



BUSINESS EXPERTS TIGER

BUSINESS EXPERTS TIGER - VANCOUVER - AT&T BUSINESS SALES FLOOR

THE TIGER PATH

Earn your stripes. From your first live call to running the floor, every step is written down, and every step unlocks more.

4 LEVELS

GATES, NOT A CALENDAR

PERKS FORMALIZED WITH HR

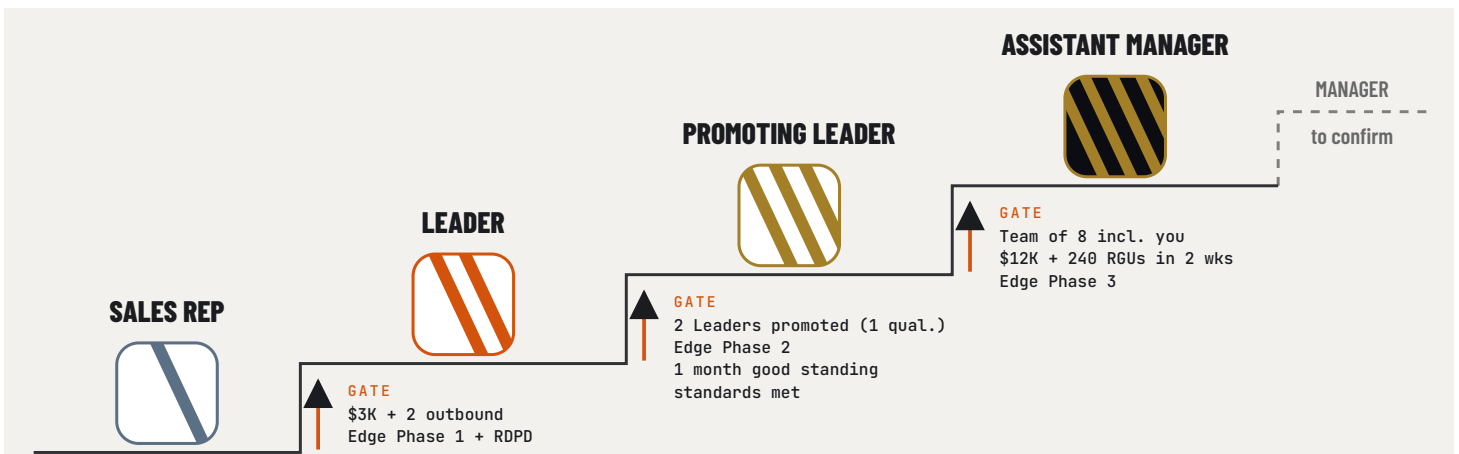
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THE PATH AT A GLANCE

FOUR LEVELS. THREE GATES. NO WAITING LIST.

Nobody on this floor waits for an anniversary to move up. Each level has a gate: numbers you can see on the board, training you can finish, people you can promote. Hit the gate and you move. The path has no calendar. It has gates.



Each riser is a gate. The orange arrows carry the whiteboard's own numbers: what moves you from one level to the next. The dotted step past Assistant Manager is the horizon the path points at and still needs management's word.

LEVEL	STRIPEs	WHAT IT TAKES TO GET HERE	HEADLINE UNLOCK
SALES REP	1 STRIPE	Hired. Training week done.	Every contest, spiff and leaderboard from day one. A Leader in your corner every day.
LEADER	2 STRIPEs	\$3K, 2 outbound, Edge Phase 1, RDPD.	Dinner with management. Your own team. Welcome bonus. Desk upgrade.
PROMOTING LEADER	3 STRIPEs	2 Leaders promoted from your team (1 qualified), Edge Phase 2, one month in good standing, standards met.	20% premium. FLOAT card with a team budget. Getaways.
ASSISTANT MANAGER	4 STRIPEs	Team of 8 including you, 1 Promoting Leader and 4 first-generation Leaders, \$12K and 240 RGUs in 2 weeks, Edge Phase 3.	Premium. Overrides. Exclusive trips. Backstage. A seat at the management table.

