity + Benefits
    i. 50k Personal Career Sales
    ii. 20k personal sales for previous 4 months
    iii. Owns all traditional team Booth Requirements
    iv. Must memorize and recite the New Customer & Cutco Owner Script to the Coordinator/Assistant Coordinator from memory
    v. Once qualified, will be promoted at next Events Team Meeting
    vi. 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 3 months, Varsity will pick first until completed, then JV will pick shifts afterwards
    ii. Rankings are based on 4 parts: (1) previous 12 months sales, (2) previous 4 months sales, (3) previous 12 months key events shift average (or total event average if better), (4) previous 12 months total events CPO

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. Each person picks all the shifts they want at one mall before moving to the next person
        i. Key Events
        ii. Qualified reps & experienced DMs
        iii. Rest of team & new DMs

Booth/Display Standards

A. JV
    a. Events Binder (all members must own)
B. Traditional Team
    a. Knife sets (all 4)
    b. Sportsman Sample Set
    c. (2) 6-ft tables with tablecloths
    d. Table Risers/Pipes
C. Key Events Team (same as above)
    a. Flatware Chest
    b. Cookware (aspiring or bigger)
    c. Backdrop or banner with bungee cords
    d. 10x10 straight leg tent
D. Elite Key Events Team (same as above)
    a. Full Flatware Chest
    b. Legacy Cookware
    c. Business Gift Display

2024 Events Team ROR Policy

Updated 11-14-2023

REP OF RECORD: For ALL orders placed by any method, we will always verify rep of record. If the customer has an active rep who is currently active as part of the Events Team, we honor the original rep.

Once per campaign, we will update the ROR customer list, which must be sent to CO or whoever is making the list, otherwise the rep will not be protected under the ROR program.

1. This list is compiled into a master ROR list

2. Each order and lead that a team member collects must be checked against this ROR list

3. If a rep writes up an order for a customer who belongs to another team member, the rep writing up the order must send the order to the Rep of Record

4. The rep has 2 commission cycles from notification to flip order to ROR rep. If order is not turned over within the allotted 2 commission cycle, then the rep won't receive any payout on the order. ROR rep must notify rep (cc: coordinator and DVM) via email and text both

5. ROR orders are only protected for 3 months prior. If a rep learns of an ROR order after 3 months, the ROR procedure is forfeited for that order

6. If a customer mentions that they work with another rep by name AND they are an active member of the events team, that rep receives ROR credit for the order even if that customer is not officially listed on the ROR master list UNLESS they are listed under a different rep on the team in which case that listed rep would receive the order.

ROR Payback

1. 15% on any order from 1 to 999 CPO, or 20% with 1,000 CPO or higher

2. If a rep does not check the ROR list, and the Rep of Record learns of the order, the order credit is changed back to the original rep with no payout

3. ROR payments should be made via Venmo immediately once commissions are paid

4. If rep does not pay ROR rep, then coordinator can do a commission charge

5. Any issues with ROR orders that can't be resolved are handled by the coordinator/DVM and all decisions are final and without dispute.

Only “Active” Events Team Reps have ROR Privileges

1. Rep works a minimum of 4 show shifts per campaign
2. Rep attends the minimum standard meeting/training participation
    a. If a rep hits these requirements they are protected for that Campaign and the following Campaign
    b. EX: Rep hits standards in fall....they are protected in fall and spring...if rep doesn’t hit standards in spring, they are not protected in the summer campaign.
    c. To earn back the right of protection must requalify by hitting standards.

Problems/Issues/Disgruntled Customers:

1. Spouses – In some cases, ROR credit may not be clear. Husbands and wives may be listed as separate customers, address change, and customers may no longer want to work with their original rep of record. While not every “gray area” can be perfectly resolved with the ROR policy, these guidelines may help solve the vast majority of issues. Spouses – when spouses are listed as separate customers on the master ROR list, we will do our best to combine them into one household/one customer. If REP 1 discovers that REP 2 sold to a spouse not appearing on the ROR list, REP 2 will transfer the order to REP 1 and receive a payout on the order
2. ROR does not count as a turn
3. Disgruntled customer – if a customer is upset with his/her rep, we will first give the original rep of record a chance to contact the upset customer and try to salvage the relationship. If the customer refuses to work with the original rep, the customer must email the Events Coordinator, stating the problem with the original rep and his/her desire to work with someone else. **Customers must have a legitimate complaint, beyond “I don’t know who my rep is...I’ve never heard from anyone.” Legitimate complaints include unfulfilled promises, problem orders never corrected, poor sharpening service, unfulfilled orders, etc.
4. Entering ROR Orders – Rep must enter all orders first, then check for ROR. If an ROR order is found, the rep must email Field Service to transfer the order to the correct rep. They must notify the rep of the order. All of this is to be done by Monday at 11:59pm after the event
5. Mistakes/Errors – If spelling mistakes or other common errors cause a discrepancy between orders written and information on the ROR list, causing an ROR order to be missed, if the order is found by the ROR rep, normal payout will still be given. We must not fault a rep who acts out of good faith to write up an ROR order but is hindered by spelling mistakes or other common errors.
6. Corporate/office service requests – if a customer contacts Cutco or a local office for sharpening due to complaint with the original rep, that customer’s rep of record forfeits any CPO or commission from orders written up.
7. Demos – if a rep is referred to a customer from a demo or service call (not generated at the booth), this customer is not protected under ROR until the rep doing the demo or

service call is over 100k in “true career sales”.

8. Lack of customer communication – on a service call, if a customer claims he/she has never had any communication (email, call, letter, etc.), the rep of record must provide evidence of attempted regular communication with that customer in order to keep commission/CPO for any order written up on that service call.

Be-Backs at the booth – At shows with multiple reps/booths/days, potential customers may communicate with multiple reps before buying. We want to respect the original reps who pitched/made an offer to the buying customer. If a customer “be-backs” a rep, and mentions talking with another rep (at a different booth/table, on a different day, even at a different event), we will give credit to the original rep if the customer:

1. Mentions the rep’s name or
2. Describes the rep or
3. Has a yellow sheet from a dealpad or
4. Has a card of who they worked with