

Encaff Energy Stix College Sampling Rep (CSR) Program

- **Objective:**

- Drive fellow college students, family & friends to the Encaff Energy website www.encaffenergy.com, using sampling and social networking techniques. When you sell the equivalent of 50 cases of Encaff Energy Stix via your personal Encaff Energy ID Code through our website, you will earn a “Vacation of a Lifetime” to a choice of one of three luxury destinations including Las Vegas, Caribbean Cruise or Cancun, Mexico!

- **Job Description:**

- *Position Summary:*
 - Introduce fellow college students, family and friends to “...*the Next Generation of Energy*” Encaff Energy Stix™. Primary objective is to drive sales and create awareness to the Encaff Energy Stix™ website www.ENCAFFENERGY.com using sampling, social media (i.e. Facebook, Twitter) and other techniques
- *Essential Functions and Responsibilities:*
 - As a Sample Representative, you will be responsible for:
 - Sampling 500 Encaff Energy Stix™ that will be adhered to sample cards and distributed to college students (this includes fraternities, sororities, organizations, classmates), family & friends, etc.
 - Leverage Social Media! Don’t limit yourself to achieving your goals with just the 500 sample stix. Use Facebook, Twitter, MySpace, and other social media to direct your consumers to the Encaff Energy website. **Be sure to let everyone know your personal Encaff Energy ID number to get credit toward your “Vacation of a Lifetime”**
 - Your target audience isn’t just limited to college students; it also includes busy professionals, truck drivers, military/rescue workers, and health & exercise enthusiasts.
 - Wear your Encaff Energy Stix™ T-shirt while handing out the samples so students know who you are representing
 - While handing out each sample, tell the students a brief description about the product (the general script is included in your sample kit to help you out).
 - **Ensure that each sample card has your Encaff Energy ID Code number on in to receive credit. We will track your results on the website to measure your performance. Reminder... you need to have a minimum of 50 cases traced to your personal ID Code number to earn the “Vacation of a Lifetime”**
 - Read all the rules and regulations provided and following them
- *Qualifications:*
 - Must be an enrolled college student over the age of 20 years old
 - Must be outgoing, socialable, and self motivated

- Must demonstrate the ability to prioritize and complete the assignment of sampling
 - Must be willing to work until all 500 sample stix are sampled
 - Work schedule is flexible and designed NOT to interfere with classes, but keep in mind, the longer it takes to sample, the longer it will take for you to achieve your goal of 50 cases and earning the “Vacation of a Lifetime.”
 - Must be 21 or older to use “Vacation of a Lifetime” trip voucher. Travel voucher expires after 18 months from the time you register.
- **“The Reward:”**
 - Your goal is to sell the equivalency of 50 cases of Encaff Energy Stix™ from the Encaff Energy website (www.ENCAFFENERGY.com). All sales will be tracked using your personal ID code. Equivalency of 50 cases is as follows:
 - One 8ct Encaff Energy Stix™ = 8 pts
 - One 24ct Encaff Energy Stix™ = 24 pts
 - One 48ct Encaff Energy Stix™ = 48 pts
 - For every 48 pts, you successfully sold ONE CASE. A minimum of 2,400 pts or 50 cases must be achieved to earn a “Vacation of a Lifetime” trip voucher
 - “Vacation of a Lifetime” includes your choice of one of 3 luxury vacations including a Caribbean Cruise, Las Vegas Getaway, or trip to Cancun, Mexico
 - 3 Day / 2 Night Las Vegas Getaway
 - Action is everywhere in Las Vegas. A 50 storey Eiffel Tower looms over The Strip, gondoliers “o sole mio” their way down an ersatz Grand Canal, and acres of neon turn night into a multicolored day. Gamblers defy reason in their attempt to seduce the goddess of chance, while onstage extravaganzas manipulate reality with mind-bending special effects.
 - Even a meal can be an adventure, whether an all-you-can-eat buffet or a house of haute cuisine that you wouldn’t expect to find in the Nevada desert. Head out of town and you’ll come across otherworldly landscaped that nature has etched over the years. And of course, don’t forget the shopping; Vegas truly is a shopper’s paradise.
 - 5 Day / 4 Night Cancun Vacation
 - From ruins to riches, Cancun has it all. In fact, it’s hard to imagine a site better endowed with natural, archaeological, and man-made attractions. Cancun’s beautiful white sand beaches and turquoise waters must be seen to be fully appreciated.
 - As for vacation amenities, Cancun offers an exotic, tropical island setting buoyed by modern comforts and conveniences. A well-planned layout and infrastructure give this vacation destination a polished appearance.

Shopping is top notch with over a dozen American-style shopping centers. Your dining options are virtually endless as Cancun provides access to Mexican specialties or international fare.

- 5 Day / 4 Night Carnival Cruise
 - Carnival Cruise Line's "Fun Ships" are renowned for providing their guests with fantastic vacations and years of incredible memories. With a spectacular fleet of ships, Carnival offers guests a huge variety of on-board activities and entertainment options. Whether you want to relax in the sun, swim in the pool, play slots in the casino, or catch a Vegas style show, you can do as much or as little as you want aboard your Carnival "Fun Ship." Bon Voyage!
 - Choose one of the following cruising destinations:
 - Western Caribbean Cruise: departs from Miami, travels to Key West and Cozumel
 - Bahamas Cruise: departs from Port Canaveral, travels to Freeport and Nassau
 - Mexican Baja Cruise: departs from Los Angeles, travels to Catalina and Ensenada

- **Sample Kit Includes:**
 - 500 sample stix attached on sample cards
 - 1 Encaff Energy Stix™ T-Shirt
 - ID code that must be put onto every sample card by the Sample Representative to insure the representative receives full credit for purchases on the website. **This is YOUR personal ID to insure you get credit for your sales!**
 - Thank You & Welcome Letter
 - General Script on what to say when handing out samples
 - Copy of "Vacation of a Lifetime" trip brochure
 - Rules & Regulations