

Field Marketing Rep Success Guidelines

EXPECTATIONS:

The things we control (FMR's are accountable for reporting this information)

1. **Our EXPECTATION is to go out and NETWORK with a minimum of 30 new businesses each week and advertise our CONCIERGE CATERING services. Out of these 30 businesses, 15 of them must be businesses that feed over 50 people.**
 - *We call this our "Networking Goal (Primary Case)"*
2. **Our EXPECTATION is to tally a minimum of 3,000 people reached each week. This means that we must visit enough places to ensure ourselves the opportunity to capture 1,000 meals weekly.**
 - *We call this our "People Potential Goal (Secondary Case)"*

STANDARDS:

The things we influence (DJ and Shelby are accountable for reporting this information)

1. **Our STANDARD is to capture \$11,600 of catering sales each week for each of our markets.**
 - *This aligns directly with Networking Goal.*
 - *(Catering Sales = Sum of Catering Menu Items, ezCater, OLO +, In-Store/Direct Catering Sales)*
2. **Our STANDARD is to feed at least 1,000 people every week. This ensures that our food is getting into the mouths of all our people within our communities.**
 - *This aligns directly with People Potential. (People Fed Standard is Catering Sales Total / \$12.00)*

ADMIN WORK:

As Field Market Reps we must do the following each day:

- **All new networking contacts must be entered into the CRM on the same day the connection is made.**
- **All new networking contacts must be sent an email follow up on the same day the connection is made.**

ACCOUNTABILITY:

For accountability, we've all agreed on the following:

- **If for whatever reason you are unable to do your Admin Work on the same day, YOU MUST inform Shelby and DJ on the day of and let them know why. (Text Message ahead of time is fine)**
 - *(Doing this helps us explore opportunities and ways to close bottlenecks and improve efficiency)*
- **If you do not reach your weekly expectations, then you must complete the following "Bottleneck Form" and DJ and Shelby will provide a Follow-Up call on the following Monday.**