DAY ONE TO DAY FIVE

WEEK ONE IS TRAINING WEEK

You join a Leader's team on your first morning. You are theirs for the week: shadowing, learning, live phone calling with a coach beside you. Every day ends

the same way, with a debrief of what you did right and where you need to do better.

MON

Meet your Leader and your team. Shadow live calls. Learn the floor: the board, the week, the words we use.

TUE

Product and offer. The script and why it works. Role-play until it sounds like you.

WED

Live phone calling with your Leader on the line. Short sets. Coaching between every set.

THU

Longer live blocks. Objections. Setting up the business right the first time so it pays.

FRI

Your week in numbers with your Leader and Sam. What stuck, what to fix, and your plan for Monday.

Day-by-day content is a proposed shape of the week your notes describe. [CONFIRM WITH SAM](#)

5:00 THE DAILY DEBRIEF

Your work day is broken down with your Leader every day, not just in week one. What you did right. Where you need to do better. One thing to carry into tomorrow. The debrief is how a rookie becomes a Leader, and later it is how a Leader builds Leaders.



ONE STRIPE

LEVEL 1

SALES REP

Learn the floor. Earn your first green day.

You are on a Leader's team under their supervision. Your day is calls, setups and the debrief. You are already eligible for every contest, spiff and leaderboard on the floor. Nobody is waiting for you to earn the right to compete.

WHAT IT TAKES TO GET HERE

- Hired onto the TIGER floor.
- Training week completed.
- You show up, dial, and take the debrief every day.

WHAT YOU UNLOCK

- A Leader in your corner. Daily coaching and the daily debrief.
- Eligible for all contests, spiffs, leaderboards and bonuses through the year.
- Team nights and the floor culture.
- Your first green day and your first hot day called out on the floor. **PROPOSED**

HOW WE CELEBRATE

- First setup: announced on the floor. **PROPOSED**
- Your name on the trend board with the rest of the team.
- Promotion to Leader: badge pinned on the floor and your dinner with management that month.

YOUR ROAD TO LEADER

0 of 4

☐ **\$3K** in commissions earned

WINDOW TO CONFIRM

Whiteboard: "\$3K". Over one week, two weeks or a month is a decision in the notes below.

☐ **2 outbound** sales you prospected yourself

MEANING TO CONFIRM

Whiteboard: "2 Outbound".

☐ **Edge Phase 1** completed

Whiteboard: "Phase 1 Edge".

☐ **RDPD** DEFINE

Whiteboard: "RDPD". Kept verbatim until defined.

Proposed add: your Leader puts your name forward and you sit down with Sam before the badge is pinned. Tick the boxes as you hit them; the badge fills in. Print this page and keep it at your desk.



TWO STRIPES

LEVEL 2

LEADER

Lead by example. Lead alongside.

You run a team. New hires spend their training week on your team, and their debrief is your debrief. You still sell, and your numbers are on the board like everyone else's. A Leader is character, not a title: first to dial, last to leave, and the standard the team copies.

WHAT IT TAKES TO GET HERE

- \$3K in commissions earned.
- 2 outbound sales.
- Edge Phase 1 completed.
- RDPD.

WHAT YOU UNLOCK

- Dinner with management. **WHITEBOARD**
- One-time welcome-to-Leader bonus. **AMOUNT: MANAGEMENT**
- Desk upgrade budget: wireless headset, bigger monitor. **PROPOSED LEVEL**
- Subsidized parking or transit. **PROPOSED LEVEL**
- Eligible for leadership courses: Dale Carnegie, 7 Habits, all expenses paid. **PROPOSED LEVEL**
- Access to upper management: ask, consult, be heard. **PROPOSED LEVEL**

HOW WE CELEBRATE

- Badge pinned on the floor, two stripes.
- Dinner with management that month.
- Your first promoted team member: announced as your first-generation Leader. The start of your tree.

