

MOXIE

Message From The Founder

Thank you for investing your time by learning more about Moxie Pest Control. I want everyone interested in our company to know a few things. First, our program is not for everyone. Second, this is not a “get rich quick” scheme. Our summer sales program is competitive, physically hard, mentally challenging, and time consuming. Finally, I want you to know that your growth is the primary product of the program.

My passion is to provide a summer sales program designed to give you a sure foundation upon which you can build your future. It is my experience that a long-term, solid foundation can only be built by learning to value integrity, honesty, service, hard work, growth, and other unchanging principles. The primary emphasis of our program is to collectively and individually enhance character by expressing our values through our actions.

The secondary emphasis of our program is to teach non-verbal and verbal communication skills that will empower you to quickly gain the trust and respect of others. This will significantly enhance your ability to persuade, influence, and lead in all of your current and future roles.

Please remember, it is my hope that the secondary powers of persuasion and influence you learn will always be subject to your character of charity.

I look forward to working with you, learning from you, and witnessing the amazing growth you will experience as you successfully make and keep commitments throughout our summer sales program.

Sincerely,

Jason Walton

Moxie Core Values

Create Happiness

Happiness is central to Moxie's culture. Every encounter with a customer, coworker, or vendor should be positive and enriching. If it isn't, why bother? Happiness makes what we do worthwhile. But how do you create happiness? Infectious positivity. Since attitudes are contagious, both positive and negative ones, we want to create a fun, optimistic atmosphere where positivity runs viral. As one person sets a positive example, that positivity spreads to others in the branch. That upbeat environment then permeates each customer interaction and employee conversation. We start by hiring positive people who possess the character and traits that build happiness. Happiness is created not by monetary compensation, but by selfless service. Smiling, thanking, laughing, complimenting, and listening go a long way. Be someone's day-maker. As you give happiness, you'll receive it.

Integrity

I think of integrity as a moral compass by which I've always tried to live my life. I believe that a man of integrity is a real man. Though a man can gain all the riches of the world, if he can't honor his word or be true to people around him, then he really hasn't gained anything. It all boils down to honor: honoring commitments first to God, then to oneself, and of course to peers. At the very core of my core values, I want integrity to govern my life in every aspect. It should always be the thing that drives me to be honest, sincere, and to keep my word.

-Hayden Schaap

We believe in valuing principles, the first and most important being integrity. Character is everything. We expect all Moxie team members to keep their integrity intact inside and outside the branch. The way you do anything is the way you do everything. Our customers deserve a company that has integrity. Our employees deserve leaders that have integrity. We won't lie to or mislead our customers. We do what we say we are going to do. Our integrity is what compels us to keep the commitments we make. It's how we know that when we make a commitment, it will be kept. Integrity is never stagnant. You're either gaining it or losing it. Every fulfilled commitment builds integrity, just as every failed commitment chips away at it.

Gain Power Through Commitments

The moxie summer sales program has taught me that a goal without commitments is a wish. If a goal is set without making commitments to achieve that goal, the goal should have never been set because you won't achieve it. In order

to achieve any goal in life, you need to create and keep commitments that lead reaching that goal. If you keep all of your commitments and still fall short of your goal, that's fine because goals are supposed to make you stretch. So it's okay if you don't achieve your goals as long as you keep your commitments, but it's completely unacceptable to fail at keeping your commitments.

-Chris Peebles

We propose that the definition of power is making and keeping commitments. Each time you make and keep a specific commitment, you gain power. You grow in confidence. Your goals become attainable. People respect you. The more commitments you keep, the more power you earn. It is this power that allows us to meet goals and become better as a company and as individuals. Keeping commitments lets you make bigger commitments and write your own destiny.

Moxie

When I think of someone that has Moxie, I think of someone that you can depend on not for a moment, but for life. There is constance and strength in their character, and an everlasting fire in their eye. These people are focused, courageous, and know where they are heading in life. In the little time I've had the privilege of being a part of this company, I have found that embracing the idea behind the word Moxie is truly transformational. And once you get and understand the principles behind it, two things will always be true - you will never be the same again, and you'll keep coming back for more.

