

Engage Playbook

Bonus Board

Rules of Engagement

The Vensure Engage Bonus Board includes 144 squares with a total possible payout of \$11,280 per contest. There are 12 rows on the board with 12 squares in each row. Each row pays out as follows:

- › **Rows 1-4:** \$5.00 will be paid out for each square once each row is filled.
- › **Rows 5-8:** \$10.00 will be paid out for each square once each row is filled.
- › **Rows 9-12:** \$15.00 will be paid out for each square once each row is filled.

\$15												
\$10												
\$10												
\$10	JL	WW	KR	SL	JD	DJ	JK	WW				
\$10	JL	WW	KR	SL	KO	DJ	JK	WW	KR	SL	KO	DJ
\$5	JL	WW	KR	SL	KO	DJ	JK	WW	KR	SL	KO	DJ
\$5	JL	WW	KR	SL	KO	DJ	JK	WW	KR	SL	KO	DJ

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JANE DOE
 Manager of Marketing Services

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

\$5	JL	WW	KR	SL	KO	DJ	JK	WW	KR	SL	KO	DJ
\$5	JL \$	WW \$	KR \$	SL \$	KO \$	DJ \$	JK \$	WW \$	KR \$	SL \$	KO \$	DJ \$

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 value.

\$10	JL	WW	KR	SL	KO	DJ	JK	WW	KR	SL	KO	DJ
\$10	JL \$	WW \$	KR \$	SL \$	KO \$	DJ \$	JK \$	WW \$	KR \$	SL \$	KO \$	DJ \$
\$10	JL \$\$	WW \$\$	KR \$\$	SL \$\$	KO \$\$	DJ \$\$	JK \$\$	WW \$\$	KR \$\$	SL \$\$	KO \$\$	DJ \$\$
\$5	JL \$\$\$	WW \$\$\$	KR \$\$\$	SL \$\$\$	KO \$\$\$	DJ \$\$\$	JK \$\$\$	WW \$\$\$	KR \$\$\$	SL \$\$\$	KO \$\$\$	DJ \$\$\$
\$5	JL \$\$\$\$	WW \$\$\$\$	KR \$\$\$\$	SL \$\$\$\$	KO \$\$\$\$	DJ \$\$\$\$	JK \$\$\$\$	WW \$\$\$\$	KR \$\$\$\$	SL \$\$\$\$	KO \$\$\$\$	DJ \$\$\$\$

“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 contest period making the total annual payout \$22,560.

There will also be additional payouts for each contest period:

- > 20 squares will pay out an additional \$25/square
- > 10 squares will pay out an additional \$50/square
- > 5 squares will pay out an additional \$100/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 one month (up to \$2,500)

Additional Prizes:

- > iPad Pro – 2 winning squares (valued at \$800 each)
- > Bose Wireless Headphones – 3 winning squares (valued at \$350 each)
- > Yeti Cooler – 4 winning squares (valued at \$250 each)
- > Bose Wireless Headphones – 3 winning squares (valued at \$350 each)

These additional “secret squares” will be chosen at random at the beginning of the contest period. All winners will be announced after the contest is completed.

These “secret squares” will also potentially add an extra \$12,150 in payouts each period (\$24,300 annually). This brings an annual total of \$46,860 in potential payouts for the Engage Bonus Board.

Contest Periods and Important Dates

Contest Periods run on a semi-annual basis and are listed below:

