
Service Call Elite Polices and Guidelines

Certification Overview

For reps new to the program with no prior SCE Certification

Tier 1 – Video Series done online + Purchase SCE Tool Kit + Attend in Person Sharpening Certification w/ their Divisional Instructor to properly set up and sharpen in a live environment.

Tier 2 – Video Series + any additional assignment requirements to be done online.

Tier 3 – Video Series + any additional assignment requirements to be done online.

For existing reps on SCE program as of Campaign XX

All existing reps must complete the Video Series consistent w/ their current level of status within the SCE Program to maintain their current active status.

This includes completing the new video series + purchasing the SCE Binder + submits a video to their divisional instructor for review / approval following the Virtual Sharpening element requirements document.

This video submission is a one-time requirement in conjunction with the relaunch of the SCE Program to ensure proper sharpening techniques as recommended by the company are being used.

Rep's SCE Divisional instructor will review and follow up directly with the rep with a pass / fail grade. If a rep fails, the instructor will directly work w/ the rep to indicate what went wrong and allow for resubmission until passing.

Failure to do so will result in forfeiture of their status, requiring them to reapply to the program on a first come, first serve basis.

All existing reps on SCE program as of Campaign XX will have to complete the recertification program every 2 years to maintain active SCE Status within the program.

Service Call Elite ToolKits

- It is required for all new reps joining the SCE program to purchase the SCE Toolkit.
- **Existing Reps on SCE Program as of Campaign XX Do Not have to purchase the SCE Toolkit but are required to purchase the new SCE Binder that coincides with the SCE Video Training Series.**
- Once a new rep is approved for the program, and completes their video series, they must order the kit.
 - A rep will not gain access to the appropriate sections of Vector Connect or be listed as an active member of the program until after the kit is purchased and completed their video series and in person sharpening w/ their divisional instructor.
- All kit purchases are nonrefundable.
- SCE ToolKit can be ordered on Vector Connect.
 - Sales Tools > XXX > XXX >XXX
- SCE Toolkit items will also be available separately for purchase for reps already in SCE Program or for reps looking to refresh their SCE toolkit items at any time.
- SCE Toolkit Contains:
 - 1- #82 Sharpener
 - 1- #FS102 Sharpener – Sharpener/2 Brown Stones / 2 White Stones / 2 Safety Rods
 - 1- #L164 Service Request Forms (25 Forms)
 - 1 - #XXXX – SCE Service Binder

Maintaining Active Status

- All SCE's must meet the minimum activity requirements within two years to maintain SCE status.
- A SCE must go thru the new virtual certification protocol regardless of how long you have been on the SCE program prior, or how recent you went thru any past SCE Certifications.
- To maintain active status a current SCE must:
 - Complete all certification sections assigned to them by their two-year SCE anniversary date.

Applying for Service Call Elite (SCE) Program – Brand New to SCE Program

- Independent SCE Application Process
 - A sales rep must have a minimum true career CPO of \$15,000 before applying for the Service Call Elite Program.
- *A DVM reserves the right to submit a representative under true career of \$15k to apply for the SCE Program on a case-by-case basis. Must be approved by DVM & SCE Divisional Instructor**
- Approved Reps under \$15k will be able to use sharpeners and/or training materials provided by their Event Divisional Instructor for their certification trainings.*
- If the rep meets the above condition, the SCE application form will show on Vector Connect under the Service Call Elite section.
 - A program administrator will review the application.
 - Any questions or concerns about the application will be addressed with the applicant and/or the applicant's field management team (RM/DVM/DM, et al).
 - Once approved, the sales rep will be enrolled in the next available Service Call Elite certification course session for all video series they are eligible for based upon their True Career Sales Level.
 - **REMINDER:** Purchasing a SCE Toolkit is a requirement for all reps new to the SCE program when completing their SCE Training.