-Tim Headrick

Moxie stands for strength of will, perseverance, and acting rationally in the face of adversity. It's having the courage to keep pressing forward, even when that's the last thing you want to do. It doesn't just drive people forward; it drives our company forward. Every employee's passion and determination sustains the whole. We want to achieve, and we won't take no for an answer. Moxie is inherently rooted in optimism, going hand-in-hand with our mission to create happiness and continually search for solutions. Most importantly, Moxie is no mere adrenaline rush for a one-time big save. It's sustained, purposeful action that results in transformed individuals.

I Am the Solution

Solutions are answers to problems. Being the solution or offering a solution only occurs when there is a problem. Now don't kid yourself - life is full of problems, whether big or small. The question is how to we solve those problems. Perhaps there is a problem with scheduling appointments or you notice that communication

is not flowing smoothly between sales managers, office staff, and technicians. Do you sit back and complain and hope that someone does something about it, or do you kindly address it with your leaders and offer a solution? Or maybe there is tension, for whatever reason, between you and another rep on your team. Do you aggravate the problem even more by ignoring, belittling, or gossiping, or do you humbly apologize and then look for opportunities to complement and serve? Your summer and your life will only be as good as you make it. Remember that you are the solution - so be it!

- Tyler Gathro

We're not your average pest control company. We're not even your average company, period. We don't have average employees and we don't do average work. Every member of the Moxie team is empowered. Creating happiness shouldn't be hampered by red tape and needing to ask a million questions. If you see a need, fill it. Be confident in your ability to find solutions and make a difference. Instead of waiting passively for opportunities to appear, actively seek and solve them. The best team members are proactive and take action where they believe they can help the company succeed. The best leaders focus on serving their teams and removing obstacles blocking them from success.

Safety First

As an employee of Moxie, I take great comfort in the safety of our products and how we apply them. Because we only use name-brand products, I have great confidence in their ability to both get rid of unwanted pests as well as to protect the environment, our customers, and myself. I also know that as a member of the Moxie family, I will never be pressured to apply a product contrary to federal and state laws. Safety is our number one priority!

-Greg Donaldson

Safety is imperative at Moxie. We maintain a safe environment by being prepared, staying alert, and taking immediate action. We use the best products in the most innovative ways to make our customers' homes safe and pest free. Every home, every customer, and every employee must be safe at all times. We are committed to safe practices and always take the time to do each job right. We always inform customers of necessary precautions and apply products in accordance with all regulations. Up-to-date product information is always accessible, and we continually train on best practices. When we see potential danger, we act immediately.

20/20 Vision

20/20 vision is the key to success in all aspects of life, especially in sales. 20/20 vision means more than just merely setting a goal, it means you know what it will take every day in order to accomplish the goal. It means that you can clearly visualize success and know that it is up to you if you will achieve it. 20/20 vision is more than just thinking about and making a plan in your head, it takes effort and time, it takes a written out plan that you will look at everyday in order to succeed. As you truly have 20/20 vision you will unavoidably create your own success.

-Taylor Stone

See the end clearly before you start. If you don't know where you're going, how will you get there? Moxie leaders know what they want to accomplish and how they're going to make that happen. Moxie customers know exactly what they're getting and how we're going to accomplish what we promise. Moxie employees know their goals and career path options and regularly discuss them with their leaders. 20/20 vision isn't just about having clarity for yourself. It's about making sure others see what you see and not shying away from the conversations needed to open someone's eyes.

Be Fun and Funny

Having fun and making people laugh creates a culture in which more people will experience success. If you don't laugh everyday, you either don't have a sense of humor or you are constipated. Work hard and have fun and success will always follow.

-Derek Kotowski

Creating happiness is hard work, and those doing such hard work deserve to have as much fun as possible doing it. We believe that the most productive environment is a fun one. Moxie is a place for company parties, competitions, costume contests, pep rallies, and service projects. Every time we make each other smile, we're more likely to make a customer smile. There's no reason you can't have a comprehensive, informative training session and not enjoy an impromptu dance party or marching band. Work shouldn't be just about collecting a paycheck. It should be enriching, fun, and positive. Fun isn't wasting time; we have fun as we break records and increase efficiency. We want people to be excited to be part of Moxie.

Respect the Moxie Family

In a sense, our family name is Moxie and our name is now associated with Moxie and a sense of respect to uphold.

In a Chinese family there is respect in the home and not to call your elders by their first name out of respect. Being the oldest my younger siblings call me big brother in Chinese. We need to hold a type of that kind of respect in our very own Moxie family.

