


Engage Playbook


Bonus Board

Rules of Engagement


The Vensure Engage Bonus Board includes 144 squares with a total possible payout of \$10,000 per contest. There are 12 rows on the board with 12 squares in each row. Payouts will be as follows:

 **3**
SQUARES


Will Pay Out
\$500 Each

 **16**
SQUARES


Will Pay Out
\$100 Each

 **20**
SQUARES


Will Pay Out
\$50 Each

 **2**
SQUARES

Will Pay Out \$250
in Credit to the
Vensure Swag Store

 **80**
SQUARES


Will Pay Out
\$25 Each

 **1**
SQUARE


Will Pay Out
\$1,000

 **20**
SQUARES

Will Pay Out \$50
in Credit to the
Vensure Swag Store

 **1**
SQUARE

Will Award a
Marriott Gift Card
(Value of \$500)

 **1**
SQUARE

Will Award a Gift
Card for Your
Airline of Choice
(Value of \$500)

This contest is designed to increase motivation, teamwork, and qualified referrals that are submitted throughout each contest period. When a qualified referral is submitted, a random square on the bonus board will be filled with the referring party's name. Whichever prize is associated with that square will be rewarded to the referring party at the time of placement.

It is important to keep in mind that an employee can only get on the board one time per **business** they refer. They cannot get on the board multiple times if multiple services are referred for one company. They will, however, still receive the appropriate referral bonus for each closed service they refer for each company. Once an employee is on the board, it is in their best interest for other employees to submit a qualified referral and help fill the board. The Bonus Board will start over fresh each contest period.



What is a Qualified Referral?

An employee will be added to the Bonus Board upon submission of a qualified referral. A qualified referral is one that results in an initial appointment or call with the referred company's primary contact. An important thing to keep in mind when submitting a referral is that the client/prospect referred must have shown interest in the service referred.

This referral should technically be a warm lead for the appropriate specialist to reach out to.

Inside and outside sales employees are not eligible to participate in the Bonus Board contest. All other employees (including managers) are eligible to participate in this contest. This includes over 1,000 employees across all divisions. These employees can refer both current clients and non-clients for any service. **Please note that the employee must be employed at the time of reward payout, in order for them to receive the bonus board prize.**

Only referrals for the following services will result in the referring party being added to the Bonus Board:

Core Services



PEO Services



HCM Services



PRO Services

Employer Solutions



Recruiting



Alternative Workforce Solutions (Solve)



Master Medical Benefits (30+ Employees)



Ancillary Benefits (30+ Employees)



401(k) Plan



Time & Labor Management (20+ Employees)



Performance Management (20+ Employees)



Applicant Tracking (10+ Employees)

Engage Submissions

How to Submit a Qualified Referral

Once a prospect or current client shows interest in or demonstrates a need of a service, it is important for them to know that a Service Specialist will contact them as soon as possible.

Following the conversation with the prospect, it is crucial for the employee to submit the referral right away. This will ensure that the Service Specialist is notified as quickly as possible. A referral can be submitted directly to the Referral Team via the referral form at vensure.com/engage. If the prospect is interested in multiple services, these services can be selected on the referral form. It is crucial to include the business name and contact information of the decision maker for the business referred. Additionally, it is important that the referral form be complete with all necessary information. The more information there is, the greater the likelihood of the deal closing and the referral being paid.

It's important to note that internal employees cannot submit a referral or receive a referral payout for businesses they or their spouse share ownership in. These referrals can be directed to Sales to assist.

Once the referral has been submitted, the Referral Team will pass along all necessary information to the appropriate specialist so they are able to reach out and start the process of assistance. The Referral Team will follow the progress of and track each referral for payment for when the deal closes and the new service starts. Referral payouts are requested to be paid on the referring party's first paycheck of the month, following 30 days post-admin audit (typically 60 days post-start).

It is important to understand that if the process for submitting a qualified referral is not followed, the referral will not count for the employee and they will not receive the referral bonus or be added to the Bonus Board.



If any employee has questions regarding the process for submitting a referral, the current progress of their referral, etc., please have them reach out to engage@vensure.com and the Engage Team will make sure their questions are answered right away!