

Growth Playbook Bonus Board

Rules of Engagement

The Vensure Growth Playbook Bonus Board includes 400 squares with a total possible payout of \$26,000 per quarter. There are 20 rows on the board with 20 squares in each row. Each row pays out as follows:

- › **Rows 1-5:** \$2.00 will be paid out for each square once each row is filled.
- › **Rows 6-10:** \$4.00 will be paid out for each square once each row is filled.
- › **Rows 11-15:** \$6.00 will be paid out for each square once each row is filled.
- › **Rows 16-20:** \$8.00 will be paid out for each square once each row is filled.

This contest is designed to increase motivation, teamwork, and qualified referrals that are submitted throughout each quarter. When a qualified referral is submitted, a square on the bonus board will be filled with the referring party's name.

\$4																					
\$4	<div style="text-align: center;"> <p>\$\$\$</p> <p>JANE DOE</p> <p><i>Manager of Marketing Services</i></p> </div>																				
\$4	JL	WW	KR	SL	JD	DJ	JL	WW	KR	SL											
\$2	JL	WW	KR	SL	KL	DJ	JL	WW	KR	SL	KO	DJ	JL	WW	KR	SL	KO	DJ	JL	WW	
\$2	JL	WW	KR	SL	KO	DJ	JL	WW	KR	SL	KO	DJ	JL	WW	KR	SL	KO	DJ	JL	WW	
\$2	JL	WW	KR	SL	JD	DJ	JL	WW	KR	SL	KO	DJ	JL	WW	KR	SL	KO	DJ	JL	WW	

When all squares in each row are filled, the program will pay out that level's value for each square owned.

\$2	JL	WW	KR	SL	KO	DJ	JL	WW	KR	SL	KO	DJ	JL	WW	KR	SL	KO	DJ	JL	WW
\$2	JL \$	DJ \$	KO \$	KO \$	WW \$	KR \$	CK \$	JL \$	SL \$	KO \$	JL \$	BK \$	BK \$	SL \$	TH \$	DJ \$	HE \$	KO \$	WW \$	HK \$

Each square increases in payout as each row is filled within the Bonus Board. When a row completely fills in, the squares in each row below the newly completed row will increase in monetary value based on the amount noted on the actual Bonus Board.

\$2	JL	WW	KR	SL	KO	DJ	JL	WW	KR	SL	KO	DJ	JL	WW	KR	SL	KO	DJ	JL	WW
\$2	JL \$	DJ \$	KO \$	KO \$	WW \$	KR \$	CK \$	JL \$	SL \$	KO \$	JL \$	BK \$	BK \$	SL \$	TH \$	DJ \$	HE \$	KO \$	WW \$	HK \$
\$2	DJ \$\$	WW \$\$	KR \$\$	DJ \$\$	KO \$\$	KO \$\$	HE \$\$	WW \$\$	WW \$\$	SL \$\$	BK \$\$	DJ \$\$	CK \$\$	KO \$\$	BK \$\$	SL \$\$	KO \$\$	WW \$\$	JL \$\$	JL \$\$
\$2	JL \$\$\$	DJ \$\$\$	DJ \$\$\$	WW \$\$\$	KO \$\$\$	BK \$\$\$	JL \$\$\$	WW \$\$\$	BK \$\$\$	SL \$\$\$	KO \$\$\$	DJ \$\$\$	JL \$\$\$	WW \$\$\$	KR \$\$\$	DJ \$\$\$	SL \$\$\$	DJ \$\$\$	HK \$\$\$	WW \$\$\$
\$2	JT \$\$\$\$	WW \$\$\$\$	KR \$\$\$\$	SL \$\$\$\$	CJ \$\$\$\$	JB \$\$\$\$	BK \$\$\$\$	KR \$\$\$\$	KR \$\$\$\$	JL \$\$\$\$	KO \$\$\$\$	KO \$\$\$\$	WE \$\$\$\$	SL \$\$\$\$	BK \$\$\$\$	SL \$\$\$\$	KO \$\$\$\$	SL \$\$\$\$	JL \$\$\$\$	BK \$\$\$\$

