RRI Mandated Sales Code of Conduct Policy 2025

(Revised effective August 2025)

1. Our teams will continue to focus on their areas of expertise (Business, Live Events, Coaching, Product, etc.)

2. We want to encourage referrals, everyone working together to put the client first:
   a. Allow everyone to focus on their/our goals AND do what is BEST for the CLIENT in the moment
   b. Allow people to focus on their area of expertise, while learn new things and growing (certification)
   c. Encourage teamwork and collaboration (culture/behavior)
   d. Coaches to focus on coaching re-enroll, Leadership, BRT and product

3. There will be a flat 4% referral fee *across the board* (Exception is Platinum BUT *Includes Coaches*)
   a. Notes MUST be reflected in Salesforce for all calls, emails, touchpoint
      i. Include best form of communication with client
      ii. Include best time to call client
   b. Person who refers gets 4% of cash collected
   c. Person who receives the referral gets 4% less cash collected per their comp plan
   d. No net increase in comp payment out – the 4% is deducted from total commission payout from seller (whoever closes the deal)
   e. If event sales, Coach will get 4% referral fee and should either process if layup or refer for more in-depth sales call with either BMR or PRS
   f. The 90-day 'ownership' complete with notes is NOT a no-fly zone for referral percentages (see Scenarios listed below)
   g. Exception: Anyone referring a Platinum sale to Plat team receives a flat $750
      i. Must collect min. $15,000 deposit in order to be eligible – the $15,000 must be NEW cash; NOT transfer cash
      ii. Referral must be submitted BEFORE the event (if client is attending the event)
      iii. Form/Info has to be completed in entirety
      iv. Must have a logged call in Salesforce noting the pre-qualification call
      v. Platinum must be enrolled in Platinum within 30 days of referral
      vi. Person who is referring needs to be included in the Related Salesperson field in Salesforce
      vii. If the person who is referring is a Coach, the Coach must be listed in the Related Coach field on the opportunity in Salesforce
   h. **Scenario 1:** The CSR has notes in the system within past 90 days for an opportunity. The BMR closes a coaching contract sale. The BMR gets 4% of cash collected, and The CSR gets whatever falls within his commission plan minus the 4% referral fee of cash collected for that sale (as cash comes in if payment plan). In this case, The BMR will automatically be assigned ownership of the opportunity once the sales closes, *so this will need to be adjusted with 24 hours.* The BMR should place her/his name in the Related Salesperson field immediately upon closure and have ownership of the opportunity transferred to the CSR (Sales Reps will make a request in Salesforce, Coaches will send an email to the Business Operations Manager). The CSR will be responsible for the client moving forward. If there is a cancellation, whatever each person got paid will be the same amount deducted.
   i. **Scenario 2:** Same scenario without any notes from CSR, or notes prior to past 90 days, then BMR would get full commission for the sale. BMR would leave themself as the opportunity owner and be responsible for the account moving forward.
   j. **Scenario 3:** A Coach is speaking with a client and the client want to purchase Business Mastery in that moment. The Coach will process the sale and will receive 4% of the cash collected if there are notes in the system on a lead from the BMR within the past 90 days. The BMR will subsequently receive whatever falls within their commission plan minus the 4% referral fee of cash collected for that sale (as cash comes in if payment plan). The Coach will need to enter their name in the Related Salesperson field on the opportunity and send an email to the Coaching Sales Admin to have the opportunity owner switched into the BMR's name.

k. **Scenario 4:** Same scenario as 3 above except there are no notes from a BMR within the past 90 days. In this case, the Coach just gets paid the full amount within their commission plan.

4. Lead response requirement will continue to be 1 hour from receipt in system

5. Lead ownership, once responded to, will be 90 days for a first pass

6. Account stewardship Post-Session – *If Not Converted*
   a. Coaching Team (CSR) – 90 days
   b. Event Sales (BMR, PRS, FSR) - 90 Days
      i. For FSRs, this includes session run (if client buys online after attending the session, FSR gets credit)
   c. This applies to all current clients (accounts) as well as leads (prospects).