Like any other family, we trust each other, watch out for each other and go the extra mile for each other. We are a family and that's what we do!

-Ging Han Bien

We're not just people who work at the same place, leading separate lives with separate values. Moxie is united as a team and as a family. The average person spends as much time at work each day as awake at home. We want time at work to be as fulfilling as time at home. We serve our coworkers and customers with the same care and attention as our family members, making Moxie a warm, positive place to work. Our culture is not one of "every man for himself," but rather one where we all do our best to encourage others to do the same. Instead of looking at fellow coworkers as mere resources toward productivity, we encourage people to form friendships and take a sincere interest in getting to know each other, both inside and outside of the office. Like any other family, we trust each other, watch out for each other, and go the extra mile for each another.

Gratitude

Gratitude is the foundation of character growth. Without gratitude, you'll never know who you are and what you have, nothing will ever be good enough."

-Jordan M. Johnson

Success is best achieved with a healthy dose of humility. No job is too small for a Moxie team member, especially if it helps us create happiness. That friendly smile, follow-up phone call, or pulled-up recycle bin can make all the difference to a customer. We treasure gratitude and look for opportunities to celebrate this virtue. Learning to think and speak in the language of gratitude paves the way for happiness. It cures selfishness, tears down pride, and quenches envy. Whether we're singing a coworker's praises or telling customers how much we enjoy working with them, we always make sure to be thankful. We are grateful for our challenges and the opportunities we have had to grow in overcoming them. We remember our progress and true principles by serving each other, our customers, and our communities through service projects and charity work.

History of Success

Moxie Pest Control began in March 2001, and has led the pest-control industry over the past decade. Please review the following unmatched list of long-term achievements:

- **Successful Offices** - Over the past eleven years, all of Moxie's 78 sales teams have been successful; we have never had a sales team fail by closing down or moving cities during the summer.
- **200 Plus Average** - Moxie Pest Control has averaged over 200 accounts serviced per person on a 17-week summer every year of our existence (eleven consecutive years).
- **Success Rate** - Moxie has had 83% of our college summer employees finish the summer over the past eleven years.
- **Returning Salespeople** - Over 50% of Moxie's salespeople have returned each year over the past eleven years.

Moxie Advantages

Moxie Pest Control has many advantages:

- **Financial Security** - During this time of economic hardship, many companies struggle to pay employees because the credit market is unstable. Moxie Pest Control does not have loans from banks, venture capitalists, or private equity groups to pay employees. Moxie is self-funded by the founder. This gives Moxie employees the peace of mind that comes with knowing they will be paid.
- **Sales Training** - Moxie provides formal sales training each morning. Moxie salespeople also receive one-on-one sales training in the field. All Moxie trainers are in the top 10% of the industry. In addition, Moxie has traveling trainers, a comprehensive sales training manual, and several sales training videos.
- **Employees/Independent Contractors** - Salespeople are compensated as employees, not independent contractors. Therefore, Moxie pays over 7% of the taxes you would normally pay as an independent contractor.
- **Service Quality** - Moxie tailors service to fit the specific needs of each customer using a variety of treatment methods. Moxie also focuses on treating areas most companies neglect including the eaves of the home, the yard, the base of trees, shrubs, sidewalks, driveways, patios, etc.
- **Pricing Flexibility** - Moxie's pricing flexibility is superior to the average competitor. This flexibility allows Sales Representatives to lower the initial price to compete/beat competitors' pricing.
- **Ethics/Integrity/Character** - Moxie's primary training for summer representatives focuses on ethics and integrity. In the sales industry, it is easy to sell your integrity. It happens accidentally, slowly, and all too frequently. The Moxie summer program is designed to build the character of all participants by working hard, focusing on commitments, and by continuously evaluating our words and our conduct. We know our: actions accurately reflect the value we place on the principles of hard work, integrity, honesty, service, growth, quality, etc.

BASIC INFORMATION REGARDING YOUR POSITION

SALES REPRESENTATIVE

As a Moxie Pest Control salesperson, you will be going door-to-door selling one-year pest control service contracts. Moxie Pest Control will perform regularly scheduled pest control maintenance visits. Moxie will eliminate unwanted pests in and around the home and will perform treatments designed to prevent future pest infestations. Moxie will give free additional re-services to the home and yard between the regularly scheduled maintenance visits.

