



Mission and Objectives

To achieve the highest level of customer and teammate satisfaction by providing premier products and services.

To implement a sales contest designed to reward enhancement of client satisfaction through identification and presentation of the appropriate product to meet the client's needs. To enlist the aid and support of appropriate partners and to accomplish this task in a fun and focused manner.

RULES OF THE GAME

2003 Season September 1, 2003–December 31, 2003

Eligible players: Sales Representatives and Managers

Points System

Touchdown = 100 yards = 6 points

- ▶ A yard is equal to a certain amount of new business.

Example: This much sold equals that much first year's fees. This is equal to 90 yards.

- ▶ A yard is equal to a percentage of a non-recurring fee.

Example: This much fee produces that much income. This is equal to 50 yards.

- ▶ Touchdowns are calculated on total yards divided by 100, with no fractional touchdowns.

Example: 599 yards = 5 touchdowns x 6 points = 30 points.

Field Goal = Sale of a Designated product = 3 points

Conversion = Each team member who contributes to a successful team sale = 2 points

Extra Point = Successful Sale of a certain type = 1 point

Teamwork is the key. You are encouraged to take advantage of your resources, such as Sales Specialists. You will receive full credit toward points for all business associated with these resources, assuming active, measurable participation in the sales process.



Winning levels

Monthly Award for most points scored

- ▶ Department 1 MVP of the Month Award*-\$100 Gift Certificate
- ▶ Department 2 MVP of the Month Award*-\$100 Gift Certificate
- ▶ Manager MVP of the Month Award*-\$100 Gift Certificate

*Minimum qualification for MVP = 10 yards = first and 10

Season's Winner for most points scored

- ▶ Department 1 Most Valuable Player of the Season Award**-Trip for two
 - ▶ Department 2 Most Valuable Player of the Season Award**-Trip for two
 - ▶ Manager Most Valuable Player Award of the Season Award**-Trip for two
- **Minimum qualification for trips = Pro Bowl status
- ▶ Pro Bowl Player-\$250 Gift Certificate at the season's end for each Sales team member scoring 1000 yards or more and for each Manager scoring 250 yards or more



Awards

Gift certificates may be redeemed online to a wide variety of retail or online stores or entertainment

Five-day trip for two--Your choice of Cancun, San Francisco or a Caribbean cruise

Reporting

- ▶ Submit the attached Score Card to your Department Scorekeeper by the fifth business day after the close of the month
- ▶ Monthly MVP Awards will be based on that month's point totals, and only business booked prior to midnight of that month-end will be counted

---TOUCHDOWN!---