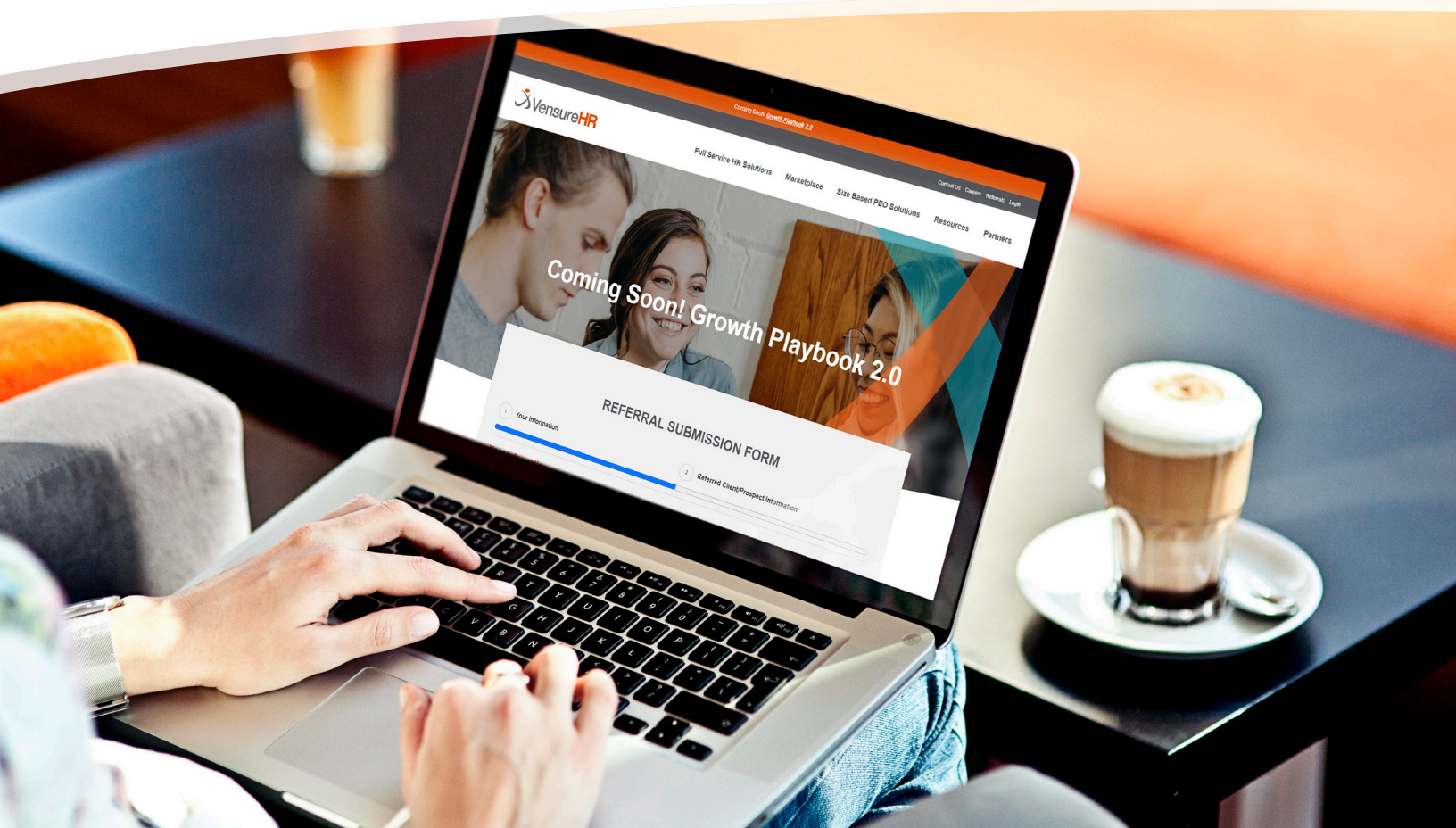
- › **January 1st – June 30th:** Bonus Board Payouts will be on the second June check
- › **July 1st – December 31st:** Bonus Board Payouts will be on the second January check

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

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 on a quarterly basis. This includes over 1,000 eligible employees across all divisions. These employees can refer both current clients and non-clients for any service.



