

# Career Plan

## PATH TO PROPRIETORSHIP

### Welcome to Dresden & Company!

At Dresden & Company, we have a simple mission – to make life better. Whether it's through our collection of unique and well-crafted items or the opportunity to become an independent Dresden & Company Proprietor, that goal is at the core of everything we do.

We believe that it's a privilege to work with people who share an appreciation for our products and who want to offer these exceptional items to their customers, friends and family. We are proud of our Dresden & Company Proprietor Opportunity. It's simple to get started and even more rewarding as you grow!

# D&Co. Glossary

## Career Plan & Proprietor Guidelines

### APPRENTICE PROPRIETOR

A new Proprietor with guest sales of \$0 to \$1,249.

### BONUS

The payment a Rising Proprietor, Team Leader, Group Leader or Division Leader earns on the structures they have built.

### BOOKING

A Booking occurs when one or more of your Co. Host's guests or friends book a party from you, with your favorite Proprietor.

### BUILD UP

A Leader experiences a "Build Up" period following any month they do not meet their personal and team requirements. See the Career Plan for Build Up details.

### BUNDLE

At Dresden & Company, a joining Proprietor can choose from two product bundles, also known as business kits in the direct sales industry.

### BUSINESS SERVICE FEE

A Business Service Fee of \$12.99 plus tax is charged to each Proprietor's credit card on file monthly, which covers the many advantages and tools being provided for their business, including their personalized website hosted by Dresden & Company, all credit card fees (unlimited transactions) and much more.

### CENTRAL TEAM

The group of Proprietors connected to you, including direct and indirect.

### CO. HOST

The best part of our business is relationships. When a customer agrees to host a party with you, you will partner with them to ensure their party reaches the level of success you both desire.

### COMMISSION

The monies a Proprietor earns on customer orders, on their personal sales or retains on their personal sales.

### D&CO HOME

Our office headquarters, located at 701 Chestnut Street, Dresden, OH, is your home away from home.

### DIRECT

Proprietors and/or Leaders you personally sign, mentor and promote in the team; these people are direct to you.

### FOUNDING PROPRIETOR

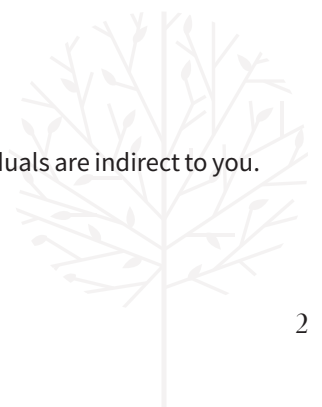
This is an honorary/recognition title for a Proprietor who joins Dresden & Company on or before December 31, 2019.

### GUEST SALES

All commissionable sales submitted by customers either online or via parties.

### INDIRECT

Proprietors and/or Leaders your direct team signs, mentors and promotes in the team; these individuals are indirect to you.



#### INSIDER PRICING

A 20% savings offered to a customers when they shop from their Proprietor's website or in person.

#### MENTOR

When you join Dresden & Company, you will be attached to a Mentor. Your Mentor will support you every step of the way and in every part of your business.

#### PARTY

Sharing your products face-to-face is the key to your success. These get-togethers can occur anywhere two or more people are gathered. Sometimes parties are often referred to as home parties, online parties, book parties, gatherings or get-togethers.

#### PRINT ON DEMAND

Process for ordering printed and other sales tools.

#### PROPRIETOR PORTAL

The web-based tool a Proprietor uses to run her/his business. From time to time, this may be referenced as your back office.

#### QUALIFIED PROPRIETOR

A Proprietor who achieves career guest sales of \$1,250 or more becomes qualified and receives the honorary title of "Qualified for Life."

#### SUCCESS LINE

The group of Proprietors and Leaders sponsored by you and your team, including both direct and indirect.

#### SIMULTANEOUS PROMOTION

This occurs when you and your Mentor or upline Leader both qualify for a leadership promotion in the same month.

#### UPLINE

The person you are mentored by or connected to for leadership.

## Technology

#### BROADCAST MESSAGES

A message that can be issued to the audience you select through the message tool.

#### CUSTOMER PORTAL

The web-based tool a customer uses to manage her/his customer account.

#### EVENTS CALENDAR

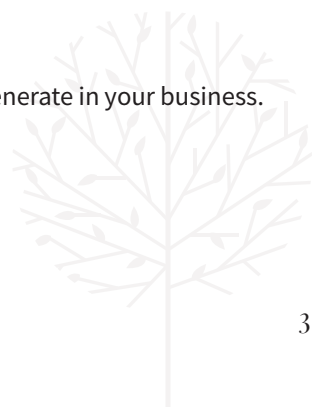
A calendar tool for managing the events in your business. Additionally, Dresden & Company will add all Company Events to the calendar, too.

