

This is a list of questions and answers that were given by Senior Executive Directors. This survey was taken in January 2010

1. What recognition do you do when a director promotes? Please include details such as budget, when you do the recognition, and what specific gift you give.

- I forgot to add that I send flowers on payday for each promotion they receive..director is red roses...and then I buy roses or roses and lilies mixed...generally \$50 or less...
- I have started doing the Tiffany charm bracelet with the "return to Tiffany" heart on it - \$225 but I get a discount for having a business account, I also send them a director pin from little things
- Charm bracelet with engraved title and date, name tag with new title, cash Bonus =\$110 Been giving it at conference but now will be giving it at time of promotion
- Flowers and gift certificate or check (I have not been very consistent with this one...anywhere between \$50 and \$100).
- I JUST started this at the end of this year -- and that is to give them a personalized gift from thingsremembered.com (such as a crystal paperweight with their name, title, and year) I give them the gift once their title is official. Approx \$30-\$35 price
- At the end of 2010, we started doing a "Leader Shower" for new directors at our team meeting. Each current director that attended brought a little gift to give to the new director, whether she was on our team or not, and it was to be something a new director needed in her position (Things for her office like post it notes, pens, recruiting flyers, etc.). Another for a small gift would be those catalog sleeves from mygirlfriendshouse.com. Each one of us was only to spend about \$5. When I brought up my new director to congratulate her, I gave her a crown, and we each "showered" her with little gifts for her business. I also gave her a Brighton Bracelet (from me) with a Megaphone Charm, since she is the cheerleader for her team. The bracelet and charm cost around \$40. Of course, I also called her at the time of her promotion. I used to give my new directors a personalized bracelet from Things Remembered at National Conference, but that will be changing.
- Initially for the last several years I was sending them an engraved business card case with matching purse key chain also engraved. Recently I have been sending or presenting them at meeting with a dozen roses and other small item. I do reward them at the time of the promotion. Unless it is close to National Conference they will get it at conference. Then at NC all promotions including Sr. Consultants will receive a certificate of achievement for the promotion.
- Previously, I did the recognition at National Conference, but after conference, I started doing it at Celebrate and Connect meetings or through the mail or a surprise visit immediately after promotion. When they promote, I send (or I bring them) flowers and a new name tag. When they earn their bonus, I get them a jacket.
- I send them a card congratulating them. When they earn their \$1,000 bonus I send them a \$50 gift card. I also send out an email announcing their promotion to their team. At National Conference I presented them an engraved frame with their title and promotion year.
- I send a coffee mug and a \$5 Starbucks card with an invitation for the Directors Call... At National conference, I present them a Picture frame with promotion dates and details... When one was not able to attend National Conference, I presented it to her at a Celebrate & Connect meeting.
- A Brighton bracelet and key charm. \$50 with tax and shipping; given when promote
- Due to her receiving the same bonus as I do, I send her a gift that is about \$25...usually from the director's only section of the business supplies or like a portfolio and pen.
- L.L.Bean Fleece Zip up Vest with "Thirty-One" logo, along with "Director" under the logo.
- I send her a \$50 Visa gift card. I will usually get her a 31 t-shirt too.

- Newsletter recognition, flowers (\$30-\$40), \$50 bonus if we earn the \$1000 bonus.
- First I recognize hr achievement with an email to the entire team, as well as in the newsletter, then I simply give her a \$100. gift card to somewhere she likes - or Visa, if I do not know which she prefers - & I give it to her after she has earned her \$1000. bonus for maintaining the first 3 months. I either mail it to her or hand in person the next time we see each other.
- Still in the works but Clothes with Thirty-One Logo. Shirt, Sweater, Vest. \$20-\$25. I will now do it at promotion time
- Build it Big book at the time of promotion
\$50 bonus when I earn the \$1000 bonus
- I send them a money tree from proflowers.com. If they earn a bonus they get 5% of that.
- Bracelets from www.thingsremembered.com (typically around \$25). I have the charm monogrammed with Director on it and on the back, their name and year they promoted.
- I give them a Brighton bead to add to their bracelet and they get a \$50 bonus when they earn it. I also give Brighton bonus bead too! I send it in the mail if they are not at the monthly meeting.
- Immediately: Brighton Bead, Oh the Places You'll Go book. After they earn their bonus I send them 10% of the bonus.

2. What recognition do you do when a Senior Director promotes? Please include details such as budget, when you do the recognition, and what specific gift you give.

