

Preferred Customer Scripts

Advance Notice To Inactive IBOs

(example one)

Hi (name). I noticed your nice orders this spring. I appreciate your renewing your Business this year. I want you to know about a new opportunity from Amway.

There are important new developments in our Amway business. If you want to make money, there's more on the table, and I'll help you, but they are requiring more sales and customer sales reporting now in order to earn the bonuses available, so if you don't want to fool with it and just buy wholesale, they have a new category for you.

Amway is making a one-time offer to current IBOs to switch from Business Owner to Preferred Customer, which is a lifetime of being able to purchase at IBO cost, plus you can get the AmPerks of a retail customer, including free shipping on any orders over \$99, and other rebates and incentives.

Also, you wouldn't have the \$62 renewal every year or any responsibilities of business ownership.

I'm forwarding the info from Amway on becoming a Preferred Customer.

The first attachment is a description of the benefits of switching to Preferred Customer status and the FAQs.

The second is a walk-through of exactly how to become one. Now that they've added the option on the website in your Account/Business Information, it's pretty straightforward. Call me if you have any questions.

Thank you for being a loyal IBO customer for these many years.

Looking forward to serving you in this new way.

Our best, (your name here)
Phone: (XXX-XXX-XXXX)

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(example two)

Hi (name). I want you to know about a new opportunity from Amway. There are important new developments in our Amway business. If you want to make money, there's more on the table, and I'll help you, but they are requiring more sales and customer sales reporting now in order to earn the bonuses available, so if you don't want to fool with it and just buy wholesale, they have a new category for you.

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(example three)

Dear (name),

Do hope all is continuing to go great for you. So happy that covid is close to over and the masks are slowly being eliminated.

Wanted to tell you about a special program Amway is offering this summer. It is called The Preferred Customer program. Amway allows registered IBOs who are product users only to simply transfer to this program. One can join June, July, or August.

ADVANTAGES:

1. You can continue to buy at wholesale forever.
2. No renewal fee (a savings of \$62).
3. Plus, \$25 coupon at signup. Can also earn two more \$25 coupons. Coupon(s) then can apply to future orders.
4. Can also sign up for the AmPerks program to earn points for discounts on future orders (like an airlines miles program-no costs). Which includes free shipping on orders of \$99.00 or more.
5. Should you decide to take advantage of building a team and earning additional income you can simply re-register.

If you would like more information, please call us (XXX-XXX-XXXX) or email us at you@email.com.

Our best, (your name here)