#### LEAD CENTER

The location in your Proprietor Portal for you to track, manage and follow-up with the leads you generate in your business. This is the location D&Co. Home will use to assign leads to Proprietors, too.

#### PARTY MANAGER

The tool a Proprietor uses to manage and submit their hosted parties.



## PARTY TYPES

Fundraiser - A physical or virtual event held specifically to support a charity or cause

Mixer/Open House - A casual, unstructured opportunity to greet guests held by a Host and/or a Dresden & Company Proprietor

Online Party - A virtual gathering, hosted online, that allows friends near or far, to shop a party while the host earns rewards

Party - A social gathering with friends and family planned to showcase Dresden & Company products

Sip & Shop - A small gathering of two or more, designed to provide an intimate shopping experience between the host or customer and a D&Co. Proprietor

## PERSONAL ORDER

An order a Proprietor can place and receive their commission/discount upfront. Keep in mind sales volume is on the discounted price. (For example: a proprietor purchases a \$100 personal order and received their 25% discount upfront. Therefore, they will receive sales volume for \$75, not \$100.)

## PUBLIC PROFILE

The profile you create that is displayed on your replicated website. Please be sure to use caution when publicizing your personal information, such as your address.

## REFERRING PARTY

The party number a booked party is attached to.

## REPLICATED WEBSITE/YOUR PROPRIETOR WEBSITE

Your personalized Proprietor website that allows your customers to shop directly with you.

## RESOURCES

The location, in the Proprietor Portal, where business resources can be found and referenced.

## SUBSCRIPTION

A recurring monthly fee and/or order.

## SKY WALLET

Your online wallet where all commission and bonus monies are deposited.

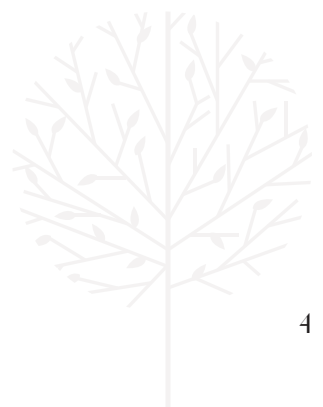
## USERNAME

The name for your customer account. This cannot be an email address.

## URL

The address of a web site.

For example, a Proprietor's URL must look like this: [www.dresdenandcompany.com/susiesmith](http://www.dresdenandcompany.com/susiesmith)



# Our Commitment to Our Dresden & Company Proprietors

*“WE INVITE YOU TO SIT BACK, RELAX AND EXPERIENCE DRESDEN & COMPANY, CONFIDENT THAT THERE IS A TEAM OF TALENTED AND PASSIONATE PEOPLE IN DRESDEN, AND ACROSS THE COUNTRY, ALL FOCUSED ON ONE GOAL – LIFE MADE BETTER.” – BRENTON BAKER*

Our commitment is to support and partner with you in your journey as a Proprietor with Dresden & Company. Here’s what you can expect from us. We will:

- Provide Proprietors with a personalized, branded website.
- Provide Proprietors the opportunity to buy a Product Bundle of their choosing. (Bundles sales are not included in personal sales totals.)
- Pay personal commissions twice monthly and bonuses monthly.
- Support Proprietors by providing access to professionally designed selling tools, business supplies, and current and relevant training.
- Pay all credit card fees.
- Impose no Annual Renewal Fee (See details below regarding Monthly Fee).
- Encourage new customers who visit the Dresden & Company website to connect and shop directly with Proprietors by offering Proprietors’ customers Insider Pricing (a 20% savings).
- Provide accurate information regarding Dresden & Company’s compensation plan, products and sales channels.
- Refrain from any unlawful or unethical recruiting practices
- Base all actual and potential sales and earnings claims on documented facts.

## D&Co. Sales Year and Proprietor Fees

The D&Co. sales year is June through May.

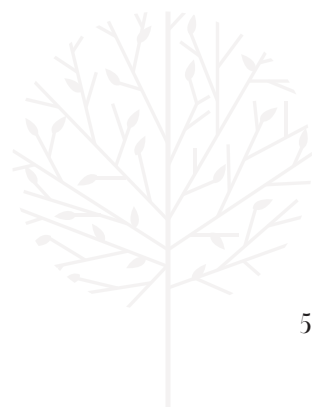
Proprietors pay a monthly Business Services fee of \$12.99 plus tax, which covers the many advantages and tools provided for their business, including their personalized website hosted by Dresden & Company, the payment of credit card fees on unlimited credit card transactions, and more. This monthly business fee will be billed to the Proprietor’s credit card monthly. In the event the Proprietor’s credit card expires or is declined, the Proprietor will be notified immediately to resolve the issue.