Certification Course for Reps Brand New to the SCE Program

- Certification classes are limited to 75 reps per month on a first come, first served basis.
- Certification classes are offered for:
 - Tier 1 – Mentee - \$15k - \$44,999k True Career Sales
 - Tier 2 - Apprentice - \$45k - \$99,999k True Career Sales
 - Tier 3 – Elite - \$100k+ True Career Sales
- When a rep's application is approved, they will be submitted into a certification course.
 - When a seat in the certification course becomes available:
 - The rep will receive a confirmation email with information on how to log onto the website and create their account information.
- The rep must successfully complete all the video series + any additional requirements assigned to them within 22 days to officially begin their path towards completing certification for SCE program.
- A rep may apply through Vector Connect to continue towards their next certification step or complete their SCE Certifications when their true career sales meet or exceeds the True Career thresholds.
- Upon review and approval of their application, they will be enrolled into the next available course and again have 22 days to complete the video series and any additional assignments within that tier.

Applying for Service Call Elite (SCE) Program – Existing SCE Reps

If a rep is already on the Service Call Elite Program in any manner (Mentee Level – Apprentice Level – Elite Level) prior to Campaign XX, you still need to register to re-add yourself to the list of SCE Reps on our program.

Reps trained prior at any level in the Service Call Elite Program **are not** automatically grandfathered in.

- To re-add yourself to the program, you must have a minimum true career CPO of \$15,000 before applying for the Service Call Elite Program.
- If the rep meets the above condition, the SCE application form will show on Vector Connect under the Service Call Elite section.
 - A program administrator will review the application.
 - Any questions or concerns about the application will be addressed with the applicant and/or the applicant's field management team (RM/DVM/DM, et al).
- Once approved, the sales rep will be enrolled in the next available Service Call Elite certification course session for all video series they are eligible for based upon their True Career Sales Level.
- An existing SCE rep does need to submit a video to their SCE Divisional Instructor for review/approval following the Sharpening Elements document which will be provided directly to the existing SCE Rep.
- **Reminder:** Since you are already on the SCE Program you *Do Not* have to purchase the SCE Tool Kit, but are required to purchase the SCE Service Binder.

Certification Course Details For Reps Previously on SCE Program

- Certification classes are limited to 75 reps per month on a first come, first served basis.
- Certification classes are offered for:
 - Tier 1 – Mentee - \$15k - \$44,999k True Career Sales
 - Tier 2 - Apprentice - \$45k - \$99,999k True Career Sales
 - Tier 3 – Elite - \$100k+ True Career Sales
- When a rep's application is approved, they will be submitted into a certification course.
 - When a seat in the certification course becomes available:
 - The rep will receive a confirmation email with information on how to log onto the website and create their account information.
- The rep must successfully complete all the video series + any additional requirements assigned to them within 22 days to officially be re-added in our Service Call Elite Program.
- When a rep's true career sales meets or exceeds the SCE Tier Requirements rep may apply thru Vector Connect to continue towards their next certification step or complete their SCE Certifications.
- Upon review and approval of their application for any tier, they will be enrolled into the next available course and again have 22 days to complete the video series and any additional assignments within that tier.

Incentives

Maintaining active status in the Service Call Elite program offers some perks and incentives available upon completion of the tiers of the program. Upon successful completion of the certification courses and active status within the program, a SCE 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 service call elite representatives.
- **Service Call Reports** – reports generated based upon their service call activity and orders to help a SCE Rep with better analytical data to help build their business on service calls.
- **Virtual & In Person SCE Trainings** – Access to in Person SCE Specific Meetings at National Events (i.e. NET) and/or virtual summits specific to service calls held by Rep Development & Vast Action, INC.
- **National Credit** – as a rep progresses thru their SCE Certification, they will unlock credit denominations (Amounts TBD) to be used towards Cutco Product / National Meetings Costs & Literature
- **Discount Product Packages** – Coupon -or WebForm to submit upon completion of Tiers for Product packages to get products unavailable in other sample programs or event display samples.

Losing Active Status/ Removal from the SCE Program

- If at the two-year anniversary of joining the program at any Tier, a SCE does not meet the minimum requirements and/or complete the re-certification process, 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 any and all of the incentives outlined in the incentives section of this document.

Reapplication

- A rep that loses SCE status may re-apply for the program, following the procedures outlined above Existing SCE Reps.
- The rep must restart and successfully complete the certification course to begin to reapply to the SCE program.

