



Pro-Staff Contract & Guidelines 2016

Our calendar year will follow a regular calendar year **January 1-December 31.**

We are honored as a company, to have your interest in becoming associated with the Rudolph Optics Team. Individuals associated with Rudolph Optics will discover the opportunity to promote themselves in the hunting industry as professionals while promoting Rudolph Products as a professional company that is based on outstanding quality and customer service. By joining the Rudolph Optics staff, you are agreeing to conduct yourself in a professional manner while representing Rudolph Optics and all companies and retailers associated with the Rudolph Optics Brand.

In order to be perceived as professionals we must present ourselves as professionals. Appearance and apparel make an important first impression. While representing Rudolph Optics at shows, competitions, seminars and retail events we would prefer you dress according to the following guidelines.

- Wear the Rudolph Optics apparel at all events and shows (logo must be visible)
- Pants or Shorts must be black or khaki colored. We would rather be overdressed than under dressed. No baggy or loose garments and nothing with holes.
- We ask Staffers to be clean cut. If facial hair is present we ask to have it clean for appearance.
- Most states prohibit the use of tobacco products while working in an occupied building. So follow the state and federal laws and refrain from using those products
- At Rudolph Optics we are hunters, shooters and conservationists first, so all staffers must follow State and Federal fish and game laws, as well as all State and Federal laws.

START UP PACKAGE

Pro-Staff Start Up package for Rudolph Optics will include:

- Receive initial = 200 points
- Out of initial points; receive shirt, decal and hat with Rudolph Logo (20 points for hat and 30 points for Shirt. A starting balance of 150 points on your account)

COMPENSATION

If you work a dealer/retail show you will receive compensation as set up by Rudolph Optics your compensation is as follows:

- 100 points for 8 hour show.
- 50 points for 4 hour show.

If you work your own local store promotion compensation is as follows:

- 100 points for 8 hour in store promotion you attend with Rudolph Optics products.
- 50 points for 4 hour in store promotion you attend with Rudolph Optics products.
- 50 bonus points if you secure an order from a local store over \$500.00.

*** ALL POINTS = \$1.00 EA AND ARE REDEEMABLE TO PURCHASE RO PRODUCTS AT MAP PRICES.**

Photos and Internet/Facebook Posts:

These are encouraged but not required and they have no status point value. Submitting photos with a story for use on the Rudolph Optics website such as product photos or hero shots; posting on a public forum in the best interest of Rudolph Optics is encouraged. Please try to post photos during the appropriate hunting or shooting season to keep interests current, which helps to keep our image clean and up to date.

INTERNET AND WEBSITE FORUM CONDUCT:

The internet, websites, ALL social media channels (Facebook, Instagram, Twitter Etc.), and top forums are all key ways of communication between hunters, shooters, pro-staffers, competition shooters, and customers.

There is nothing worse than a **“Know IT All”** because there are multiple ways, views and techniques to be successful. Therefore, it is important as a Rudolph Optics representative that you do not leave that perception with our retailers, customers or other industry relationships. At Rudolph Optics we offer suggestions as to what works best for us. There are multiple techniques, products and ways of doing things that may be different for different people. Stay opened minded and represent accordingly.

Listed below are some other “IMPORTANT” things to know:

- Zero Tolerance is our policy. No Rudolph Optics Staffer will criticize a competitor, fellow industry staffer or customer. It is hard to recover from negative actions. We all work hard to build a brand.
- We are professionals and provide valuable insight. Leave the arguing and negative comments to the “Wanna-Be’s.” Use your head and post wisely and professionally you are a direct representation of Rudolph Optics.
- YouTube posts should have the approval of a Rudolph Optics company officer first; please do not post any YouTube clips representing Rudolph Optics until approval is provided which includes Official company video clips, new product trailers, product use tips or anything else promoting the company and branding the company. Once the company or manager has given permission you may make the post. If the company or manager posts something on Facebook and states to repost you have the permission to repost as necessary to promote the product.

Print Name: _____

Signature: _____

Contact Information:

Vice President of US Operations: **Todd Neice**

Phone: **330.705.7458**

Email: **todd@rudolphoptics.com**

**Return both the application and signed guidelines page to:*

Rudolph Optics
Attn: Pro-staff Dept.
6517 Smithfield Rd. Suite C
North Richland Hills, Texas 76182

Or scan and email it to todd@rudolphoptics.com

INCOMPLETE APPLICATIONS WILL NOT BE ACCEPTED AND RULED OUT AS AN OPTION!