

A Strong Focus: How to launch VIETRI University to your VIPs

How to launch with your stores:

Step 1: Complete VU yourself and provide feedback to Hali (hvradelis@vietri.com)

Step 2: Deliver VU cards to VIP accounts and introduce them to VU on your computer or mobile device

Step 3: Talking points/explain

- VIETRI University is our new, continual education platform.
- VU provides materials that connect YOU with our history, our products, our artisans, and our purpose.
- You will complete a series of trainings intended to provide a foundational understanding of our brand.
- New content and training material will be updated weekly.

Step 4: Discuss rewards and incentives

Step 5: Stay active on VU and write recognition messages to your accounts that complete VU

Timeline to launch VIETRI University to your VIPs

March 10th: Sales Rep Deadline for completing VIETRI University

March 13th: Begin rolling out to VIPs during Holiday Presale

April 28th: Must be rolled out to ALL VIPs

- 3 employees per store (if possible) must have logged in and have a profile created by this date

Exception for Reps without VIPs: Reps without VIPs will be able to choose their top two stores to launch VIETRI University

Incentives:

Sales Reps: 100% of VIPs or your two top accounts, to login and create profile by the deadline (April 28th) will result in \$50 gas card

All: Points directly relate to rewards (13 reward gift options)

- Reward gifts are available starting at 500 points

Must use points and redeem rewards by October 31st, 2017