YOUR ROAD TO PROMOTING LEADER

0 of 4

- ☐ **2 Leaders** promoted from your team, at least **1 qualified**

QUALIFIED = TO DEFINE

Whiteboard: "2 Leaders (1 Qualified)".

Proposed: qualified means they hit the Leader gate and have one month in good standing.

- ☐ **1 month** in good standing as a Leader

Whiteboard: "1 Mth in good standing".

- ☐ **Edge Phase 2** completed

Whiteboard: "Phase 2 Edge".

- ☐ **Standards met** on the monthly metrics

Whiteboard: "Meeting standards metrics". The list lives in Standards below.

You move up when your people move up. That is the whole idea of the next level.



THREE STRIPES

LEVEL 3

PROMOTING LEADER

Build leaders. Grow your tree.

A Promoting Leader is a Leader who has promoted members of their own team to Leadership. The people you promoted are your first-generation Leaders. From here your income and your perks grow with your tree, not only with your own dials.

WHAT IT TAKES TO GET HERE

- 2 Leaders promoted from your team (1 qualified).
- Edge Phase 2 completed.
- One month in good standing as a Leader.
- Monthly standards met.

WHAT YOU UNLOCK

- 20% premium. **WHITEBOARD - ON WHAT: CONFIRM**
- FLOAT company card with a budget for your team. **WHITEBOARD**
- Getaways: all-expenses-paid trips to sunny destinations for strong leaders and contest winners. **WHITEBOARD**
- Cross-office week: a week in another office, Florida for example, to learn how they run. **PROPOSED LEVEL**
- Overrides on your first-generation Leaders' production.
PROPOSED: BOARD HAD OVERRIDES AT ASSISTANT MANAGER
- PBD Sales Leadership Summit and The Vault, all expenses paid.
PROPOSED LEVEL
- Upgraded laptop. Preferential parking space where we have them.
PROPOSED LEVEL

HOW WE CELEBRATE

- Badge pinned, three stripes, and your FLOAT card handed over on the floor.
- Your tree goes up on the wall: you and your first-generation Leaders. **PROPOSED**
- Getaway invitation.

YOUR ROAD TO ASSISTANT MANAGER

0 of 4

☐ **Team of 8** including you
Whiteboard: "Total 8 including you".

☐ **1 Promoting Leader + 4 first-generation Leaders** in your tree **BOARD UNCLEAR**
Whiteboard: "1 PL + 4 1st Gen Leaders".
The "1 PL" looks struck through in the photo. See notes.

☐ **\$12K + 240 RGUs** by your team in 2 weeks, B2B

CLOCK TO CONFIRM

Whiteboard: "12K + 240 RGUs 2wks B2B".
Proposed: two consecutive Sunday-to-Saturday sales weeks, by sale date.

☐ **Edge Phase 3** completed
Whiteboard: "Phase 3 Edge".

Proposed add: standards met for two months running before the fourth stripe. The level above runs the floor; the floor has to trust it.



FOUR STRIPES

LEVEL 4

ASSISTANT MANAGER

Run the floor. Sit at the table.

You run a floor of Leaders and Promoting Leaders alongside Sam. You have a seat at the management table, a say in who we hire and who we promote, and the company's most exclusive experiences open to you. The path points past this level too: Manager, and one day an office of your own. **HORIZON TO CONFIRM**

WHAT IT TAKES TO GET HERE

- Team of 8 including you.
- 1 Promoting Leader and 4 first-generation Leaders in your tree.
- \$12K and 240 RGUs by your team in 2 weeks.
- Edge Phase 3 completed.

WHAT YOU UNLOCK

- Premium. **WHITEBOARD - RATE: MANAGEMENT**
- FLOAT card with a larger budget for your floor. **WHITEBOARD**
- Overrides across your whole tree. **WHITEBOARD**
- Exclusive trips. **WHITEBOARD**
- Backstage: meet the PBD podcast office and team and their show guests. **PROPOSED LEVEL**
- Visit the CEO's and the President's homes. Dinner with the management and the successful team. **PROPOSED LEVEL**
- Meet our clients: AT&T, T-Mobile, TELUS. **PROPOSED LEVEL**
- A seat in the weekly management meeting and a say in hiring and promotions. **PROPOSED**

HOW WE CELEBRATE

- Four stripes, black and gold, pinned in front of the whole floor.
- Dinner at the CEO's or President's home that quarter. **PROPOSED**
- Your first trip as a host, not a guest: you bring your Leaders.

