

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 Authorized Retailer Program Administrators

- To have your business participate in the E.L. Designs Incentives Program, please contact your E.L. Designs sales representative. Your sales rep will review your account and the program with you and will enroll your organization for the program.
- Accounts must be in good standing with net 30-day terms in order to participate.
- Once your organization is enrolled, please provide a list of your qualified sales staff with the following information to be set-up with access to the E.L. Designs Associates Portal, which is where the Incentives program may be accessed by your staff.
 - Name, Email, Company/Location and telephone.
 - Each qualifying participant must have their own unique email address. If your business does not provide email accounts for all staff, their personal email address may be used with their permission.
 - Typically, the program will only be available to actual sales staff of your business. Owners, managers, and other administrative personnel may participate in the program with the approval of your E.L. sales representative or the President of E.L. Designs by Ed Levin Studio.
 - All Program Participants must complete the five courses in the E.L. Designs Training for Sales Professionals prior to accruing awards points. The training modules can be accessed via the E.L. Designs Associates Portal.
 - Program Participation is voluntary. Your sales staff may opt-in or opt-out of the program at any time.
- E.L. Designs will submit for your approval a record of Qualifying Sales Transactions Entries submitted by your staff on a monthly basis. Your organization's Program Administrator must verify that the transactions are legitimate in writing (email, letter, fax) before the Program participants may receive awards from their points balance.
- E.L. Designs will submit for your review a record of all awards fulfilled by the program to your participants on a monthly basis.

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- You may, at your discretion, create additional policies and guidelines in addition to those of E.L. Designs for your staff to adhere to. It is suggested that a copy of said policies or guidelines are given to your E.L. Designs sales representative to help ensure successful program participation.

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.
- 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 it's 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.



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- 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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