

Straight To The Top
Frequently Asked Questions

Updated October 11, 2019

General Information

1. What is the Straight To The Top (STTT) program?

The Straight To The Top program is an incentive program designed to help new Consultants hit the ground running. Research shows that new Consultants are more likely to have long-term sales success when they enjoy immediate sales success. This program helps Consultants to achieve success early by offering rewards for reaching certain sales milestones.

2. How does the STTT program work, and what can I earn?

Consultants and their Uplines can receive special incentive rewards based on their personal sales totals during their first 90 days as a Consultant. If new Consultants reach certain amounts of commissionable sales within the specified time frame, they and their Upline both earn a reward! Refer to the chart below for details.

	Level 1	Level 2	Level 3	Bonus
Amount to Achieve (USD/CAD)	\$250	Additional \$400 Cumulative total of \$650	Additional \$550 Cumulative total of \$1,200	Reach all three levels, total of \$1,200
Time Frame*	30 days	60 days	90 days	Each level must be achieved by its deadline
Downline Reward	Three exclusive My Acrylix® Business Builder stamp sets	Exclusive On The Go bag	Exclusive Close To My Heart logo t-shirt	Bonus bundle of products valued at nearly \$150 USD/ \$200 CAD
Upline Reward	\$20 in CTMH Cash	\$30 in CTMH Cash	\$40 in cash	\$50 in cash

Leadership Bonus: Consultants who reach the Supervisor title before their Level 3 Straight To The Top deadline will be awarded \$50 CTMH Cash

* The start date for the time frame is five days after the New Consultant Kit shipping date for new Consultants in the US and ten days after the shipping date for those in Canada. Consultants can find their shipping dates in the email they receive after signing up to become a Consultant. The dates can also be found in Online Office > Business Management > Reports > Personal STTT and Online Office > Business Management > Order History.

3. Is there a video that explains how the Straight To The Top program works?

Yes! Watch the STTT videos, for new Consultants and for Uplines, by going to Online Office > Training & Events > Training Videos.

Earning Rewards

4. Where can I view my deadline dates?

Consultants can view their deadline dates at Online Office > Business Management > Reports > Personal STTT.

5. Is the deadline at midnight, or do I have the entire deadline day to submit orders?

Time frames end at 11:59 pm (MT) the day of the deadline. For example, if a Consultant had until August 1 to meet a deadline, she would have until 11:59 pm (MT) on August 1 to submit orders to fulfill her level's requirement.

6. What if I make sales before my STTT start date? Will they still count toward my sales requirements?

All sales submitted before the deadlines will count for STTT, even if they are submitted before the official start date.

7. If I meet the sales requirements early for Level 1, can any additional sales I make before day 30 count toward my Level 2 sales requirements?

Absolutely! Consultants can certainly reach levels early. Consultants could even reach all three levels before day 30 and earn all of the rewards, including the bonus rewards. To determine if a Consultant has met her sales requirements for a specific level, we will look at her sales totals from the start date, not the last day of the previous level.

8. Can I still earn rewards if I don't achieve Level 1 but achieve Level 2 or 3?

Even if Consultants do not make the sales requirements for a particular level, they can still earn the reward for the subsequent level so long as they meet the subsequent level's deadline and sales requirements. To determine if a Consultant has met her sales requirements for a specific level, we will look at her sales totals from the start date, not from the last day of the previous level. However, only Consultants who meet the deadlines and sales requirements for all three levels will be eligible for the bonus reward.

9. Can I purchase the three exclusive My Acrylix® Business Builder stamp sets, the Close To My Heart logo t-shirt, or the On The Go Bag?

No. These items are only available to new Consultants who meet the sales requirements specified in the STTT program.

Claiming Rewards

10. How will I get my reward once I earn it?

Once Consultants have earned a reward, they will be able to add the reward to an order. When new Consultants begin an order in their name, they will receive a prompt to add the item they have earned to the order.

11. How soon will I get the prompt to add the items to my order?

After Consultants have submitted their qualifying order, they will be prompted to add their reward on the *following* order. The Straight To The Top prompts will only reflect numbers based on completed orders, not pending orders.

12. Do I have to order my reward within a certain time frame?

Yes. If the reward is not ordered within a six-month period, it will stop appearing and can no longer be added to an order. Consultants should contact Close To My Heart Consultant Services if they would like to claim the reward after the six-month time frame.