“Owning” lower squares on the board actually provides a greater payout. Opportunity also increases by submitting multiple referrals. When multiple referrals are submitted, the employee’s name will be on the Bonus Board multiple times. It is important to keep in mind that an employee can only get on the board one time per **business** they refer. They cannot get on the board multiple times if multiple services are referred for one company. They will, however, still receive the appropriate referral bonus for each closed service they referred for each company. Once an employee is on the board, it is in their best interest for other employees to submit a qualified referral and help fill the board.

The Bonus Board will start over each quarter making the total annual payout \$104,000.

There will also be additional payouts each quarter:

- > 50 squares will pay out an additional \$50/square,
- > 10 squares will pay out an additional \$100/square
- > 2 squares will pay out an additional \$500/square
- > **1 square will pay its occupying employee’s car payment for three months (up to \$500/month)**
- > **1 square will pay its occupying employee’s rent/mortgage payment for three months (up to \$2,500/month)**

These additional “kickers” will be chosen at random at the beginning of the quarter. All winners will be announced after the quarter is completed.

These “kickers” will also potentially add an extra \$13,500 in payouts each quarter (\$54,000 annually). This brings an annual total of \$158,000 in potential payouts for the Growth Playbook Bonus Board. The kicker amounts will be paid in addition to the original value of that square in the Bonus Board. If the winner does not have a car payment, rent payment, mortgage, etc., an alternative award will be rewarded to them.

What is a Qualified Referral?

An employee will be added to the Bonus Board upon submission of a **qualified** referral. A qualified referral is one that results in an initial appointment with the referred company's primary contact. Once the appointment is scheduled, the referring party will be added to the Bonus Board.

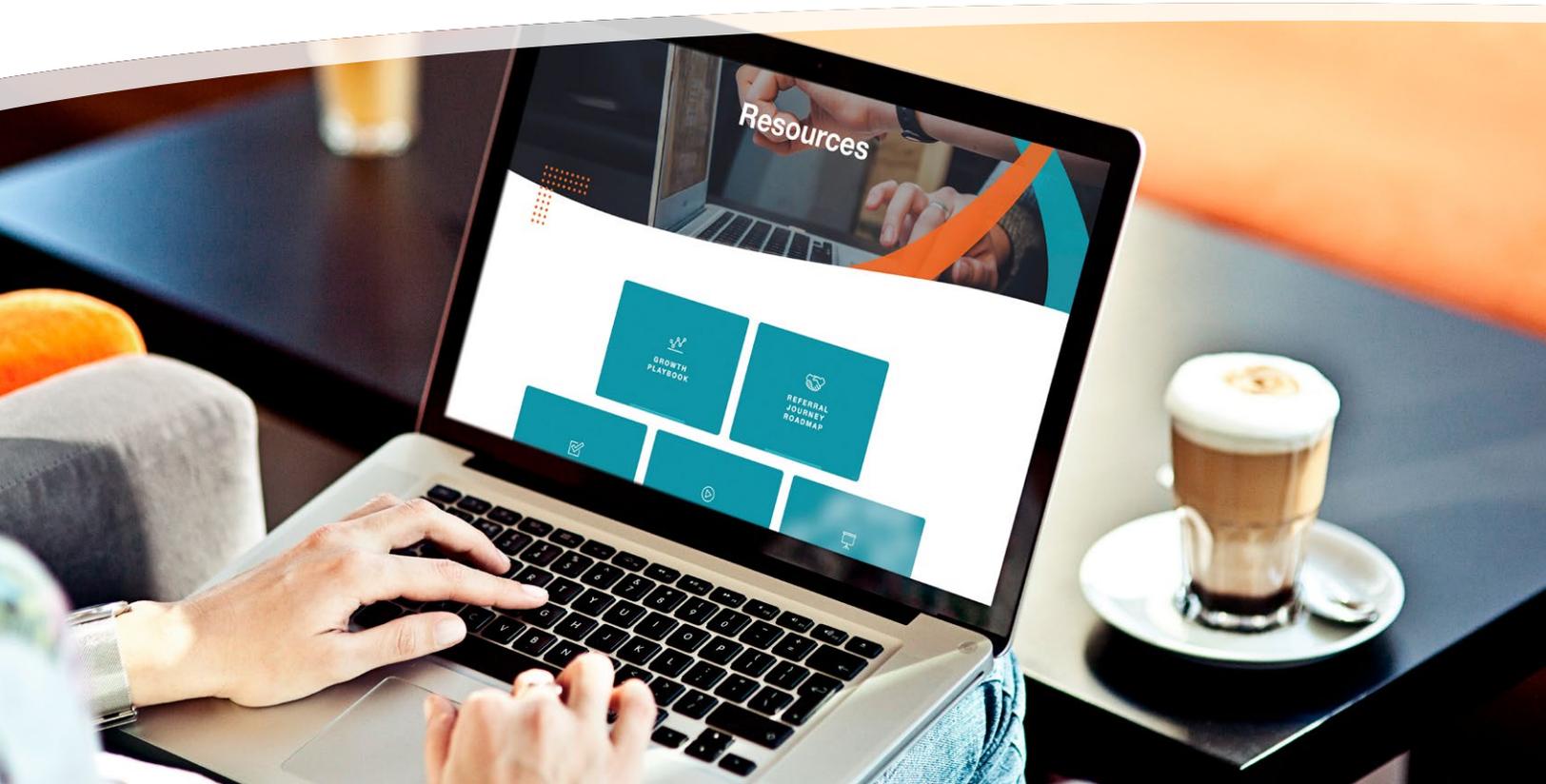
Inside and outside sales employees are not eligible to participate in this contest. All other employees (including managers) can participate in this contest. This includes over 1,000 eligible employees across all divisions. These employees can refer both current clients and non-clients for any service.