DATES

The summer sales program will begin in April 2017, and run through September 2017. The majority of our salespeople are college students. Because Universities begin and end classes on different dates, each employee will be given an employee agreement that fits with his/her schedule. College students are expected to begin work within three days after the last day of school and work until three days before the first day of classes.

VACATION/SICK DAYS/HOLIDAYS

- You may use one vacation/sick day for each month you work
- You may use a maximum of three vacation/sick days in a calendar month
- The fourth of July is the only holiday

DAILY SCHEDULE

Our work schedule is rigorous. Providing a culture with a strong work ethic is one of Moxie's core competencies. Our daily work schedule is as follows:

Monday-Friday

8:30 am	Team meeting
9:15 am	Travel to assigned areas
9:30 am	Begin selling
1:00 pm	Lunch/Personal time
4:00 pm	Resume selling until dark (not dusk)
Dark	Phone calls and paperwork

Saturday

8:30 am	Meet at office
8:45 am	Travel to assigned area
9:00 am	Begin selling
1:00 pm	Lunch/Personal time
2:00 pm	Resume selling
5:00 pm	Phone calls and paperwork

Your success will not be assured by following this schedule. Your work ethic and desire must come from within. Your persistent work ethic combined with Moxie's guidelines and training is a proven recipe for success. Please note that following the schedule throughout your summer employment is required to qualify for bonuses in October and January.

SUMMER HOUSING

Moxie offers single salespeople a furnished apartment during the summer under the following conditions:

- A \$100.00 deposit will be deducted from your paycheck
- Rent of \$400.00 will be deducted from your paycheck each month
- Four to six people will live in each apartment (two people per bedroom)
- You will need to provide bedding, plates, cups, utensils, shower curtain, and phone
- You will be responsible for damages to the apartment
- You and your roommates will be responsible for setting up and paying for all utilities
- You may qualify for the "Rent Bonus" of \$400.00 per month

TRANSPORTATION

- You are responsible for all of your transportation
- You will be required to work in groups of two to four people
- If you do not have a car, you will be paired with someone who does
- Passengers should be prepared to pay \$6.00 to \$11.00 per day to those who drive
- Strive to earn the \$1,000.00 "Gas Bonus"

MOXIE PROVIDES

- Four to five polo shirts with our logo
- Sales supplies (contracts, rate cards, pens, etc.)
- Clipboard

YOU PROVIDE

- At least three pairs of khaki shorts and/or pants
- Comfortable walking shoes
- A belt
- Cell phone
- \$300.00 spending money
- Bedding, kitchen utensils, telephone, shower curtain, television, etc.

SALES BONUSES WILL BE PAID ACCORDING TO THE FOLLOWING CALENDAR AND CRITERIA:

OCTOBER BONUS

On October 25, 2017, sales representatives who meet the following criteria will be paid an additional \$40.00 for each annual account that is active and current:

- Credit Card Authorization - You have permission to automatically charge a credit card on file
- Attendance - You must not miss more than four days of work (not including Independence Day) during your time of employment
- Meetings - You must be on time and in uniform to all morning meetings
- Working - You must be knocking the times outlined in the daily schedule
- Employment - You must not quit or be released from employment prior to August 28, 2017 (Note: You will be paid \$20.00 on October 25, 2017 if you meet the above criteria, but the customer does not have a credit card on file.)

JANUARY BONUS

On January 25, 2018, sales representatives who meet the following criteria will be paid the balance of all commissions owed:

- Attendance - You must not miss more than four days of work (not including Independence Day) during your time of employment
- Meetings - You must be on time and in uniform to all morning meetings
- Working - You must be knocking the times outlined in the daily schedule
- Employment - You must be not quit or be released from employment prior to August 28, 2017

CANCELLATIONS

If a customer cancels or does not pay within 60 days of receiving service, the sales representative will not qualify to receive commission for that particular customer. Commissions already paid will be deducted from future paychecks.

OTHER BONUSES WILL BE PAID ACCORDING TO THE FOLLOWING CRITERIA:

CELL PHONE BONUS

You will earn a \$400.00 Cell Phone Bonus for doing the following:

1. Service 150 annual accounts
2. Sell a minimum of 70% of your accounts on "Easy Pay"
3. Take four or less vacation/sick days during summer employment
4. Attend and be on time to all morning meetings
5. Work the hours listed in the "Daily Schedule" This bonus will be paid on September 25, 2017.