KEEPING YOUR STRIPES

STANDARDS AND GOOD STANDING

A level is earned once and kept every month. "In good standing" means you meet the monthly standards for your level. You review them with your Leader at month end, and the perks of your level continue while you do.

THE MONTHLY STANDARDS **LIST: SAM**

The whiteboard says "meeting standards metrics". This is the proposed shape of that list; the numbers belong to management.

- Attendance and punctuality, including Edge sessions.
- Daily activity: dials and talk time at or above the floor standard.
- Green days: a minimum count of \$300+ days in the month.
- Clean setups: businesses set up right the first time, chargebacks within the floor norm.
- For Leaders and up: every team member debriefed every day, and your team's standards met too.
- Conduct: you treat customers, the team and the clients the way the Leader's Code describes.

IF A MONTH SLIPS PROPOSED

ONE MONTH

Coaching month. You keep your level and your perks. You and your Leader agree a plan, and the next month is reviewed closely.

TWO IN A ROW

You step back one level and the perks of the higher level pause. Nothing is taken away for good.

EARN IT BACK

The same gate, the same way. Stripes you earned once you can earn again, usually faster.

THE GAME ON THE FLOOR

EVERY DAY HAS A SCORE

The trend board on the floor TV already scores every rep every day. The path uses the same words, so what you see on the wall is what counts toward your stripes.

\$0

DONUT

A day with nothing on the board.
Everyone has had one. Nobody wants two.

\$300+

GREEN DAY

The daily standard. Green days are what the monthly standards count.

\$1,000+

HOT DAY

A day the whole floor hears about.

STREAKS PROPOSED NAMES

- **Green week:** five green days in a row.
- **Hot streak:** three hot days in one sales week.
- **Clean sheet:** no donuts in the whole 10-day window.
- Streaks feed the weekly spiffs and the quarterly contests. They are not a gate, they are the fun on the way to one.

LEADERBOARDS, CONTESTS, SPIFFS

- Weekly leaderboards by dollars, RGUs and unique businesses sold, Sunday to Saturday.
- Contests and spiffs through the year, with trips and bonuses for the winners.
- Promotions are announced on the floor and the badge is pinned the same day.
- Your first-generation Leaders and your tree are visible to the floor. Building people is as public as selling. **PROPOSED**

BEYOND THE FLOOR

WHERE THE PATH TAKES YOU

All expenses paid, run by professionals, and earned. The chip on each card says who is eligible. Levels on the chips are proposed where the whiteboard did not say.

SALES AND LEADERSHIP TRAINING

Patrick Bet-David Consulting's Sales Leadership Summit and The Vault events. Dale Carnegie courses. The 7 Habits course. Professional sales, communication, leadership and habits, taught by the people who teach them for a living.

LEADER +

PROPOSED

COMPANY CONFERENCES

Our own leadership events and company conferences, cross-country. You travel with the team and come back with the plan.

LEADER +

PROPOSED

GETAWAYS

All-expenses-paid trips to sunny destinations for strong leaders and contest winners.

PROMOTING LEADER +

CONTEST WINNERS

CROSS-OFFICE WEEK

A week in another Business Experts office, Vancouver to Florida for example, to learn and experience how a different floor runs.

PROMOTING LEADER +

PROPOSED

BACKSTAGE

Special meetings behind the scenes: the PBD podcast office and team, and their guests on the show.

ASSISTANT MANAGER

PROPOSED

DINNER WITH MANAGEMENT

Dinner with the management team and the successful team. Visits to the CEO's and the President's homes for the top of the path.