- Career Canvas (with name in front and Thirty-One in background)
<http://gifts.personalcreations.com/gifts/Career-Canvas--6x18-30021091?viewpos=1&trackingpgroup=productsearch&PRID=PNFredirect>
Then when the bonus comes – Brighton
- Key charm for their Tiffany Bracelet \$175
- Haven't had one in a while but just had 2! New nametags and cash bonus of \$150. Not sure what else??
- flowers and gift certificate or check (I have not been very consistent with this one...anywhere between \$50 and \$100)
- I'm all over the board with this one! Looking for suggestions!
- Of course I call them and announce on FB, etc. But I also did the Brighton Bracelet this year with a Butterfly charm and she will be receiving flowers and recognition at our upcoming team meeting. Last year, when I earned the Senior Director Bonus, I gave her a \$150 Disney Gift Card since she was using her Disney Dream Rewards soon. Another idea I had for a team meeting gift this fall for this promotion would be a set of the Celebrate Cards from Thirty-One. We all like to encourage our downline and these cards are perfect. It is something that most of us don't order for ourselves
- I do the recognition right away and again if close to conference they would receive it then. I have had only 2 so far and they each received a valued gift of about \$20-\$25 and it is some type of personalized item.
- I gave them \$100 gift certificate to a spa and a new name tag. I gave it to her at a Celebrate and Connect Meeting
- I send them a card congratulating them. When I earn the \$3,000 bonus I send them a \$100 gift card. I also send out an email announcing their promotion to their team.
- I prefer to give my promotion gifts to them in front of their team at National Conference. I plan on purchasing them a simple pearl bracelet this year.
- When I earn the bonus, I send them \$150 and a card. Had planned on giving an additional promotion gift at conference, but if there is no recognition time there, I may give gift at time of promotion.

- Brighton charms. \$30-50; when promote
- \$100 bonus when receiving my bonus.
- Bling Bling Star Picture frame from Things Remembered. I have the following engraved on the frame:
YOU'RE A STAR!
Annette Curby
Senior Director
September 2010
- I give her a \$200 Visa Gift Card. I am thinking it should be \$300 now but I have already started with that and wonder if I should keep it at that
- Newsletter recognition, flowers (\$40-\$50), \$150 bonus if I earn \$3000 bonus on her.
- Have only had one & she was a distance away & again it was \$300. after my \$3000. bonus was earned.
- Bracelet \$40-\$50 Value. Promotion time.
- John Maxwell book - 21 Irrefutable Laws of Leadership at the time of promotion \$150 bonus when I earn the \$3000 bonus
- Flowers and 5% of the bonus.
- Diamond key necklace from JCPenney's. Budget was \$65
- Immediately: Brighton Bead, Oh the Places You'll Go book. After they earn their bonus I send them 10% of the bonus.
- I send them flowers and they get a \$150 bonus.
The flowers are around \$50 and they also get the Sr. Director Bead.
- Immediately: \$30 Necklace with their team name inscripted on it. Found on Etsy.com. Once I get their bonus, I issue them 10% of it

3. What recognition do you do when a Executive Director promotes? Please include details such as budget, when you do the recognition, and what specific gift you give. Please enter none if you have not had this promotion

- Thirty-One business cards with new title. (when they promote)
Tiffany Business Card holder (envelope)
also see #9*
 - Charm for their bracelet that fits their personality
 - Same as above. Ideas I have are coaching call with a professional coach, Team Logo design
 - Flowers and gift certificate or check (I have not been very consistent with this one...anywhere between \$50 and \$100).
 - I'm all over the board with this one! Looking for suggestions!
 - Again, I call and e-mail to congratulate them. Last year, I gave my two Executive Directors special rings that cost more than \$50 each. They were gemstone rings. One received a beautiful Opal ring and the other a Mystic Topaz ring, based on their personalities. They also receive a Brighton Cake charm for their bracelet. Haven't earned this bonus yet. :-) Also send flowers.
 - I have just had 1 so far and I sent her 2 dozen roses. She is out of state. About \$50-\$75.
 - I don't have any and I'm considering giving a membership to a professional organization like DSWA.
 - I send them a card congratulating them. When I earn the \$5,000 bonus I send them a \$300 gift card. I also send out an email announcing their promotion to their team.
- I plan on purchasing them a simple pearl necklace this year.
- Canvas from Personalcreations.com with their name and Thirty-One; \$30-40; when promote
 - 250 bonus when I receive my bonus.

