

SOUTH TEXAS EVENTS PROGRAM

***Updated 10-31-22**

This document details the policies, requirements, and procedures for the South Texas 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 South Texas Division through booth sales, MIT development and fulfilling the potential of our current CSPs & FSMs.

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Becoming a STX Events Team Member

- A. Pre Training
 - a. Must be at 6k “true career” sales
 - b. 2 Service Appointments with a CSP
 - c. Field Train **3 shifts** with a CSP
- B. Training
 - a. Must be at 10k “true career” sales
 - b. Attend official STX Events Training Seminar
 - c. Purchase Ed Reed & #82 sharpener
 - d. Field Train **2 shifts** with a Varsity Rep Or higher
 - e. Field Train **2 days of service calls** with a Varsity Rep or Higher
- C. Sales Requirements to be a TRUE EVENT REP vs “Trainee”
 - a. Must be at 11.5k “true career” sales to work events
 - b. Between 15k - 30k, reps cap at \$75 per shift
 - i. Over \$75 requires DM approval (they must cover difference)
 - c. Above 30k, reps can work any shifts available
- D. Managers
 - a. Anyone closing their Branch or District office and returning to the team at their previous tier (no sales requirement)
 - b. Anyone closing their Branch or District office and returning to the team and pursues to go to the next tier Ex. Varsity → Key Event
 - i. Sell 125k Summer office sales, 2k SC2
 - ii. Sell 72.5k Summer office sales, 12.5k SC2
 - iii. Must be at true career sales requirement to advance tier

Team Member Standards & Consequences

- A. SOCIAL MEDIA TAGGING (Properly documenting presence)
 - a. Tag **Coordinator & DVM** (must be both) on image of your booth once set up with a timestamp for each shift. (This can be a timelapse video with music, or booth walk through with music, or something creative.)
 - i. Must show your booth set up and a time stamp
 - ii. Must be done before the time start of show (example: 9am show | 9am or earlier time stamp)
 - iii. Must be done on INSTAGRAM / **LINKED W/FACEBOOK.**
 - a. Must make account if you do not have one
 - b. Use corporate guidelines if confused found on Vectorconnect.com
- B. 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)
 - d. Mall shifts can be split in opener and closer so long coordinated 24 hr in advance and **CO must be made aware.**
- 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. Follow up with customers when promised
 - e. No undercutting other reps
 - f. No negative influence on the team or division (stay sober)
 - g. No getting drunk at the booth or smoking (vaping) at the booth
 - h. Proper customer turn rotation
 - i. FULL TURNS: Cut-Demo/price, Price/Drop down, Service Call
 - ii. Writing up an ROR order for someone else doesn't count as a turn
 - iii. Half Turns: Gave a card or got their info & didn't give a quote/ quick quote
 - 1. EX. Fishing knife. Price & you do a quick demo & they walk
 - iv. 2 Half Turns = 1 Full turn
 - v. Talking to your own PC is not a turn
 - vi. Writing up orders or giving a quote for 2 PC in a row without your coworker talking to someone is a turn

Consequences (PER YEAR)

- D. Being Late or Unprofessional or Behavior at the Booth
- a. Late to Show | Fail to tag Coordinator & DVM on social media post
 - i. 1st offense = warning,
 - ii. 2nd = \$10
 - iii. 3rd = \$20
 - iv. 4th Loose Key Event Shift (or best shift you have)
 - v. 5th Drop to lower tier for next campaign
 - b. Late to Meeting = loss of shift pick & moved to bottom of pecking order
 - c. Missing shift or removed from event = \$100 + fine + loss of 2+ shifts + possible suspension (CO/DVM choice)
- E. Matching Orders to an Event
- a. Deadline to match your orders is Monday night after the show
 - i. Excludes post dated orders
 - b. Failing to attach orders
 - i. 1st offense = warning,

- ii. 2nd = \$50,
- iii. 3rd = loss of shift

F. Booth Assignments

- a. Must use the booth that is assigned
- b. No splitting booths or getting items that don't belong to that booth
- c. Return to owner or shed(office) within 48 hours
- d. If wrong booth is used or booth is returned late rep gets a \$50 fine
- e. If booth gets returned dirty then rep must fix the issue within 24 hours or pay team member \$50 to clean it

G. Customer Complaints

- a. **Actual complaints** = not following up, getting calls about situations at booth/appt, not processing orders, any complaint that reaches Olean or office.