GAS BONUS

You will earn a \$1,000.00 Gas Bonus for doing the following:

1. Service 160 annual accounts
2. Sell a minimum of 70% of your accounts on "Easy Pay"
3. Take four or less vacation/sick days during summer employment
4. Attend and be on time to all morning meetings
5. Work the hours listed in the "Daily Schedule" This bonus will be paid on September 25, 2017.

TUITION BONUS

You will earn a \$1,000.00 Tuition Bonus for doing the following:

1. Service 225 annual accounts
2. Sell a minimum of 70% of your accounts on "Easy Pay"
3. Take four or less vacation/sick days during summer employment
4. Attend and be on time to all morning meetings
5. Work the hours listed in the "Daily Schedule" This bonus will be paid on September 25, 2017.

RENT BONUS

You will earn a \$1,600.00 Rent Bonus for doing the following:

1. Service 175 annual accounts
2. Sell a minimum of 70% of your accounts on "Easy Pay"
3. Take four or less vacation/sick days during summer employment
4. Attend and be on time to all morning meetings
5. Work the hours listed in the "Daily Schedule" This bonus will be paid on September 25, 2017.

SUMMER INCENTIVES

Daily and weekly incentives are offered throughout the summer. You will have the opportunity to earn \$500.00 or more in summer incentives.

2017 SALES COMPENSATION FIRST YEAR REPRESENTATIVE

Sales Levels	Commission Percentage	Cell Phone Bonus	Gas Bonus	Rent Bonus	Tuition Bonus	Summer Incentives	Total Earnings
100	23%	-	-	-	-	\$500	\$12,075
150	25%	\$400	\$1000	-	-	\$500	\$21,587
200	27%	\$400	\$1000	\$1600	-	\$500	\$31,850
250	29%	\$400	\$1000	\$1600	\$1000	\$500	\$42,562
300	32%	\$400	\$1000	\$1600	\$1000	\$500	\$54,900
350	35%	\$400	\$1000	\$1600	\$1000	\$500	\$68,812
400	38%	\$400	\$1000	\$1600	\$1000	\$500	\$84,300
450	40%	\$400	\$1000	\$1600	\$1000	\$500	\$99,000
500	42%	\$400	\$1000	\$1600	\$1000	\$500	\$114,750
600	44%	\$400	\$1000	\$1600	\$1000	\$500	\$143,100
700	46%	\$400	\$1000	\$1600	\$1000	\$500	\$173,550
800	48%	\$400	\$1000	\$1600	\$1000	\$500	\$206,100

*Figures Based on a \$525 contract value and contract values will vary

**Commission Percentages based on obtaining automatic credit card authorization or ACH on 100% of your sales

The following deductions will be made for those who do not maintain an average contract value minimum of at least \$500 on their serviced accounts:

\$490 to \$499 Contract Value	\$15.00 of commissions deducted per sale
\$480 to \$489 Contract Value	\$20.00 of commissions deducted per sale
\$479 or less Contract Value	\$25.00 of commissions deducted per sale

2017 SALES COMPENSATION EXPERIENCED REPRESENTATIVE

Sales Levels	Commission Percentage	Cell Phone Bonus	Gas Bonus	Rent Bonus	Tuition Bonus	Summer Incentives	Total Earnings
100	25%	-	-	-	-	\$500	\$13,625
150	27%	\$400	\$1000	-	-	\$500	\$22,762
200	29%	\$400	\$1000	\$1600	-	\$500	\$35,950
250	32%	\$400	\$1000	\$1600	\$1000	\$500	\$46,500
300	35%	\$400	\$1000	\$1600	\$1000	\$500	\$59,625
350	38%	\$400	\$1000	\$1600	\$1000	\$500	\$74,325
400	41%	\$400	\$1000	\$1600	\$1000	\$500	\$90,600
450	44%	\$400	\$1000	\$1600	\$1000	\$500	\$108,450
500	47%	\$400	\$1000	\$1600	\$1000	\$500	\$127,875
600	50%	\$400	\$1000	\$1600	\$1000	\$500	\$162,000
700	52%	\$400	\$1000	\$1600	\$1000	\$500	\$195,600
800	52%	\$400	\$1000	\$1600	\$1000	\$500	\$222,900

*Figures Based on a \$525 contract value and contract values will vary

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