- Recently I've done engraved necklaces from Things Remembered. I have their initials on the front, then on the back I have their new title and date. Dawn and I have also had our new logo uploaded at Things Remembered, so we can now get our logo on their products!!!
- I have only had one and did not receive the bonus because we were both Executives. I got her nice fleece jacket with Ex. Director on it. It was \$50. I would have given her \$500 if I had gotten the bonus check.
- Newsletter recognition, flowers (\$40-\$50), \$250 bonus if I earn \$5000 bonus on her.
- N/A - but imagine that \$500. after my \$5000. would be the route I will take!
- Digital Picture Frame \$80-\$100 Value. Promotion Time.
- Pay to have a team logo made at the time of promotion
- \$250 bonus when I earn the \$5000 bonus
- I send them flowers and they get a \$250 bonus.
- They also receive the Exec Promotion bead for their bracelet.
- Immediately: Get her a Pandora to replace the Brighton bracelet \$90. When I get her bonus I pay her 10% of bonus.

4. What recognition do you do when a Senior Executive Director promotes? Please include details such as budget, when you do the recognition, and what specific gift you give. Please enter none if you have not had this promotion




- Thirty-One business cards with new title
Tiffany pen and journal
Charm for Bracelet - pocketbook \$200
- Haven't promoted one yet but will be something from Tiffany!! and cash bonus! I will give them all at time of promotion!
- flowers and gift certificate or check (I have not been very consistent with this one...anywhere between \$50 and \$100).
- I'm all over the board with this one! Looking for suggestions!
- I just had two promote to this level this fall! They each got a Brighton Bracelet (as I just started doing this incentive for all promotions to director or above) with a Cinderella Carriage charm since they have arrived at the top! I also called them to congratulate them and then they get VERY special Rainbow Roses. (Courtney will be receiving hers soon, since she was away for Christmas and Leadership. I want her to have time to enjoy these particular roses.) Everyone needs to have these at least once!! They are expensive roses, (\$70 +) but they are flown in from South America or Holland and each petal is hand-dyed in a different color so each rose looks like a rainbow!! I received some from my husband when I promoted to SED, and decided that all SED's on my team should have these!! They were amazing!!
- Have not had any at this time but was thinking of doing an Amex or Visa gift card. Value would be about \$100-\$200.
- I don't have any, but I have considered giving the gift of a few sessions with a personal coach.
- I have not had one promote yet!
But my plan is to give them a diamond of some sort and present it at National Conference.
When I earn the \$7,500 bonus I plan to send them a \$500 gift card.
- \$1000 bonus. I give her this as it is her last bonus...she came in with a \$1000 bonus and leaves the promotions with a \$1000 bonus. I also send her flowers.
- I've not had a SED promotion yet, so I'm thinking on this one. I had thought of a Fossil watch, but I'd like to have something they had their new title on it.
- I have not had one promote yet.
- Newsletter recognition, flowers (\$40-\$50), \$1000 bonus if I earn \$7500 bonus on her.

- n/a - again the \$700. likely!
- Cash Bonus \$500. Tiffany Jewelry. Time of Promotion.
- Roses delivered to their house at the time of promotion
\$500 bonus when I earn the \$7500 bonus
- Immediately: Tiffany Necklace Cost: \$200. When I get her bonus send her 10% of bonus.

5. What is your budget for Christmas gifts for your directors?

- 25.00 to 30.00 for gen zero direct to me -- \$5.00 gift certificate for Starbucks to take some time out
- This year I did the bracelets for Christmas but will begin giving them as they are earned and will probably not spend as much next year maybe \$50 but not sure what
- \$50 This year I did yearly subscription to Success Magazine and Christmas ornament with their current title
- \$75
- \$50-\$75
- Would love some input on this one. Curious what others do. I sent each of my directors a purse Christmas ornament this year, around \$10. Last year's may have been \$15. I wanted it to be duplicatable. One of my new directors asked about this. I also sent a Brighton Christmas Bead for those who earned the incentive based on their sales.
- Currently \$30-\$35
- \$50
- This year I spent around \$30 per Director. I purchased each of them a subscription to Success magazine. This is something they can get benefit out of all year long and utilize for their own business and team
- \$50 per Director
- \$25-50; This year I did Brighton bracelets and charms because I wanted to get all my directors on the same page going forward for recognition since I had not been consistent before
- \$25
- I've always done Southern Living gifts, something nice, a little more expensive.
- I spent \$50 on each Director. I bought charm bracelets. I bought \$40 key necklaces that actually paid \$10 for. I sent these to 30 of my top consultants. We had Christmas Party for local girls. I bought their meal, gave them a Build It Big book and a little dream card holder. I also sent name tags to girls on my team who qualified the last couple of months. (\$7) Those that had name tags, I sent keychain bracelets with 31 beads. (\$7)
- \$50-\$70 each
- no "budget" per se - but keep it equal & this year I spent about \$20. Each
- \$25-\$30
- \$25-\$35
- \$20
- \$15 I made 31 Christmas Ornaments, so that made the budget cheaper.
- I spent \$50 on Sr and Exec Directors and \$15 on each director.
- \$75.