13. Will I have to pay shipping/handling and tax for my rewards?

If the reward is shipping with other items, Consultants will not have to pay shipping/handling and tax for the rewards they have earned. They will need to pay shipping/handling and tax for other items in that order. If the reward is ordered alone, shipping/handling will be charged.

14. What if my reward item is on backorder?

Consultants will still be prompted to add the reward to their order and the item will be sent at a later date, as soon as it is back in stock.

Product Information

15. Where can I see what the STTT rewards look like?

Images of rewards are found on the STTT flyer. The rewards are also featured in the videos on the STTT program.

16. What is the retail value of the three exclusive My Acrylix® Business Builder stamp sets?

The retail value of the three stamp sets is \$32.85 USD/\$42.75 CAD. These are B-size stamp sets.

17. What are the measurements for the exclusive On The Go bag?

The exclusive On The Go bag measures 7.5" x 8".

18. What is the purpose of the exclusive On The Go bag?

We've designed this bag for easy transport and easy advertising. The bag is large enough to fit several cards and products or other small, simple projects. Consultants can take their On The Go bag with them to their children's events like ball games and dance practice to work on projects, which will be a great conversation starter and advertising tool. When someone asks the Consultant about the project, she can explain how to make a quick card and give the card away along with a business card. The Consultant can also ask her new potential customer if they can become friends on Facebook so she can share more artwork.

19. What is the retail value of the exclusive On The Go bag?

The retail value of the On The Go bag is \$35.95 USD/\$40.95 CAD.

20. What is the retail value of the exclusive Close To My Heart logo t-shirt?

The retail value of the Straight To The Top is \$40.95 USD/\$45.95 CAD for sizes XS-XL, \$41.95 USD/\$46.95 CAD for size 2XL, and \$43.95 USD/\$48.95 CAD for sizes 3XL-4XL.

21. Which sizes do the exclusive Close To My Heart logo t-shirts come in?

This shirt is offered in sizes XS to 4XL. To measure, smooth out wrinkles and lay garment flat on a table.

Sizes (in inches)	XS	S	M	L	XL	2XL	3XL	4XL
Chest Measure 1" below armhole straight across chest	16	17	18	20	22	24	26	28
Sleeve Length Measure from center back neck to sleeve opening	21	21.75	22.75	23.75	24.75	25.5	26.25	27.875
Body Length Measure from high point shoulder to sweep opening	24	25	26	27.5	28.5	29.5	30.5	31.5



22. Which products come in the bonus prize bundle?

- Z6001 Designer Travel Tool Case
- Z6003 Designer Travel Ink Case
- Z5105 Workspace Wonder™ Tool cubby
- Z4189 Intense Black Exclusive Inks™ Stamp Pad
- Z4242 Watercolor Pencils
- Z3293 Shimmer Brush—Clear
- Z679 Liquid Glass
- Z3516 Black Journaling Pen (.03)
- Z1279 Versamat™
- Z1207 Rub & Remove™ Eraser
- Z726 Sponge Daubers
- Z2060 Thin 3D foam tape
- Z3342 3-D Foam Dots
- Z697 Sponge
- Z4245 Opaque Matte Texture Paste
- Z4247 Palette Knives
- Z3372 CTMH Adhesive Runner

Upline Information

23. Where can Uplines view their Team members' STTT deadline dates?

Uplines can view their downlines' STTT deadline dates at Online Office > Business Management Reports > Downline STTT Reports.

24. When will Uplines' CTMH Cash and/or cash reward be available?

CTMH Cash will be available to use by the fifteenth of the month following the month in which the downline meets the sales requirements for a given level. The cash reward will be added to

your monthly commission check and will also be available to use by the fifteenth of the following month. For example, if a downline reaches a new Straight To The Top level in May, the CTMH Cash or cash reward will be available for the Upline to use by June 15.

25. How can Uplines promote the STTT program to their downline?

We have created a flyer that Uplines can personalize to promote the STTT program to prospective team members. It can be downloaded for sharing online, or it can be printed. The flyer can be found at Online Office > Marketing > Flyers > STTT Flyer.

26. Where can Uplines find more information about STTT?

Uplines can find more information about STTT at Online Office > Training & Events > Consultant Manual > Compensation Plan. They can also watch the STTT video for Uplines found at Online Office > Training & Events > Training Courses > Team Building > Sharing the Opportunity.