LEADER +

HOMES: ASST. MANAGER

MEET THE CLIENTS

Sit with the people whose brand you carry on the phone every day: AT&T, T-Mobile, TELUS.

ASSISTANT MANAGER

PROPOSED

CONTESTS, SPIFFS, BONUSES

Leaderboards and contests through the year, weekly spiffs, bonuses for the winners. Open to the whole floor from day one.

EVERYONE

WELCOME TO THE NEXT LEVEL

A one-time bonus every time you earn a new stripe, handed over the day the badge is pinned.

LEADER +

AMOUNTS: MANAGEMENT

WHAT THE SECOND STRIPE MEANS

THE LEADER'S CODE

A leader is not a person who leads a team. A leader is character. The title follows the character, never the other way round. This is what we mean, in eight lines.

01 LEAD BY EXAMPLE

Your numbers are on the board with everyone else's. You hit the standard first.

02 LEAD ALONGSIDE

You dial when your team dials. You take the hard call, not just the debrief about it.

03 **DEBRIEF EVERY DAY**

Your team's debrief is your debrief. Nobody on your team goes home without one.

04 **PROMOTE PEOPLE**

You move up when they move up. A leader with no first-generation Leaders is still working on it.

05 **STANDARDS ARE YOURS FIRST**

Good standing starts with you. You never ask the team for what you skipped.

06 **SAY THE HARD THING EARLY**

Kindly, privately, and before it costs the person a month.

07 **CELEBRATE LOUDLY**

Every first setup, every green week, every stripe gets the floor's attention. Correct privately, praise publicly.

08 **LEAVE THE FLOOR BETTER**

Better people, better habits, a better board than the one you inherited.

PERKS BY LEVEL

WHAT EACH STRIPE CARRIES

A filled dot means the perk comes with the level and continues while you are in good standing. Rows from the whiteboard are marked; the rest are your notes placed at a proposed level.

PERK	SALES REP	LEADER	PROMOTING LEADER	ASST. MANAGER	TYPE	SOURCE
Contests, spiffs, leaderboards, bonuses	●	●	●	●	eligibility, all year	your notes

PERK	SALES REP	LEADER	PROMOTING LEADER	ASST. MANAGER	TYPE	SOURCE
Daily coaching and debrief					ongoing	your notes
Dinner with management					on promotion + recurring	whiteboard
Welcome-to-the-level bonus					one-time per level	your notes
Desk upgrade budget (headset, monitor)					one-time budget	your notes, level proposed
Subsidized parking or transit					ongoing	your notes, level proposed
Leadership courses (Dale Carnegie, 7 Habits)					eligibility	your notes, level proposed
Access to upper management					ongoing	your notes, level proposed
20% premium					ongoing, on what: confirm	whiteboard
FLOAT company card with team budget					ongoing budget	whiteboard
Getaways (sunny destinations)					earned / contests	whiteboard
Cross-office week					earned	your notes, level proposed
Overrides on your first- generation Leaders					ongoing, rate: confirm	proposed; board had Asst. Manager
Upgraded laptop, preferential parking					ongoing	your notes, level proposed
PBD Sales Leadership Summit, The Vault					eligibility	your notes, level proposed
Overrides across your whole tree					ongoing, rate: confirm	whiteboard
Exclusive trips					earned	whiteboard
Backstage with the PBD team and guests					by invitation	your notes, level proposed
CEO's and President's homes					by invitation	your notes, level proposed
Meet the clients (AT&T, T-Mobile, TELUS)					by invitation	your notes, level proposed
Seat at the management table					ongoing	proposed

WRITING THE PATH INTO THE EMPLOYMENT TERMS

Today the TIGER offer letter covers the job (Call Centre Sales Representative, reporting to the Sales Manager), commission-based pay with a biweekly minimum earnings guarantee, a discretionary annual bonus, and the group benefits plan after three months. The career path adds a layer on top. The proposal is a Career Path Schedule attached to the offer, naming the levels, how they are earned and kept, and the perks each carries. Amounts and budgets are set by management; this document names the perk and the level, not the number.

