

E.L. Designs Incentives Program

Purpose of Incentives Program

The purpose of the E.L. Designs Incentives Program is to motivate and reward key employees for sales performance regarding E.L. Designs products at participating Authorized Retail Partners.

Incentives Program Instructions for Participants

- After completing the E.L. Designs Training for Professional Sales Staff courses, log into your account at ELDesigns.com and navigate to the “Incentives Program” page under the Training menu.
 - ****BONUS**** 1250 awards points will be granted to you upon completion of the training courses to get you started in the Incentives Program!
- Use the “Request Participation” link and fill out the short form to submit your request to be a program participant. E.L. Designs will notify you via email once your participation has been approved.
- Once in the program, enter your Qualifying Transactions of your E.L. Designs sales using the “Enter Qualifying Transactions” link of the Incentives Program page.
 - Name, Email, Company and telephone will be auto populated based on the information we have for you in the Participant database.
 - Date of Transaction – select the date of the qualifying sale
 - Transaction ID – enter in the receipt number or other identifier your Organization uses for sales record purposes. If you do not have a Transaction ID or do not know it, simply enter “No ID” in this field.
 - Sku – enter in the SKU of the E.L. Design’s item. If you do not know the SKU, you can view the design in our product category pages and get the SKU combination based on the design options OR enter an accurate description of the design piece. Depending on your entry, we may need to contact you for additional information prior to approving the transaction towards award points accrual.
 - If you have a sale with multiple E.L. Designs item, please create a qualifying transaction entry record for each item.
 - Items Qty – enter in the number of items (of the same SKU) sold during the transaction.
 - For example, if a customer purchases two Signature Bracelets in Sterling Silver, enter “2”. If the customer purchases two Signature Bracelets where one is all Sterling Silver and the other is all 14K Gold, create separate transaction entries for each SKU.

- MSRP – enter in the sales price of the item before taxes or other fees. If your Organization’s retail price differs from the E.L. Designs current MSRP of the item, we will update your entry to reflect the EL MSRP.
- Total – enter in the total for the design SKU (which would be the same as the MSRP if one item is sold, or multiply the MSRP by the number of items if the customer purchased multiple quantity of the same SKU)
- E.L. Designs staff will review your qualifying transaction entry once submitted and notify you of approval of the transaction via email. At this time, your Awards Points balance will be updated.
- Once you have entered qualifying transactions and have accrued enough Award Points, you may select an Award via the “Awards Selection” link on the “Incentives Program” page.
 - Awards Points balance will be shown at the top of the screen.
 - Only the awards for which you have enough points available will be eligible to be selected. To select a different award, you will need additional awards points from qualifying transactions.
 - Click the “Select Award” button for the award you choose.
 - To select jewelry other than the two available on the Awards Selection page, select the “E.L. Designs Gift Certificate” and use that towards a Shop Employee Purchase. See your manager for the Shop Employee Purchase Form, which gives you 20% off wholesale price for a design of your choice. You may use multiple E.L. Designs Gift Certificates towards a Shop Employee Purchase.
 - You may also select an Amazon.com Gift Card. The Amazon Gift card will be sent to you either as an electronic gift card via email, or as a physical gift card to your Organization’s mailing address. Use of the Amazon Gift card(s) are subject to the terms of use and other provisions of Amazon.com, and not E.L. Designs.

Incentives Program Guidelines

- Organization managers (owners, managers, etc of an Authorized Retail Partner) must agree to their staff participating in the E.L. Designs Incentives Program.
- Sales employees of the organization may request participation at any time during their employment with the Authorized Retail Partner. Organization managers will verify and approve employee participation based on their own internal policies and guidelines.
- Program participants must complete the E.L. Designs Training for Professional Sales Staff courses prior to being able to enter qualifying transactions and earning awards.

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- The program participant must be employed by the company at the time of the incentive program payout (which will occur within 30 days of an award request submission based on qualifying transactions) to receive a payout.
- Participants may be removed from the program by the Organization managers according to their own internal policies and guidelines. Participants may also be removed from the program by E.L. Designs if abusive or fraudulent use of the program and its benefits are committed by the program participant.
- Qualifying transactions are any direct sales at the retail level by a program participant to a customer of the Organization of a current E.L. Design item at full retail price, within the duration of the Organization's involvement in the program.
- Award points will accrue at 1 point for each \$1 retail MSRP value. For purposes of the program, MSRP value will be equal to the E.L. Designs MSRP for a given SKU at the time of the transaction.
- Qualifying Transactions submitted by program participants will be reported to the Organization's Program Administrator on a monthly basis. The Administrator must notify E.L. Designs in writing (email, letter, fax) that the submitted qualifying transactions are valid, or provide notice of any transactions which should not be approved towards awards points for any reason within the program guidelines or the Organization's internal policies and guidelines.
- Award points will not expire.
- Maximum Award Point balance is set at 10,000 points. Once Award Selections have been fulfilled, points may begin accruing again.
- Employees who terminate prior to the awards selections and fulfillment will no longer be eligible to participate in the program or request awards.
- Award points may not be transferred to another employee of the Organization, or to a new account of the program participant at a new organization.
- Organizations who terminate Authorized Retail Partner status may no longer participate in the program, and thus their employees may no longer be program participants.
- Awards points have a \$0.01 cash value and are non-transferrable or payable as cash.

E.L. Designs

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