

**EMPLOYEE NON-DISCLOSURE NON- COMPETE AGREEMENT**

THIS AGREEMENT is made by and between, Doc Popcorn. Corporation, ("Employer"), and \_\_\_\_\_ ("Employee") effective as of the date set forth below.

WITNESSETH: The parties hereto, intending to be hereby legally bound, agree as follows:

1. **General.** The Employee may be receiving from Employer information of a non-public nature for use by the Employee in connection with his or her employment by Employer.

2. **Confidential Information Defined.** The parties acknowledge that in the course of the employment of Employee, the Employee may receive certain confidential information from or about Employer or its affiliates, including but not limited to technical, financial and business information and models, names of potential customers, proposed business transactions with third parties, reports, plans, market projects, software programs, data and other confidential and proprietary information relating to Employer or its business whether provided orally or in writing. All such technical, financial or other business information thus supplied by Employer to Employee, or learned by Employee in the course of his or her employment with the Employer, is hereinafter called the "Information". The term "Information" as used herein also includes the fact that the Information has been made available to or is being inspected or evaluated by Employee.

3. **Exclusions from Definition.** The term "Information" as used herein does not include any data or information which is already known to the Employee at the time of his or her employment.

4. **Nondisclosure Obligation.** The Employee receiving any Information shall keep such Information confidential and shall not disclose such Information, in whole or in part, to any person without the express consent of the Employer, either during or after the employment of employee has ended.

5. **Nonuse Obligation.** In addition to its obligation of nondisclosure hereunder, the Employee agrees that he or she will not, directly or indirectly, attempt to appropriate or otherwise take for its or other parties' benefit the business opportunity of Employer or information learned either during or after the employment of Employee is ended.

6. **Non Compete Obligation. It is understood, and you agree, that employee (you) will not work in the popcorn business (retail and or wholesale popcorn) for two years after ending your roll with Doc Popcorn Inc.**

7. **Ownership.** Return of Information. All Information (including tangible copies and computerized or electronic versions thereof) shall remain the property of Employer. Within ten (10) days following the receipt of a written request from Employer the Employee will deliver to Employer all Information received from Employer.

8. **Applicability to Others.** The obligations of the Employee hereunder of non-disclosure and non-use shall extend to its employee, and the heirs and family of Employee.

9. **Governing Law.** This Agreement shall be governed by and construed and enforced in accordance with the laws of the State of New York and Colorado.

IN WITNESS WHEREOF, the parties have executed and delivered this Nondisclosure Agreement effective as of the date of execution by the last party to execute this Agreement as set forth below.

Employer :Doc Popcorn

Employee:

\_\_\_\_\_

\_\_\_\_\_

Signature

Name: \_\_\_\_\_ Date \_\_\_\_\_

Signature

Name: \_\_\_\_\_ Date \_\_\_\_\_



## Uniform Agreement

I hereby expressly agree that upon completion or termination of my employment with Doc Popcorn for whatever reason, I will return all parts of my uniform in good condition including:

Apron  
Name Tag  
Shirts  
Ball Cap or Visor

In the event that any or all of the parts of my uniform are not returned within one week of my last day of employment, or in the event that such parts of my uniform are damaged or lost, other than throughout normal wear and tear, I hereby consent to

Apron – cost  
Name tag – cost  
Shirt –cost  
Ball cap –cost  
Visor –cost

Total – deducted from my last paycheck to satisfy the cost of the uniform.

I understand that deductions will be made only in accordance with applicable regulations of the fair labor standards act, as amended. Assessed moneys will take the form of a deduction from the employee's final pay check. The company reserves the right to discipline or send home an employee whose personal grooming or appearance is clearly injurious to the company's public image, distracting to other employees, or raises questions of safety or health.

I also agree to wear the approved Doc Popcorn Uniform of khaki pants, polo shirt with collar, and apron at all times.

My signature below acknowledges that I have read the above statement and fully understand and agree to it.

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Employee Signature and Date

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Manager Signature and Date



### Who are you?

You understand the importance of serving and respecting our customers. You are interested in learning. You are honest. You like people and are excited to put your time into a business and product you can understand and enjoy. You deserve to make a fair salary for the job you do and you deserve and will be treated with respect. You understand that the success of Doc Popcorn depends on your good work, and you will honor yourself and us with such work. You will speak your mind, ask questions and you understand that my door and managements door is always open to you. My Direct # is

By signing below you agree to the following:

1. You will serve our customers with a smile.
2. You will ask questions when you have them.
3. You will be honest-and do exactly what you say will do.
4. You will treat fellow members of the Doc Popcorn team with respect and dignity.
5. If you have something you want to share-positive or negative-you will address the person directly. We love compliments and we honor differences-and both must be directed to the person you have the issue with! If you can not resolve your issue you will speak to your manager.
6. You will also speak to a manager if you have a problem or a need.
7. You understand Doc Popcorn's values and standards and agree to follow them.
8. **You understand that our formulations, ingredients and methods are exclusive and important for our success. It is vital that you do not share any information about our ingredients, SALES, formulations or anything else about Doc Popcorn with any other persons.**

By signing below I agree to everything listed in this document.

I understand that Doc Popcorn's success depends on my hard work and honesty.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name

Welcome to the Doc Popcorn team!!

# What we sell and how we do so

## (Products and Programs)

### Doc Popcorn Selling

Selling is an art and there are literally hundreds of books written on the subject.

Selling requires that you relate to Doc Popcorn, relate to the product we produce, and the culture of which you are now a part! Sales are indeed the life blood of any company—and as such, of Doc Popcorn.