LOSS OF CUSTOMER FROM ROR

- b. **Minor complaints** = minor mistakes on order, asking for service etc.

168 HOURS TO FIX THE ISSUE. | FAIL TO RESOLVE LOSS OF CUSTOMER ROR

H. Replacing Shifts

- a. If you have an emergency and are unable to make your assigned shift you have to find a replacement.
 - i. Month: Charge can go to the new person
 - ii. Week Advance: You will pay for half the shift, someone else will work it.
 - iii. 72 Hours Advance: You will be charged full amount for the shift, someone else will work it.
 - iv. 24 Hour Advance: You will be charged full amount for the shift, **a \$25 charge will be incurred** and the CO will help find someone for the shift.

Costs & Charges of 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
- c. Malls are split by the # of shifts

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 & Traditional Meetings (Teaching)
 - ii. Attend SC1 AND SC2
- b. Teach
 - i. Must teach at a traditional team meeting once per campaign
 - ii. Must run 1 Service Call Training for reps 3k+ (that have not attended) per year. Must schedule your day & time **before January 19th of the calendar year. (5:30pm - 7:00pm must be an evening)**

Jan - Nov (Sunday are best due to school)
- c. Personal Sales
 - i. \$150,000 "true career" sales
 - ii. \$40,000 previous 4 months prior to meeting
- d. Booth Ownership
 - i. Own a complete booth to the key events standard
 - ii. **MUST OWN CUTCO BRANDED TENT**
- e. National Training
 - i. Attend 1 national training through Vector, approved by DVM
- f. 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
 - iii. **MUST COMPLETE 2 WAVES OF SERVICE EVENTS A YEAR.**
- g. 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. (H&G, RGV Livestock, McAllen Hunter's)
 - iii. Can be expanded to further develop our TOP Premium Events
- h. 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
- i. **Elite Key Event Member**
 - i. Sell 225k in the previous year
 - ii. **Pick 4 shows a year**
- j. 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 \$40,000 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 Event Reps

(Varsity)

- a. Attendance
 - i. Team Meetings (monthly)
 - ii. SC1, SC2
 - iii. NETMeeting (January)
- b. Sales
 - i. Must be at 20k "true career" sales to work events
- c. Teach
 - i. Must run 1 "**Closer Program Training**" for 1k+ Reps a year
 - 1. Deluxe Kitchen System Drop Down + Rec Binder / App
 - 2. Must schedule your day & time **before January 19th of the calendar year. (5:30pm - 7:00pm must be an evening)**
 - 3. "Closer certification" gives the rep \$100 Cutco Bucks
- d. Qualify for Varsity + Benefits
 - i. 20k personal sales for the campaign
 - ii. 5k Booth sales for the campaign
 - iii. Once qualified, will be promoted at the start of the next campaign
 - iv. Will be able to pick shifts with Varsity team

- e. Service
 - i. Prompt follow up with customers as promised for appts or any other business
- f. Shift Picking
 - i. Varsity & JV reps will pick shifts for the next 1-2 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) total shift average
 - iii. Sell 8k the prior month & get an extra pick before shift picking begins

(Junior Varsity)

- A. Attendance
 - iv. Team Meetings (monthly)
 - v. SC1, SC2
 - vi. NETMeeting (January)
- B. Sales
 - Must be at 10k “true career” sales to work events
- C. Teach
 - Must run 1 **“Show training PC”** for 3k+ Reps a year
 - i. How to set up a booth | tear down
 - ii. Ultimate Upgrade Approach (at booth once set up)
 - iii. Set up a schedule for rep to get to 6k+ ASAP
 - iv. Review SharpHustlers.com and remind them once they hit 6k
Coordinator will call them.
- D. Qualify for Varsity + Benefits
 - 20k personal sales for the campaign
 - 5k Booth sales for the campaign
 - Once qualified, will be promoted at the start of the next campaign
 - Will be able to pick shifts with Varsity team
- E. Service
 - Prompt follow up with customers as promised for appts or any other business
- F. Shift Picking
 - i. Varsity & JV reps will pick shifts for the next 1-2 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) total shift average
- iii. Sell 5k Jv the prior month & get an extra pick before shift picking begins

