

Enhanced TE Certification Program to Drive More Targeted Activity While Maintaining Differentiation for Highly Engaged Distributor Reps



Path to Certification Now 100% Based on User's Training Priorities

- Users may complete a combination of training activities to earn Levels based on a new point-based system
- Levels will no longer be tied to completion of a specific set of training courses



New Point-Based System has Stronger Link to Sales Opportunities

Users receive more points for training activities that are closely aligned with identifying sales opportunities

- **10-pt activities:** Opportunity Identification Sessions (OIDs)
- **5-pt activities:** Application and product-level training
- **1-pt activities:** Other TELC training – e.g. TE Town levels, product training videos, “how to” courses



Level Thresholds Restructured to Motivate New Users while Differentiating Highly Engaged Users

- Threshold for achieving earlier Levels has been lowered to help motivate newer sales reps and/or those with more focused or specific training needs
- Amount of effort increases exponentially for each new Level, creating greater differentiation for highly engaged users

Level	Points
1 >>>	100 – 199
2 >>>	200 – 399
3 >>>	400 – 799
4 >>>	800 – 1,599
5 >>>	1,600 – 3,199
6 >>>	3,200+