## Monthly Sample Purchases

Proprietors will have the opportunity to purchase sample products, which are a great investment for their businesses. These products will help Proprietors grow their businesses as they share products with customers.

Proprietors will earn a 40% discount on sample purchases each month.

NOTE: PROPRIETORS ARE PERMITTED TO PURCHASE ONE OF EACH SAMPLE PRODUCT AVAILABLE TO PROPRIETORS. SAMPLE SALES ARE NOT INCLUDED IN PERSONAL SALES TOTALS.



# Role of a Mentor

*“TOGETHER WE WILL CREATE A THRIVING DRESDEN & COMPANY COMMUNITY CENTERED ON THE MISSION OF SUPPORTING, CELEBRATING AND CARING FOR ONE ANOTHER.” – TINA SMYTHE*

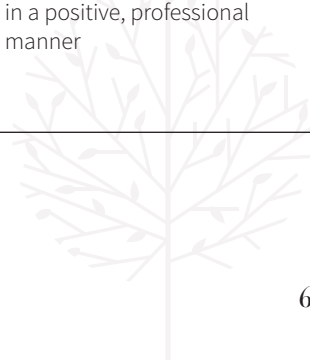
Being a Dresden & Company Mentor is a privilege. A mentor is an experienced and trusted adviser. In this role, a Mentor will provide support to their Proprietors in the following areas:

- Becoming familiar and comfortable with sharing the products purchased in their Bundle.
- Demonstrating how to throw a simple and cost-effective party with a Co. Host, including effective Co. Host coaching.
- Accessing the Proprietor Portal to process parties and orders and check for regular news and updates from Dresden & Company.
- Sharing knowledge, passion and excitement for growing their business.

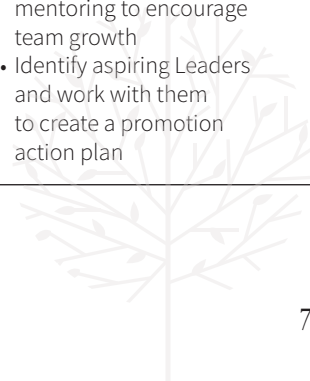
# Career Plan

A Dresden & Company Leader must achieve all personal and team requirements outlined below at each level.

TITLE	OBLIGATIONS	BENEFITS	EXPECTATIONS
Apprentice Proprietor	<ul style="list-style-type: none"> <li>• \$350/month in personal sales*</li> <li>• \$0 - \$1,249 in career sales</li> </ul>	<ul style="list-style-type: none"> <li>• Earn 20% commission on personal career sales of up to \$1,249</li> <li>• Earn “Qualified for Life” status once personal career sales reach \$1,250</li> <li>• Earn up to 40% discount on monthly Sample purchases</li> </ul>	<ul style="list-style-type: none"> <li>• Have fun and entertain company often</li> <li>• Represent the company in a positive, professional manner</li> </ul>
Qualified Proprietor	<ul style="list-style-type: none"> <li>• \$1,250 or more in career sales; qualified for life</li> </ul>	<ul style="list-style-type: none"> <li>• Earn 25% commission on personal career sales of \$1,250 or more</li> <li>• Earn 40% discount on monthly Sample purchases</li> </ul>	
<p>* PROPRIETORS MUST MAINTAIN \$350 IN PERSONAL SALES MONTHLY. IN THE EVENT A PROPRIETOR DOES NOT SUBMIT \$350 OR MORE IN PERSONAL SALES THREE CONSECUTIVE MONTHS, THEIR PERSONAL COMMISSION REVERTS TO 20% UNTIL THE \$350 SALES MINIMUM IS MET. THE PROPRIETOR'S COMMISSION STATUS OF 25% IS REINSTATED THE MONTH THE \$350 IN SALES IS ACHIEVED.</p>			
Rising Proprietor	<ul style="list-style-type: none"> <li>• \$350/month in personal sales*</li> <li>• Qualified Proprietor status</li> <li>• Mentor three or more direct qualified Proprietors</li> <li>• Direct Proprietors sell a combined \$1,000 or more</li> </ul>	<ul style="list-style-type: none"> <li>• Earn 25% commission on personal sales</li> <li>• Earn 2% Bonus monthly on direct, qualified Proprietor's sales</li> <li>• Earn 40% discount on monthly Sample purchases</li> <li>• Earn Dresden &amp; Company incentives and rewards</li> <li>• NOTE: Rising Proprietor's personal sales are not included in group sales requirement</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate positive mentorship for entire team, including indirect team members, while working together to prepare for your leadership promotion</li> <li>• Have fun and entertain company often</li> <li>• Represent the company in a positive, professional manner</li> </ul>