6. Do you reward your team monthly for top in sales and top in recruiting?

Yes		75.0%	15
No		10.0%	2
Sometimes		15.0%	3

7. If you answered yes, what reward do you give your team monthly for sales & recruiting, what reward do you give? Please enter none if this does not apply to you

- Really depends on the month....sorry. USUALLY products
- \$10 GC for 31 or something I have picked up along the way - if I go to Jamaica I pick up a coin purse or something, Disney a purse holder/keychain, etc..I have started doing the top consultant and top director because so many times the Directors dominate the first 2-3 and I want to encourage the consultants
- GC to target, starbucks, office max etc
- Public recognition in team newsletter and a personal congrats postcard (I'm still trying to put something solid and consistent into place)
FYI: For Senior Consultants, I give a special custom designed pendant that I had designed specifically with our team name. I purchase these from etsy.com and they are ADORABLE!! Price is around \$6 per pendant (and it comes with the chain). That's about the only real "consistent" gift I have in place. (HELP!!!) LOL
- This is an area that I would like to work on. We have ribbons for team meetings or mini trophies. Usually, we do something fun that relates to the theme of the meeting. I do end of the year top in sales, recruiting, and party girl awards. Last year, my top in sales, parties, and recruiting was the same person. She received a gift card for the Great Wolf Lodge and I now have a top in sales award named after her.
- I give the top or top 2 if there is a tie small trinket with a note. Depends on their sales amount for the month. I usually order things such as recognition pins through Little Things, Inc. Or I order purse favors through some wedding sites. Or whatever I may pick up at Marshalls, etc. I try to add candy to it and I also put a personalized card.
- \$20 gift card for each
- I don't do monthly gifts normally.
- Top 3 in sales and recruiting receive a note and a \$5 Starbucks Gift Card
- \$20 Target GC for each
- \$10 for Top Sales and \$10 for Top Dream Builder
- It varies, I will send my top in sales and my top in recruits a small thank you gift for being the top! Recently it's been some great business supplies.
- If they are local, it is usually some cute gift I find. It could be a plaque with a motivational saying or something with a purse on it. I have also given 31 gc in their back office or gc to restaurant. I spend \$20 for top sales and \$20 for top recruiter.
- \$50 in product for top in sales and \$50 in product for top recruiter.
- \$10 GC for Thirty-One on their backoffice (I purchase it on their website) plus a ribbon and card in the mail
- Gift certificate for each \$10
- I recognize them both in the newsletter and I don't have a set gift. That is a part of my monthly challenges, but both levels are rewarded. Could be a gift certificate, a product, or even a business supply item. I then of course do a nicer gift for the top 2 for the year at NC.
- It is different each month. It is anything from gift cards for dinner or thirty-one gift certificate, cash, specific product. My directors also earn sales consistency beads too. They earn these every 3 months and they have to sell \$4500 for 3 months.

8. If you answered no or sometimes, please explain what other incentive you do. Please enter none if this does not apply to you

- doing a weekly incentive right now to get them to submit 1 show a week and rewarding with their choice of 5 gifts all valued at \$50. 1 person gets drawn each week! Trying to keep my team consistently selling!