LEVELS AND TITLES	Sales Rep, Leader, Promoting Leader, Assistant Manager, with the gate for each and the "in good standing" monthly review. The schedule says a level is earned by the gate and kept by the standards.
DINNER WITH MANAGEMENT	Leader and up. On promotion, then recurring. Define cadence.
FLOAT COMPANY CARDS	Promoting Leader and up. A card with a monthly budget for the holder's team. Define budget per level, what it may be spent on, and that the card is returned if the level pauses.
COMMISSION OVERRIDES	Proposed from Promoting Leader on first-generation Leaders' production, widening at Assistant Manager to the whole tree. Define rate, base, clock, and chargeback treatment. Overrides are rep pay and would be paid through the weekly statement like commissions.
PREMIUM	20% at Promoting Leader per the whiteboard, and a premium at Assistant Manager. Define what it applies to (commission rate, guarantee, or both) and whether it continues during a coaching month.

WELCOME-TO-THE-LEVEL BONUS

One-time, paid the pay period after the promotion is confirmed. Define the amount per level.

PARKING AND TRANSIT

Subsidized parking or transit from Leader. Preferential parking spaces, where the building has them, from Promoting Leader. Define the monthly amount and how it is paid (expense or allowance).

EQUIPMENT AND DESK BUDGET

Desk upgrade budget (wireless headset, bigger monitor) from Leader, upgraded laptop from Promoting Leader. Equipment stays company property.

ELIGIBILITY

Contests, conferences, courses, trips, backstage, client visits and access to upper management by level, as in the perks table. Travel is all expenses paid; define what that covers.

GOOD STANDING AND STEP-BACK

The monthly standards list by level, the coaching month, the step-back after two missed months, and how perks pause and resume. Written so nobody is surprised.

COUNSEL CHECK

Perks tied to performance levels, overrides, and pauses should be reviewed against the BC Employment Standards Act and the existing offer letter before they go into a schedule.

DRAFT V0.1 - REMOVE BEFORE THIS GOES TO THE FLOOR

DECISIONS NEEDED TO FINISH THIS

1. **Edge.** What is the Edge program and what is in Phase 1, 2 and 3? The doc treats it as the training curriculum with three phases.
2. **RDPD.** What does it stand for? Kept verbatim on the Leader gate until defined.
3. **\$3K.** Commissions earned, or sales? Over what window: one sales week, two weeks, a month?
4. **2 Outbound.** Two outbound sales you prospected yourself? In the same window as the \$3K?
5. **Qualified.** "2 Leaders (1 Qualified)": does qualified mean the promoted Leader hit the Leader gate and has one month in good standing?
6. **Assistant Manager's team.** "Total 8 including you" and "1 PL + 4 1st Gen Leaders": the "1 PL" looks struck through in the photo. Is the requirement 1 Promoting Leader plus 4 first-generation Leaders, or 4 first-generation Leaders only, with 8 people in total?
7. **\$12K + 240 RGUs in 2 weeks.** Team totals over two consecutive Sunday-to-Saturday sales weeks, by sale date? Earned or sold?
8. **20% premium.** On the commission rate, on the guarantee, or on both? And what is the Assistant Manager premium?
9. **Overrides.** The board had overrides at Assistant Manager; the notes say "from their promotions", which starts at Promoting Leader. Which level, what rate, and on whose production?
10. **Past Assistant Manager.** Does the path continue to Manager and an office of your own? The doc shows it as a dotted horizon.
11. **Monthly standards.** Sam's list and numbers for each level.
12. **Step-back rules.** Coaching month then step back after two missed months is proposed. Keep, soften, or drop?
13. **Level placement of perks.** Every chip and dot marked "proposed" is my placement of your notes. Move any of them.
14. **Names.** Official titles kept as on the board (Entry Level shown as Sales Rep, the job title in the offer letter). Stripes as the badge theme: keep or change?
15. **Training week.** The day-by-day is a proposed shape of what you described. Correct it to how the week actually runs.