Mall Program Standards

- A. Attend annual mall meeting in November
- B. Qualifications (Reps)
 - a. Must have sold \$6,000 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. 2 tables with table cloths
 - c. 14-16" pvc pipes for legs
 - d. Banner with bungee cords
 - e. 10x10 straight leg tent
- B. Key Event Team (same as above)
 - a. Flatware Chest (12 stainless + 6 4pc place settings)
 - b. Cookware (aspiring or bigger)
 - c. All the gadgets, 11 complimentary knives
 - d. 2 Display boards
 - e. Backdrop
 - f. Wellness Mats (1 6ft)
 - g. Business Gifts
 - i. Minimum 1 1pc, 2 2pc, 3 3pc
- C. Elite Team (same as above)
 - a. Full Flatware Chest
 - b. Cookware 3 pc (wok, stock pot, griddle)
 - c. Own 1 CUTCO flag

Rep of Record

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

- A. Must submit customer list downloaded from vector connect 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. MUST FOLLOW EVENT TEAM ROR DOCUMENT STANDARD (*see below*)
- E. ROR Payback
 - a. 20% of CPO of all orders (minus half of any CTR), paid once rep has commissions

2022 STX Events Team ROR Document

***Updated October 31st-2022**

REP OF RECORD: For CUTCO Owners we will always verify rep of record. If the customer has an active rep who is currently active as part of the STX Division Events Team, we honor the original rep.

Once per campaign, we will update the ROR customer list, must send to CO or whoever is making the list, otherwise 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. Service Calls must be checked against the ROR list before completing the
4. 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
5. The rep has 2 commission cycles from notification to turn reverse order b. If order is not turned over within the allotted 2 commission cycle, then the rep will be charged 60% of the CPO of the order. ROR rep must notify rep (cc: coordinator and DVM) via email and text both
6. ROR orders are only protected back 2 months, if a rep learns of ROR order after 2 months, the ROR procedure if forfeited for that order

ROR Payback

1. 20% on any order

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 & these consequences are applied per Campaign

1. 1st offense= warning
2. 2nd offense= 10% payout
3. 3rd offense= No pay & CO decides penalty

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

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

4. If a rep **under 100k true careers sales** writes up an order for a direct referral and that referred customer is on the ROR list, the order does not go back to the original rep of record *requires direct marketing showing proof of contact (original Rep of Record keeps the customer and the new rep removes him from any future communications)

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.

“Active” Events Team

Reps

- 1) Rep works at minimum of 4 show shifts per campaign

- 2) Rep attends the minimum standard meeting/training participation

- If a rep hits these requirements they are protected for that Campaign and the following campaign

- 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.

- To earn back the right of protection must be requalified by hitting standards.

Problems/Issues/Disgruntled

Customers:

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 “grey 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 keep the order, but subsequently remove that customer from his/her ROR list to prevent future orders from causing problems.

Direct Marketing Referrals – in cases of referrals, if a rep is referred to a customer who already has a rep on the ROR list the order goes to the Original Rep Of Record

Referrals:

1. If your customer comes by the event and brings someone to the event its a referral

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.

Failure to ROLO orders – orders that are sent to ROR reps must be placed on ROLO within 7 days, or the order will go back to the rep who wrote up the order for the customer.

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, 25% commission 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.

Corporate/office service requests – if a customer contacts Cutco or a local office for sharpening rep must check the ROR List prior to completing the SVC. Normal ROR Rules apply.

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 100k in “true career sales”.

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 the 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) later in the show, we will give credit to the original rep if the customer:

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