

Stampin' Start

STAMPIN' START is a program that encourages new demonstrators to start selling and recruiting in their first six months by offering free stamp sets for meeting specific goals. The current program has aggressive sales goals, and rewards up to three recruits during the six-month period, encouraging demonstrators to build a strong business right from the start. Effective July 1, 2011, the new program will set more attainable and consistent sales goals, and does not place a cap on rewards for recruiting. Also, in addition to earning stamp sets, the new program provides a bonus for those who recruit and reach both sales goals, and a reward for going above and beyond.

CURRENT				
Period	Sales		Recruiting	
	Amount	Reward	Count	Reward
Months 1 -3	\$1,800	2 stamp sets	3	1 stamp set for each recruit up to 3
Months 4 -6	\$3,000	4 stamp sets		
In addition to the stamp sets, demonstrators meeting both sales goals and the recruiting goal receive a certificate of achievement and an exclusive Stampin' Start apron.				

NEW				
Period	Sales		Recruiting	
	Amount	Reward	Count	Reward
Month 1*	\$300	2 stamp sets**	1	1 stamp set for each recruit**
Month 2	\$300			
Month 3	\$300			
Month 4	\$300	2 stamp sets**		
Month 5	\$300			
Month 6	\$300			
* Includes the month the demonstrator joins and first full month. ** Sets can be selected from the catalog and can be of any value; hostess merchandise excluded.				

ADDITIONAL REWARDS	
Goal	Reward
\$300 a month for months 1 - 6, one recruit	\$50 product bonus
Promotion to supervisor (one recruit, \$3,600 in sales) during 6-month Stampin' Start earning period	\$175 cash bonus (cost of Starter Kit)

SUMMARY

Additional information:

The new program focuses mainly on helping a new demonstrator develop consistency in sales, while keeping it attainable for all new demonstrators, not just those who are interested in building a business. The \$300 threshold represents one average workshop a month. The \$300 must be submitted during each month, and the sales are not cumulative for the three-month period. If a demonstrator does not meet the sales goals for the first three-month period, she can still participate in the second three-month period.

For those demonstrators interested in building a business—the revised program rewards higher performance as well. The \$175 cash bonus for demonstrators who achieve the title of supervisor during those six months is a great opportunity for demonstrators to earn back the cost of the kit in cash!

Why Change?

If a new demonstrator can start her business off by successfully setting and meeting goals in sales and recruiting in her first six months, she is better equipped to keep that momentum going. We believe that this program is valuable, but due to the aggressive levels of the current sales goals, very few demonstrators actually earn the rewards, and many uplines feel that the program is too difficult to train. With the new program, uplines can encourage consistent and reachable sales goals. And any new demonstrator can participate, even if her goal isn't to build a business. The new program rewards consistent behavior—one workshop a month—and sharing the Stampin' Up! opportunity with at least one person. And after all, isn't Stampin' Up! more fun with a friend? When a new recruit meets these basic goals, she earns more of what she loves: free stamps and free products! And for those demonstrators who want to develop a business and earn extra money, the extra \$175 bonus rewards even higher achievement, providing something for everyone! We are excited to have more new demonstrators participate in this program and earn the rewards for setting and reaching their goals.

Objectives of the new Stampin' Start program:

- Emphasize and reward personal sales consistency
- Appeal to and include more demonstrators
- Continue to reward demonstrators with aggressive goals
- Give uplines a tool to help motivate new recruits to be consistent in sales



QUESTIONS & ANSWERS

Q: *If a new recruit promotes to supervisor in her first six months, but joined during a recruiting special with a lower-priced kit, is her cash bonus what she actually paid for the kit?*

A: *No. The cash bonus is \$175, regardless of what the demonstrator paid for her kit.*

Q: *If a new demonstrator doesn't earn the reward for the first period, is she still eligible for the second period?*

A: *Yes. She is eligible for the stamp sets for achieving \$300 in sales each month of the three-month period, as well as earn stamp sets for any recruits, but she would not be able to earn the product bonus for achieving the goals of both periods.*

Q: *What if a new demonstrator promotes to supervisor in her first six months, but got most of her sales in a few months, and didn't meet the consistency goals?*

A: *The new demonstrator would qualify for the \$175 cash bonus and stamp sets for recruiting, but would not be able to earn the stamp sets for meeting the consistent, monthly sales goals.*

Q: *Do sales carry over from month to month, so if a demonstrator gets \$900 in sales in her first month, does she earn the stamp sets for the first period?*

A: *No. The primary purpose of the program is to develop a pattern of consistency, so sales are not cumulative from month to month on the new program.*

Q: *Does a new demonstrator wait until the beginning of her first full month of being a demonstrator to begin qualifying for the program?*

A: *No. A demonstrator has the portion of the month in which she joins, plus the full month following, to achieve her first \$300 in sales. For example, if a demonstrator joined on January 15, she has the rest of January plus the month of February to get her first \$300 in sales.*

Q: *The current program offers a certificate and an apron for demonstrators who achieve all the goals in the program, but those don't appear to be part of the new program. Are they going away?*

A: *Yes. Instead of the mementos for reaching the goals of the program, we have added the product bonus. That way a new demonstrator can get more of what she loves—Stampin' Up! products!*

Q: *If \$400 of sales in a month is when a demonstrator earns a volume rebate, why is the Stampin' Start goal less than that?*

A: *Yes, \$400 is a great goal to have, and a more rewarding one with volume rebates. However, to help ease new recruits in with a program just for them, \$300 is a more reachable goal, as it represents the average size of a workshop. As an upline, the message you can share with your new recruits is simple: hold one average workshop a month, and you earn free stamps! And if they stretch a little bit more, they can stretch to \$400 a month and earn an additional 5 percent on their monthly sales. This makes the program more appealing to all demonstrators, not just those looking to build a business.*