How to Submit a Qualified Referral

Once a prospect or current client shows interest in or demonstrates a need of a product or service, it is important for them to know that a Business Consultant or other Vensure Professional will contact them.

Following the conversation with the prospect, it is crucial for the employee to submit the referral right away. This will ensure that the Business Consultant is notified as quickly as possible. A referral can be submitted directly to the Referral Team via the referral form at vensure.com/growth-playbook. It is crucial to include the business name and contact information of the decision maker for the business referred. Additionally, it is important that the referral form is complete with all necessary information. The more information there is, the greater the likelihood of the deal closing and the referral being paid.

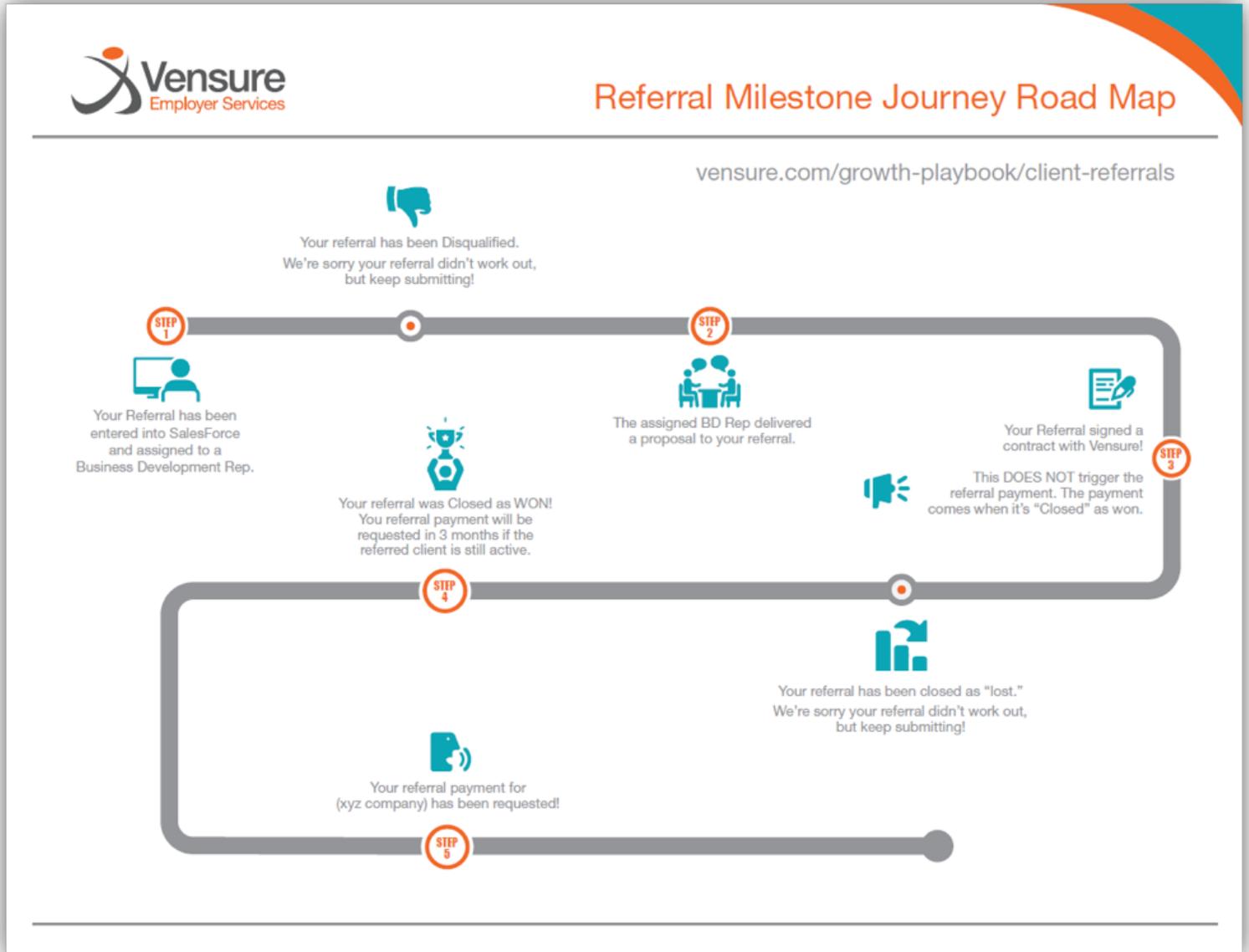
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Once the referral has been submitted, the Referral Team will pass along all necessary information to the appropriate Business Consultant so they are able to reach out and start the sales process. The Referral Team will follow the progress of and track each referral for payment for when the deal closes and the new service starts. Referral payments are requested three months after the first invoice is paid and will be added to the appropriate employee's next paycheck.

The employee will receive notifications for every "stepping stone" until the deal has closed. Below is an example of the road map each employee will receive with each notification for their qualified referral:



The referring party will be notified when the referral has been assigned to the appropriate Business Consultant, when a proposal has been delivered to the prospect, if the referral does not move forward, etc.

It is important to understand that if the process for submitting a qualified referral is not followed, the referral will not count for the employee and they will not receive the referral bonus or be added to the Bonus Board.

Contest Periods & Important Dates

Contest periods run on a quarterly basis and are listed below:

- › January 1st – March 31st
- › April 1st – June 30th
- › July 1st – September 30th
- › October 1st – December 31st

The “kicker” squares will be randomly chosen at the beginning of each quarter. The winners will be announced to all divisions on the first Tuesday of each quarter for the previous quarter’s contest.

The Bonus Board will also be paid out in the first month of each quarter for the previous quarter’s contest.

If any employee has questions regarding the process for submitting a referral, the current progress of their referral, etc., please have them reach out to growthplaybook@vensure.com and the Referral Team will make sure their questions are answered right away!