7. Account stewardship *If Converted* – Client contact required every 90 days – if no contact, account up for re-assignment
   a. All teams
   b. Requirements:
      i. Quarterly Outreach email is acceptable to be included in the 90-Day touchpoint
      ii. All phone calls and any emails must be noted in Salesforce (Outreach email is automatically reflected in Salesforce activity history)
      iii. If the client has opted out of email, account owner must call the client
      iv. Does not include active coaching clients (see section 8 for re-enroll details below)
      v. Outreach of any kind to active coaching clients in not permitted by any salesperson in any division

8. Account Stewardship within the same division - When a sales representative signs up a client for a live event and that client attends and becomes a graduate ("Grad"), that representative has one year of stewardship over the account. During this period, they support the client with any relevant opportunities if the client chooses to purchase additional services. After the initial year, the representative should re-engage the client annually to continue the relationship. This policy is specific to representatives within the same division. Other departments can still support the client for their own sales outcomes. For example, if a PRS representative has a Grad from UPW, a BMR representative can still sign that client up for Business Mastery.

9. Coaching Re-Enrolls
   a. Coaches have 30 days from the time of coaching contract end date to re-enroll client into coaching contract
   b. CSR (coaching sales team) has an additional 60 days after that to re-enroll the client in coaching (total of 90 days post coaching contract end date)

10. FSR Previously Sets – stay with FSRs who are still in that role in RRI or re-assigned if not here

11. Previously Set Splits – stay with FSR/PRS owners who are still in that role at RRI or re-assigned if not here

11. After-Event Cycle
   a. Must Team – 30-day cycle
      I. Complete no-fly zone for 4 days post event (to accommodate close-down/workshop days)
      II. No pro-active activity on red flags/wires/declines for 30 days post-event.
      III. In addition, all red flags, wires and declines are to be coded AEM (after event Must) for 30 days.

IV. After 4 days post-event PRS and BMR can contact clients **<u>they personally</u>** sold into the event that did not purchase anything at the event (excludes red flags/wires/declines). These sales must be coded as After Event – AEP (PRS) / AEB (BMR)

V. Clients that purchased at event are on a no-fly zone for add-on sales for 14 days after event. This approach is set to welcome/celebrate – not to sell.

All saves/downgrades purchased at event **<u>stay</u>** AEM – they are not to be coded AEP or AEB.

a. Abandon carts/incomplete enrollments go to MUST team (NOT PRS/BMR) for 30 days.
b. After 14 days post-event, Coaching Momentum Session offer is sent to non-buyers (non-business owners).
c. After 14 days post-event, Business Strategy Session is sent to non-buyers (business owners)
d. After 14 days post event, call-out campaign for Coaching Sales and Business Sales (as opposed to email campaign)
e. After 14 days post event, PRS can contact clients they did not personally sell into the event excluding red flags, declines and wires.

12. **Required notes in Salesforce** - In order to qualify as a **commissionable sale** (does not refer to account stewardship), detailed notes within Salesforce of the conversation you had with the client on the **specific** Event or Product being sold **<u>must</u>** be noted in the account. The following are not considered "notes" and therefore do not qualify without the specific notes referenced above:

a. An automated email from Outreach or a mass email to your client base **<u>outside</u>** of the required account stewardship value-add emails

b. A logged call without notes or just key words without specificity (i.e. UPW/DWD/ /Coaching/Product/etc.)

The acceptable content is a personalized email exchange with the client or a fully documented call which explains the context of the conversation, what the client was needing, and what solution was discussed along with next steps.

In order to support the occurrences when you are in communication with an international client via text, WhatsApp or any other form of communication outside of Salesforce, you must attach a copy of that communication chain in Salesforce for proper documentation, as ALL communications with clients must be documented in the Salesforce system.

*When speaking with a client you are responsible for making sure an account for that client does not yet exist in Salesforce with notes that they have spoken to another sales rep on that particular product or event per the COC in order for you to qualify for the commissions on that potential sale.

13. **Autobill Setup Process for In-House Sales**

Effective immediately, all *in-house sales not paid in full at the time of purchase* must have an autobill or subscription set up to ensure proper payment tracking and prevent collection issues.
This is a mandatory process for all applicable sales.

There are two approved methods for setting up payment terms when a client is not paying in full:

<u>OPTION 1</u>: Submit a Paperless Request to Create a Subscription

- Use the Paperless Request Form to request creation of a monthly subscription.
- This should be submitted immediately after the sale is closed.