<p>Team Leader</p>	<ul style="list-style-type: none"> <li>• \$350/month in personal sales*</li> <li>• Qualified Proprietor status</li> <li>• Mentor a minimum of six direct, qualified Proprietors</li> <li>• Monthly Central Team sales of \$6,000 or more</li> </ul>	<ul style="list-style-type: none"> <li>• Earn 25% commission on personal sales</li> <li>• Earn 5% Bonus monthly on Central Team (direct and indirect) sales of \$6,000 or more</li> <li>• Earn bonuses for promoting new Leaders (see below)</li> <li>• Earn 40% discount on monthly Sample purchases</li> <li>• Earn Dresden &amp; Company incentives and rewards</li> <li>• NOTE: Team Leader's personal sales are included in Central Team sales requirement.</li> </ul>	<ul style="list-style-type: none"> <li>• Develop strategy for maintaining consistency in personal selling and mentoring; lead by example</li> <li>• Support your team in increasing sales and mentoring to encourage team growth</li> <li>• Identify aspiring Leaders and work with them to create a promotion action plan</li> <li>• Have fun and entertain company often</li> <li>• Represent the company in a positive, professional manner.</li> <li>• Demonstrate positive mentorship to entire team, including indirect team members, while working together to prepare for your next promotion.</li> <li>• Continue to strengthen Central Team</li> </ul>
<p>Group Leader</p>	<ul style="list-style-type: none"> <li>• \$350/month in personal sales*</li> <li>• Qualified Proprietor status</li> <li>• Monthly Central Team sales of \$12,000 or more</li> <li>• Mentor a minimum of six, direct qualified Proprietors</li> <li>• Promote a minimum of three direct Team Leaders (each meeting their personal and Team Leader requirements)</li> </ul>	<ul style="list-style-type: none"> <li>• Earn 25% commission on personal sales</li> <li>• Earn 7% Bonus monthly on Central Team (direct and indirect) sales of \$12,000 or more</li> <li>• Earn 3% on direct Team Leader Central Team sales of \$6,000 or more</li> <li>• Earn 2% on indirect Team Leader Central Team sales of \$6,000 or more</li> <li>• Earn bonuses for promoting new Leaders (see below)</li> <li>• Earn 40% discount on monthly Sample purchases</li> <li>• Earn Dresden &amp; Company incentives and rewards</li> <li>• NOTE: Group Leader's personal sales are included in Central Team sales requirement.</li> </ul>	<ul style="list-style-type: none"> <li>• Coach and mentor Team Leaders individually</li> <li>• Implement strategies for strengthening Leaders and entire team</li> <li>• Have fun and entertain company often</li> <li>• Represent the company in a positive, professional manner.</li> <li>• Demonstrate positive mentorship to entire team, including indirect team members, while working together to prepare for your next promotion</li> <li>• Develop strategy for maintaining consistency in personal selling and mentoring; lead by example</li> <li>• Continue to strengthen your Central Team</li> <li>• Support your team in increasing sales and mentoring to encourage team growth</li> <li>• Identify aspiring Leaders and work with them to create a promotion action plan</li> </ul>



<p>Division Leader</p>	<ul style="list-style-type: none"> <li>• \$350/month in personal sales *</li> <li>• Qualified Proprietor status</li> <li>• Mentor a minimum of six, direct qualified Proprietors</li> <li>• Monthly Central Team sales of \$24,000 or more</li> <li>• Promote a minimum of three direct Group Leaders (each meeting their personal and Group Leader requirements)</li> </ul>	<ul style="list-style-type: none"> <li>• Earn 8% Bonus monthly on Central Team (direct and indirect) sales of \$24,000 or more</li> <li>• Earn 3% on direct Group Leader Central Team sales of \$12,000 or more</li> <li>• Earn 2% on indirect Team Leader Central Team sales of \$6,000 or more</li> <li>• Earn bonuses for promoting new Leaders (see below)</li> <li>• Earn 40% discount on monthly Sample purchases</li> <li>• Earn Dresden &amp; Company incentives and rewards</li> <li>• Free registration for Company Meetings</li> <li>• NOTE: Division Leader's personal sales are included in Central Team sales requirement.</li> </ul>	<ul style="list-style-type: none"> <li>• Coach and mentor Group Leaders individually</li> <li>• Implement strategies for strengthening Leaders and entire team</li> <li>• Have fun and entertain company often</li> <li>• Represent the company in a positive, professional manner.</li> <li>• Demonstrate positive mentorship to entire team, including indirect team members</li> <li>• Develop your strategy for maintaining consistency in personal selling and mentoring; lead by example</li> <li>• Continue to strengthen your Central Team</li> <li>• Support your team in increasing sales and mentoring to encourage team growth</li> <li>• Identify aspiring Leaders and work with them to create a promotion action plan</li> </ul>
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All Dresden & Company Leaders are responsible for the leadership and continuous team growth in both sales and mentoring. Additionally, all Leaders are responsible for personal sales and mentoring consistently on a monthly basis.