Re-Certification Course

- Every two years ALL SCE's will be required to take a re-certification course.
 - The rep will receive a confirmation email with information on how to log onto the website along with account information.
 - The re-certification course will be different than the original course but still work to ensure understanding and application on company recommended sharpening procedures as well as provide information on any new policies, products, selling tips and 'hot' topics since the reps prior certification date.
 - Any active SCE will not be required to repurchase the SCE Toolkit, however there is a nominal fee (Fee TBD) charged in full upon recertification to remain active in the SCE program every 2 years.
- The rep must successfully complete the re-certification course(s) assigned to them within 22 days to remain certified as a SCE.

Purchasing Additional/Individual Sharpeners

We believe before a rep should be service call trained through the company's SCE Program which has been designed in partnership with Cutco's product quality control engineering and Return & Repair Departments to ensure proper servicing of a customer's product.

This will alleviate the responsibility from the manager or office having to take time and resources to train reps themselves. In turn, it helps to ensure we are not sending out untrained reps providing less than the world's finest service, sharpening, and education, thereby creating a situation where a customer becomes dissatisfied with their Cutco experience and Cutco in whole.

While access to join the SCE Program is available automatically for reps & managers with true career sales of \$15k, we recognize instances where managers will want to encourage reps not at \$15k to become service call trained. On a case-by-case basis, we will work with a DVM to allow reps under \$15k in true career sales to join the program. *Approved Reps under \$15k will be able to use sharpeners and/or training materials provided by their Event Divisional Instructor for their certification trainings.*

To support the development of reps under \$15k in True Career Sales, while maintaining the standards and integrity of the SCE Program, the following guidelines are in place:

- A rep or manager will not be allowed to purchase the SCE Toolkit, SCE Service Binder, or Ed Reed sharpener unless over 15k in true career sales and they've completed at minimum, all components of the SCE Tier 1 training successfully.
- A limit of 3 - #FS102 Service call sharpeners (aka 'Ed Reed' Sharpener) are allowed to be purchased per calendar year (1x per campaign) by any active manager who has completed at minimum all components of the SCE Tier 1 training successfully. The #82 Sharpener is open for any manager or office or rep to purchase at any time, in any quantities.

This is done to ensure that trained representatives and managers have access to these supplies as needed to provide the highest quality of sharpening while servicing customers but also provides a way to circumvent purchases for non-qualified reps or managers.

Submitting Service Call Orders

All orders from service calls need to be entered using the Cutco Orders ordering platform. 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 changed after an order is processed.

ROR affiliation from Service calls

New Rep of Record (ROR) affiliation to a customer from a service call will only occur in the following circumstances:

- A.) 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**
- B.) 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 a 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 **Elite** Level Members
(**Elite Level** = over \$100k in Career Sales & have completed the SCE certification process).

When a rep who has started their certification completes the entire process and is over \$100k they will be added to the SCE Locator automatically by the Cutco Event team. Reps added to the SCE Locator default to a 75-mile radius from their current zip code location to display as available for leads.

A Rep currently on the SCE locator can request by email to events@cutco.com to place their information on hold if they choose not to receive leads from company -or- to adjust their milage range down from 75 miles or up to a max of 120 miles from their zip code.

When a request for service is received 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 reps contact information.

If customer doesn't don'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.

Olean inputs the customer's zip code that generates a list of SCEs closest to the customer by matching up the customer's zip code to SCE's within 75 miles of their zip code.

If there is no active SCE within 75 miles of the customer, Olean will refer the customer to the closest open office or offer instructions on how to send 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 demonstrating the company recommended methods for sharpening, service and sending back products cannot be overstated.

It is understood that being a part of this program that 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 when an item can not be serviced in person due to type of knife that Cutco asks to be sent back, or items beyond servicing on the spot should be sent back to the factory.

Reps that demonstrate a challenge in meeting our program expectations from following our process and procedures to Customer complaints including handling of themselves while on a service call, the servicing of their product or issues related to the return of product will result in the rep being entered into our disciplinary process.

Disciplinary Process Defined

Step 1 – Conversation with their Divisional instructor. 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.

Step 2 – 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 access to Vector Connect and all other perks or incentives connected to their active status level. The rep will be reactivated after 45 days.

Step 3 – Full removal for SCE program for 1 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 Connect and all other perks or incentives connected to their Active status level. The rep will be able to reapply for recertification and must complete 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.