When you meet someone for the first time, you are selling. When you want something from a friend or loved one—you are selling. Selling is helping a customer choose our products over the hundreds of other products they may find while shopping. Selling is giving someone a smile, a taste, a slightly better day because of the interaction they had. Selling at Doc Popcorn is being you—while giving a customer the opportunity to try something truly special.

When we see a beautiful sunset, or witness an amazing event, it is only natural to want to share such a thing. Selling is the same principal. We have something at Doc Popcorn that is truly awesome, smile creating and delicious. Please share this news and this product with pride and confidence!

We've worked incredibly hard to make this the finest popcorn product in the world. We're very proud of what we've created, and we want to get the word out to as many people as possible. Selling is a vital part of our and your success at Doc Popcorn.

The more you know the easier it will be to talk intelligently with customers. Please study the product information for Doc Popcorn.

### **Greeting a customer at Doc Popcorn:**

In all cases, the first thing that should be said to a customer is “**Welcome to Doc Popcorn**”

After greeting the customer in this manner there are several options depending on the customers' needs.

1. Offer a specific sample of Klassic Kettle, Sweet Butter or Better Butter
2. Inquire if they have had Doc Popcorn before. If not, explain the different flavors and remember to mention that our popcorn is made from the finest all natural ingredients.
3. Suggest mix ideas such as Cheddar and Jalapeno or Salt-N-Pepper and Better Butter

## How to say good-bye

To each customer we always say **“Here is your, (name the specific flavor ex. Better**

**Butter). Enjoy Your Doc Popcorn!”**

## Bag Presentation to Customer

It is extremely important to always present the Doc Popcorn bag facing the customer **with an over-flowing bag of popcorn**. This allows the Customer to see the value in buying a bag of Doc Popcorn and inevitability creates a “wow”.

## Sampling at Doc Popcorn

Samples at Doc Popcorn are free and we encourage our guests to try as many flavors as they would like. Sampling is the “Heart and Soul” of any Doc Popcorn location. It allows our Popsters to reach out and “touch” customers. Call in guests from outside of the line and ask guests if they would like to sample Doc Popcorn. Remember to proactively offer samples to them by ALWAYS offering a specific sample, not asking if the customers would like one. The specific language is **“Please try our delicious fresh popped (Butter/Kettle etc) .... You are welcome to try as many flavors as you would like”**. While customers are eating the samples, educate them on the flavors, and converse with them. When you sample, the number of people trying and then buying Doc Popcorn products will continue to grow. Always offer a sample of kettle corn or butter popcorn at the same time as other flavors. These are our top sellers and help put a smile on the customers face as they are sampling our product.

Popsters in-training must demonstrate that they can actively sample and “touch” customers in the preceding ways. It is also important to know that while a customer may not buy popcorn at this time – they are now more familiar with Doc Popcorn and will probably make a purchase the next time they are in the mall. It is also important to note that Klassic Kettle and Better Butter are the best sellers and the least expensive J□

## Doc Popcorn and Up-Selling

It is vital to Doc Popcorn and your success with Doc Popcorn to “up sell” every customer. A new customer will not know that they get almost 50% more popcorn when buying a large bag of Doc Popcorn instead of a small bag for only fifty cents more. When a customer asks for a specific flavor specifically point to the Large Bag and say is this bag ok? If they ask for the small bag kindly point out that they will receive 50 percent more popcorn for only 50 cents.

**IF WE SERVE ON AVERAGE 100 CUSTOMERS A DAY, AND EACH CUSTOMER IS**

## **UPSOLD JUST ONE**

**DOLLAR OF DOC POPCORN WE WILL BRING IN AN ADDITIONAL \$36,500 IN A YEAR OF**

**BUSINESS-AND THIS ADDITIONAL AMOUNT HELPS MAKES YOU AND DOC POPCORN A SUCCESS!**

**Please be sure to offer at least the large bag to every customer!!**

## **Doc Popcorn Customer Centered Service**

The customer is always the most important person at the store. A customer should never have to interrupt a team member to be served. Team members should drop whatever we are doing to greet and help the customer. If more than one customer is at the kiosk, you should greet both and then politely explain that he/she will be helped as soon as they are finished with the other customer.

Another way to think of it might be, *Be the person that you always want others to be when you're a customer.*

Ask yourself the following questions:

- How do you like to be treated when you walk into a store?
- How do you like the friendliness and helpfulness of the staff?
- Does the staff listen to your concerns, and most importantly?
- Do they then do something about it?

Bottom Line: if you've had a great experience, you are more likely to return to that store in the future.

The single most important thing you can keep in mind at Doc Popcorn, at all times is *Always put yourself in the place of the customer. Look at it from your customer's perspective.*

Remember this, and every decision you need to make and action you need to take will

become amazingly clear and simple for you.

## **Gift Sales**

The following happen at all Doc Popcorn stores as part of our corporate culture:

- If a customer is waiting for please make sure they get an additional sample or two of Doc Popcorn.
- If a customer has purchased a few bags, or a six-pack, let them snack on a bag of their favorite flavor while they wait for you to complete their order. Then refill the bag they have just snacked on! (Never put popcorn back in the bins if a customer has touched it).
- If the customer is nearby, it is a nice touch to walk to where the

customer is seated to hand them their popcorn. This small gesture means a lot to our customers.

- **Any parent with children that purchase a bag of popcorn automatically receives a 4 oz Dixie cup half filled with popcorn. For those of us that have kids understand how helpful it is for children to have their own cup**