To achieve personal and team success, our Leaders will need to be knowledgeable about Dresden & Company products, programs and guidelines. Additionally, Leaders will be expected to always conduct their business in a legal, ethical and professional manner.

A successful Dresden & Company Leader is passionate about the company and

- Focuses on relationships with their team and customers
- Recognizes team members consistently
- Inspires team members daily
- Motivates others to achieve their dreams
- Communicates with the team on a regular basis

Privileges of Leadership

- Experiencing the excitement of building and leading a team in a ground floor opportunity
- Enjoying financial success
- Recognizing your team in a way that is meaningful to them
- Connecting with your team using current and relevant communication channels that relate best to them
- Teaching, mentoring and coaching others to help them reach their level of success
- Identifying strengths and instilling confidence in others
- Participating in leadership calls with Dresden & Company Home
- Partnering with Dresden & Company Home on sales field events and training opportunities

*“RELIABILITY AND SERVICE EXCELLENCE ARE TWO OF THE MOST IMPORTANT THINGS WE CAN PROVIDE TO OUR PROPRIETORS AND CUSTOMERS.” – RYAN LEPI*



# Promoting to Leadership

*“WE ARE DEDICATED TO KEEPING AMERICA’S CRAFT TRADITIONS ALIVE – BUT WE ARE ALSO PASSIONATE ABOUT MODERN HOME DESIGN STYLE.” – MICHAEL KENNEDY*

A promoting Leader must sign a Leader Agreement when promoting to leadership. This agreement is between the Leader and the company and explains the advantages and expectations of promoting.

Team, Group and Division Leaders must achieve personal and team requirements three consecutive months to be eligible to promote.

Example: Susan achieves all personal and team requirements to promote to Team Leader in September, October and November. Therefore, Susan will promote to Team Leader in December.

When a Leader promotes following their three-month eligibility to promote period, the Leader will receive the Leader bonus they would have earned during their three-month qualification period.

Example: Lisa Team Leader promotes in December and meets all team and personal requirements December, January and February. Lisa Team Leader will earn her Leader bonus percentage based on her team’s performance during qualification period (September, October and November).

A Leader who promotes another Leader in their success line will receive a three-month grace period from Build Up. Additionally, the promoting Leader will receive the following bonus on the promoted Leader’s Central Team Sales:

- Month 1 - 3% Bonus on Leader’s Central Team Sales
- Month 2 - 2% Bonus on Leader’s Central Team Sales
- Month 3 - 1% Bonus on Leader’s Central Team Sales

When promoting to a Dresden & Company Leader, a Leader will have the potential to earn Leader bonuses on sales three levels down:

- Bonus on Central Team monthly sales based on Title
- 3% Bonus on Direct Teams
- 2% Bonus on Indirect Teams

In the event a Team, Group or Division Leader does not achieve all personal and team requirements, they will enter Build Up. Build Up is described as a grace month that protects the Leader’s title and bonuses, even though the team did not perform at the level requirements. When a Team, Group or Division Leader is in Build Up three consecutive months or five of 12 months in a calendar year, the Leader will revert one level.

While a Leader is in Build Up, their upline Leader will not go into Build Up unless total group volume is not achieved.

Example: Lisa Team Leader is in Build Up because her team sales do not reach \$6,000; Lisa’s upline Leader, Susie Group Leader, will not go into Build Up if total group sales of \$30,000 are met for the month.

# Transfer Option

The direct sales business model rewards individuals who work hard in mentoring and sales. Therefore, we do not allow transfers from your original Mentor, Team Leader, Group Leader or Division Leader. If you feel it’s necessary to change Mentors, you must resign from the Company and refrain from conducting any form of Dresden & Company business for six months. After six months, you may submit a new Proprietor Agreement with a new Mentor, purchase a new Bundle and requalify with \$1,250 in guest sales.

