

TALENT RISES TO THE TOP

WE'RE JUST MAKING THE CLIMB A LITTLE MORE EPIC

The RockStar Finals are about putting it all on the line, coming out on top against a talented group of 30 or 40 associates. That's what it used to be about, anyway. This year we're bringing 200 associates to the Finals. You could say we're upping the ante, but what we're really doing is making the biggest, boldest & baddest RockStar event ever. A welcome reception will get the party started and after the competition, a special guest performance will keep the celebration going. Seventeen finalists will be competing in front of Senior Leadership and all other 199 associates who made it will get to watch the big show. The final 6 will have impressed our panel of Senior Leadership judges, performed well on their monthly scorecards and walked away with the title of RockStar.

WILL YOU BE ONE OF THEM?



THE DUES ARE WORTH IT.

CUSTOMER FACING ASSOCIATES COMPETITION SCHEDULE

Jan 2012 – Register to participate on the RockStar 2012 website.

Jan – Mar 2012 – Monthly cumulative scorecard with measurable metrics and monthly RockStar Show It to start in February (Scorecard weighed 75%/Show It weighed 25%).

April 2012 – Scorecard with measurable metrics and Show It (Scorecard weighed 50%/Show It weighed 50%).

May 2012 – Preparation for RockStar Finals.

June 7, 2012 – 200 Semi-Finalists will compete in Channel Heats to select 17 Finalists.

Retail – 5 Heats **Customer Service** – 4 Heats
B2B – 2 Heats **Telesales/CMO** – 1 Heat
Indirect – 2 Heats **Non-Customer Facing** – 2 Heats

June 7, 2012 – 17 Area Finalists compete with Show It in front of Sr. Leadership *and* all 200 RockStar Semi-Finalists.

June 7, 2012 – 1 RockStar winner named from each Channel (6 winners).

NON-CUSTOMER FACING ASSOCIATES COMPETITION SCHEDULE

Jan 2012 – Register to participate on the RockStar 2012 website.

Feb 2012 – Online Quiz based on VZW data products, including 4G LTE, Tablets and more.

March 2012 – Video submission. In a short video (5 minutes or less), show us your RockStar style. More details to come.

April 2012 – Show It Competition.

May 2012 – RockStar Preparation.

June 7, 2012 – 200 Semi-Finalists will compete in Channel Heats to select 17 Finalists.

Retail – 5 Heats **Customer Service** – 4 Heats
B2B – 2 Heats **Telesales/CMO** – 1 Heat
Indirect – 2 Heats **Non-Customer Facing** – 2 Heats

June 7, 2012 – 17 Area Finalists compete with Show It in front of Sr. Leadership *and* all 200 RockStar Semi-Finalists.

June 7, 2012 – 1 RockStar winner named from each Channel (6 winners).

WHO'S ELIGIBLE

All Midwest Area employees with active employee status as of Jan 1, 2012, are eligible. Leadership (RSMs, ARSMs, SUPVs) will participate in their own competition. Participants must be in good standing (*no written or final performance action plan*).

AWARDS

\$100 Recognizing You! Award for the top 200 moving to the Semi-Finals.

\$200 Recognizing You! Award for the 17 Area RockStar Finalists.

\$1,000 Recognizing You! Award for each of the 6 RockStar Winners.

FINALIST BREAKDOWN

Sales – 110 Total Participants:

GP – 18 Participants
10 Retail, 4 B2B, 4 Indirect

KSMO – 12 Participants
6 Retail, 3 B2B, 3 Indirect

OHPA – 29 Participants
17 Retail, 7 B2B, 5 Indirect

ILWI – 22 Participants
12 Retail, 6 B2B, 4 Indirect

MIINKY – 19 Participants
10 Retail, 5 B2B, 4 Indirect

Telesales/CMO – 10 Participants

Customer Service – 40 Total Participants

Non-Customer Facing – 25 Total Participants

Leadership – 25 Total Participants

15 from Sales (1/Channel/Region)

2 from Telesales/CMO

8 from Customer Service