- Subscriptions are pre-set payment plans only — no custom payment terms allowed.
- You must select the appropriate subscription based on the product:
  Approved Subscription Options:
- Date with Destiny – $1,995 down, 6 payments of $500
- Mastery University – $1,995 down, 15 payments of $580
- Business Mastery – $1,995 down, 12 payments of $725
- Ultimate Mastery Bundle – $1,995 down, 16 payments of $785

<u>OPTION 2</u>: Set Up an In-House Autobill (Custom Plan)

If the product is not eligible for a pre-set subscription or requires a custom plan, an in-house autobill must be manually created. Requirements for In-House Autobills:

- Deposit must be collected at the time of sale.
- Monthly payment amount and charge date must remain consistent — same amount, same date each month.
- A valid payment method must be saved and checked as default credit card.
- Clearly document:
  - The total balance remaining
  - The monthly charge amount
  - The recurring charge date (e.g., 15th of each month)
- Add internal notes confirming the autobill setup, dates, and amounts.

In-house autobills can have custom amounts but must run monthly on the same day each month.

Example: $500 on the 15th of each month until the balance is paid.
Special Note for "Pay in Full" (PIF) Product Sales:
If you select a PIF product but the client is not paying the full amount at the time of sale:

- You must request an in-house autobill.
- The autobill date must be 30 days from the deposit date, for the remaining balance of the opportunity.
- You may continue to take custom manual payments within those 30 days if desired.
- If the balance is not fully paid by the autobill date, Rev Opps will charge the remaining balance in full.

Important Reminders:

- No in-house sale should be marked "Closed Won" without one of the two options above completed.
- Clients must be informed that remaining balances will be automatically charged, based on the set-up terms.
- If neither a subscription nor an autobill is completed, the sale is non-compliant and will be escalated.

14. CALL MONITORING AND RECORDING

The Company's phone system is capable of recording both incoming and outgoing calls. Incoming calls will be preceded by an automatic recorded message alerting our customers that their call may be recorded or monitored for training or other quality assurance/business purposes.
Managers may listen in on calls to provide training and other support or helpful feedback to their team. Incoming calls may be monitored or recorded at any time during the phone call without any further notification to you. All outgoing business-related calls MUST alert the party/parties on the other line that their call is being recorded or monitored. This must be done at the beginning of the call, prior to any further information being discussed with the other party. Managers will provide employees with a very short and succinct script that must be followed for all outgoing calls. If the other party specifically requests that their call not be recorded, employees must stop the recording and only continue with the call once the recording has stopped. EMPLOYEES MAY NOT CONTINUE WITH A CALL RECORDING ONCE THE OTHER PARTY ALERTS THE EMPLOYEE THAT THEY DO NOT WISH THEIR CALL TO BE RECORDED.
Failure to alert other parties that their call is being recorded can result in substantial fines and criminal

penalties the employee and to the Company. These penalties can be assessed for each instance that no consent to record the call was given, and therefore this policy must be followed for ALL outgoing calls.

Notes:

The rules, scenarios and examples of this Code of Conduct, while attempting to cover most situations, are not presumed to be exhaustive, as each situation is unique. Therefore, any situation which arises that is not explicitly covered by this Code of Conduct, or which may be subject to interpretation of the application of this Code of Conduct, will be decided by the department Sales Manager or their designate, in which that decision will be made in their sole discretion and shall be final.

From time to time, unexpected business situations may arise which RRI believes requires temporary adjustment to the rules as provided by this Code of Conduct, in the sole discretion of Sales Management. In such cases, the Sales Manager will notify the team(s), in writing, as to the specific adjustment or adjustments, which will take precedence to the rules as provided by this Code of Conduct, which shall then remain in effect until the Sales Manager notifies the team(s) in writing otherwise.

The intent of the COC is to ensure we are best supporting our clients, we are in compliance as a business and each of you has the necessary guidelines to be successful in your role at RRI.

This Code of Conduct in no way alters or modifies the at-will nature of the employment relationship with RRI, and such at-will employment remains in full force and effect.

I have received and reviewed this Code of Conduct. I understand that it is my responsibility to comply with these terms and that any violation of this Code of Conduct policy could result in non-commissionable sales and disciplinary action, up to and including termination of employment.

Employee Name (Printed): ________________________________

Employee Signature: ________________________________

Date: _______________