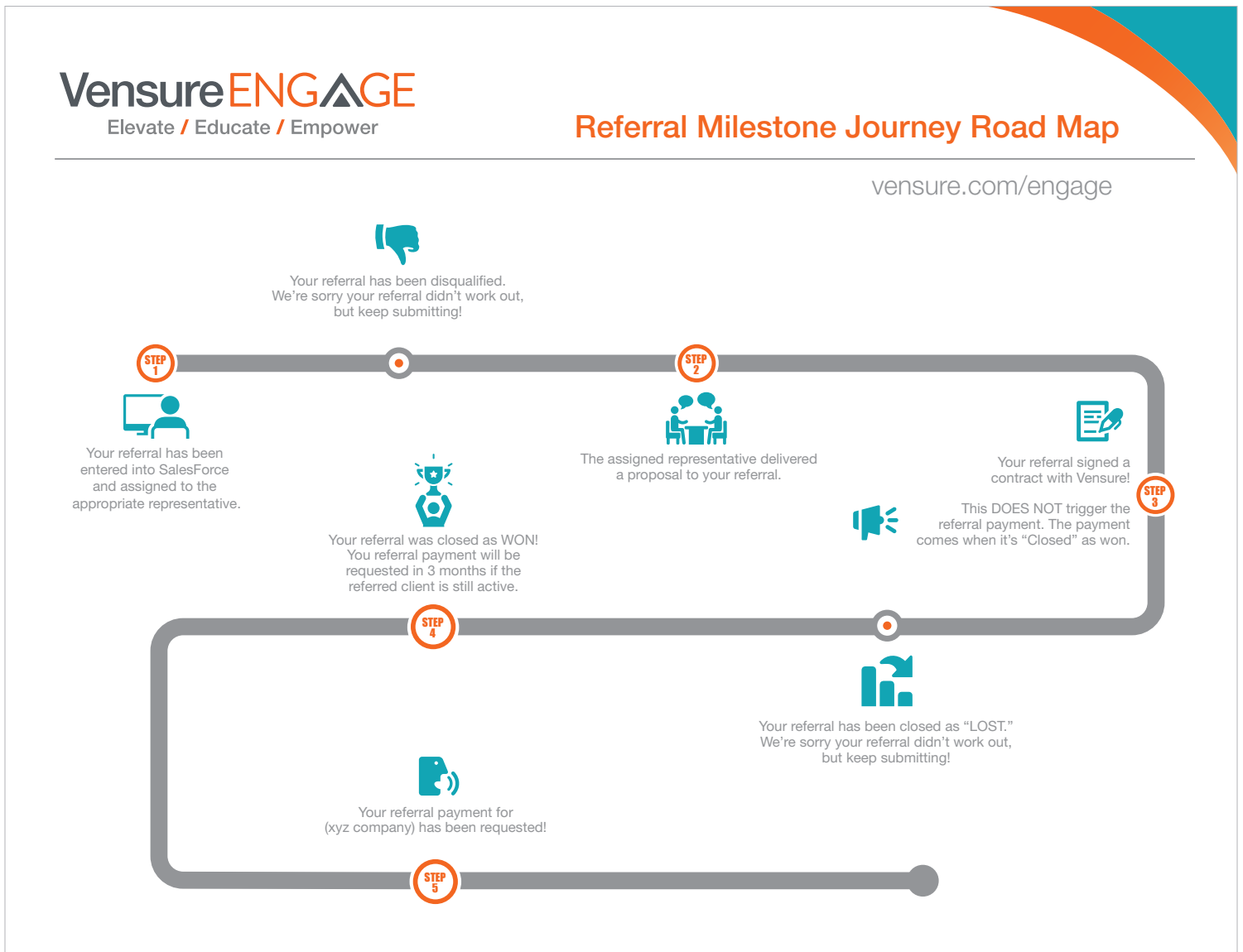
How to Submit a Qualified Referral

Once a prospect or current client shows interest in or demonstrates a need of a service, it is important for them to know that a the assigned specialist will contact them as soon as possible.

Following the conversation with the prospect, it is crucial for the employee to submit the referral right away. This will ensure that the the assigned specialist is notified as quickly as possible. A referral can be submitted directly to the Referral Team via the referral form at vensure.com/engage. Please note that if the prospect is interested in multiple services, additional forms will need to be submitted. 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.

Once the referral has been submitted, the Referral Team will pass along all necessary information to the appropriate party so they are able to reach out and start the process of assistance. 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 the assigned specialist, 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.

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 engage@vensure.com and the Referral Team will make sure their questions are answered right away!