- incentives for team challenges and "just because" gifts/goodies. :) I love to incent, but don't have a formal or consistent way of doing this.
- Trying to get something in place to be consistent every time.
- This is actually a goal of mine in 2011, to revamp my incentives program and come up with something consistent and meaningful. While I can afford a lot, I want this to be something my directors can model and something I can do for LOTS of directors as I continue to grow. I am always torn between doing a LOT because I am so thankful for the hard work my directors put into their business and want to reward this heavily, and then being careful not to make it seem unattainable by my own directors. I have had some conversations about this with new directors.
- not applicable as I answered yes above.
- I usually just do recognition in the newsletter.
- I offer various incentives throughout the year that range from products/business supplies/gift certificates/jewelry. It depends on the month and what goal we are trying to reach
- I do have a monthly incentive like you do Jenny, if they qualify they get something and then for the girls who are already qualified, I run the incentive if they submit \$1,000 in sales they get a ticket and if they recruit a person they get a ticket, there will be a great gift/prize given away from me. One person earns this gift.
- I give either a \$20 Target G.C. or I give a product for Top Seller, Top Dream Builder & Top Party Girl (one who submits most parties). I do this on the months when I don't offer a team incentive.
- I recognize such in the newsletter, but no "award" as we try to keep things on a group basis at the bi-monthly meetings & always have multiple teams represented there - I have come up with various goodies for the top people left standing for the clap down & a "little" extra something for the very top one
- I offer Brighton charms and bracelets to anyone on my team whose PV is \$2000 or higher and who have 2 recruits or more. The first time they get their bracelet after that just a charm.

9. Are there any other times of the year that you give special gifts to your directors besides National Conference? Please give detail on when, cost and why.

- I have started giving 6 coaching calls with Deb Bixler to all ED's and SED's when they promote. Has not officially started yet -- will be given to current ED and SED Feb 14th because they are the "Heart of my business"
I have worked out a deal with Deb Bixler -- 6 calls -- \$250.00 for each person (10 calls --2 free)
- I am also doing the bonus for them when I earn a bonus off them. \$100, \$200, \$300 and \$500 I believe...this past holiday season I did a cash incentive for anyone who promoted one level by Dec 10 - they got \$200 Christmas cash - I will continue to do an incentive here or there for a charm or other special piece of jewelry
- At conference I give those who promoted a gift...it changes but the gifts are valued between \$100 and \$150.
I also give a \$100 gc for top in sales and top in recruiting at conference.
Other than conference, I send "goodies" and incentives through the year....prices range between \$25 and \$100. I would like to do something that is consistent and am working towards putting something in place.
- I will occasionally offer 31 gift certificates for participating in special training calls, like listening to Shari Hudspeth's call. Last year, I also gave gifts to my directors who attended the Leadership Retreat. The total cost was around \$20 each.

- I gave a gift to my only Director that earned Riviera Maya. Cost was around \$10. Just a gesture to recognize her for achieving a goal. Since they are included in my top in sales/recruiting they are also eligible for the gift. I also do incentives that include a category for directors and they can earn prizes during these times.

- Just when they promote and Christmas

- Not normally. I feel that they are in a leadership position and the best thing I can do for them is provide training.

Although gifts are wonderful, I do not want to set a tone that they have to give excessive or lavish gifts to their teams. Some people are very creative with their gifts and I often experience pressure to be creative too. But knowing that I do not want my Directors to feel that pressure.

Keep it simple and functional!

- Not besides Christmas.

- I send little things throughout the year if they had a really great month or met a personal goal...those gifts generally never exceed \$25 per gift.

- I do send my "GO" a Christmas gift, along with the directors on my team. The directors get a more expensive gift, the rest of my team gets something nice just not as expensive. This year I did a Tupperware bowl filled with butter mints, this was the 2nd time I've done this. Was more expensive to mail, but they love them!

As for National Conference, I've never done more for my directors than my team, I do that when they promote and for Christmas, I've always gotten my team the same thing for their "Thank-You" gift for coming to Conference. I do also send their promotion gifts when they promote, I don't wait till Conference to do it.

Another note, when I earn the promotion bonus' on my directors, I send them a promotion card and an 8% bonus. If the promotion bonus was \$3,000, I'll send them 8% of that bonus. Just a small thank you to tell them I appreciate everything they're doing.

- Every month or two, I try to send out a little card with a \$15 gc and say "Have lunch on me! I'm so glad you are on our team!" or little motivational magnet.
- Christmas - \$50 - \$70 each.
- I have done small gifts through the year for random things. Like last year all of my directors helped put a big event together and I gave them all a little devotional book \$7.
- I offer Brighton charms and bracelets to anyone on my team whose PV is \$2000 or higher and who have 2 recruits or more. The first time they get their bracelet after that just a charm.
- I have sent a bead for their bracelet if they have reached a personal goal but other than that, 4th quarter I gave my top earner an iPad and anyone who sold over \$15000 a Garmin GPS system. I plan to continue to those kinds of incentives because they seem to increase sales significantly!