

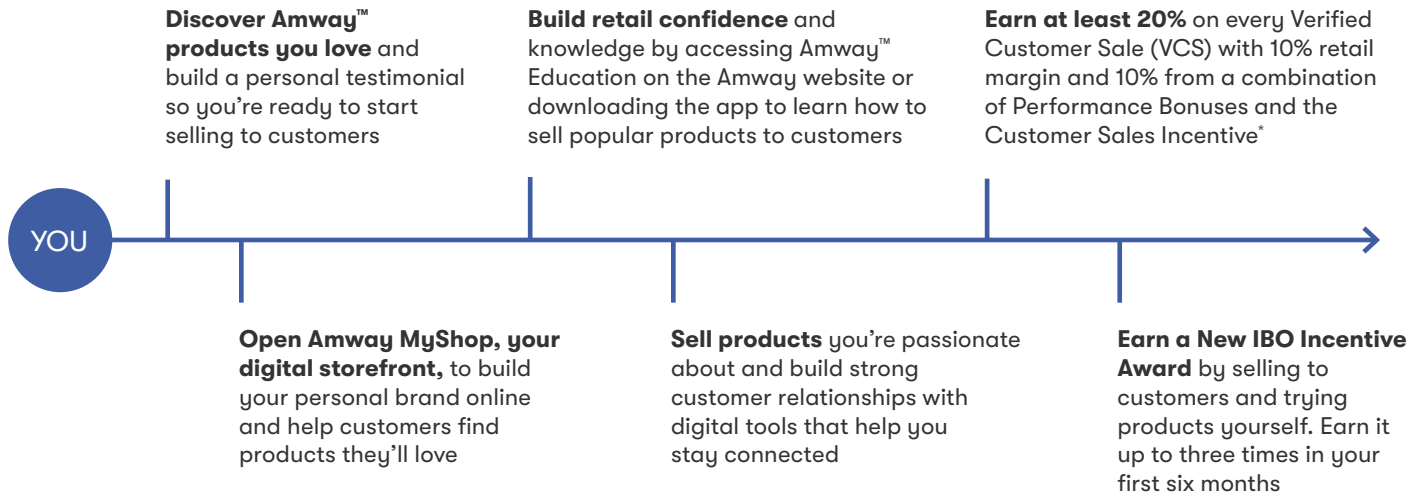


Start Selling

Earn money beginning with your first sale.

Retail margin, Performance Bonuses from the Amway IBO Compensation Plan and discretionary incentives reward you for selling products to friends, family and other customers.

SELLING JOURNEY



* The Customer Sales Incentive and New IBO Incentive Award are part of a discretionary incentives program, which is separate from the Amway IBO Compensation Plan and can vary from year to year.

EXAMPLE

Layla made Verified Customer Sales to four customers. She also purchased samples and products for personal use. Layla earned a total of 162 PV (Point Value) and 528 BV (Business Volume).

Verified Customer Sales	132 PV* (430 BV)**
VCS%	132/162 = 81%
Personal Use	30 PV (98 BV)**
Total	162 PV (528 BV)**

* Does not include discretionary uplift on PV/BV from Verified Customer Sales.

** Assumes BV to PV ratio is 3.26 to 1.

33 PV

33 PV

33 PV

33 PV

LAYLA

Total 162 PV

CUSTOMER

Why Verified Customer Sales?

When customers register and provide a unique, valid mobile phone number, their purchases are Verified Customer Sales, which help you earn more money. Registering customers helps you track sales activity and gives you credit for future orders.

Register customers at
[Amway.com/Registration](https://www.amway.com/Registration)

New IBOs can earn Retail Margin, Performance Bonus, Customer Sales Incentive and New IBO Incentive Awards for Verified Customer Sales.

10% RETAIL MARGIN

Amway offers on-trend products that customers want. Earn 10% retail margin on customer sales.

With customer sales of \$478, Layla earns a \$47.80 margin (10%).

$$\text{\$478} \times 10\% = \text{\$47.80}$$

PERFORMANCE BONUS

Amway IBO Compensation Plan bonus can be earned each month based on your Point Value (PV) and Business Volume (BV). Every Amway product has a PV and BV assigned, determined by the product price.

Total PV determines your Performance Bonus level; total BV is multiplied by this percent to determine your gross Performance Bonus. In order to be bonused on full BV for the month, 70% of personal volume must be from customer sales (excluding any personal or family use), with a minimum of 60% from Verified Customer Sales. [Learn more.](#)

With 162 PV this month and 81% from VCS, Layla earns a 3% Performance Bonus on 528 BV. That's \$15.84!

$$528 \text{ BV} \times 3\% = \text{\$15.84}$$

PERFORMANCE BONUS SCHEDULE:

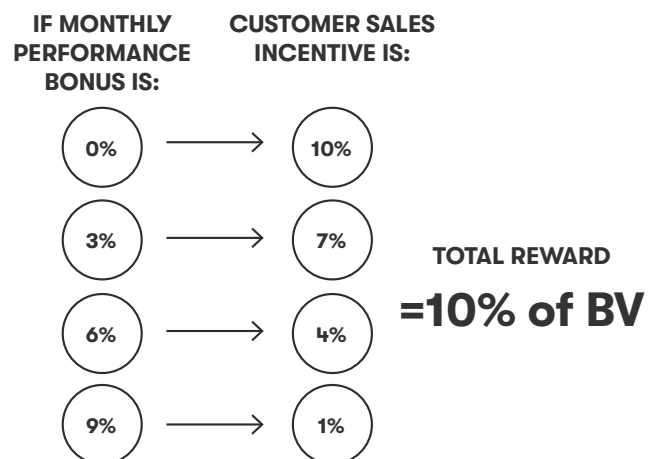
If your monthly PV is:	Your Monthly Performance Bonus is:
7,500 or more	25% of your BV
6,000–7,499.99	23% of your BV
4,000–5,999.99	21% of your BV
2,500–3,999.99	18% of your BV
1,500–2,499.99	15% of your BV
1,000–1,499.99	12% of your BV
600–999.99	9% of your BV
300–599.99	6% of your BV
100–299.99	3% of your BV

CUSTOMER SALES INCENTIVE (CSI)

CSI* rewards IBOs at or below 9% Performance Bonus level with up to 10% on BV of all Verified Customer Sales. Combined with 10% retail margin, you can earn at least 20% on every VCS!

With 3% Performance Bonus level, Layla earns 7% under CSI (10% total). On 430 BV from VCS, that's \$30.10!

$$430 \text{ BV} \times 7\% = \text{\$30.10}$$



*Up to \$75 USD per month may be earned through CSI.

For the calendar year 2021, the average income from Amway for all U.S. registered IBOs at the Founders Platinum level and below was \$766 before expenses. See www.amway.com/income-disclosure for details. Earnings depend on many factors, including: customer base, business experience, effort, dedication, and quality and performance of an IBO's sales team.

NEW IBO INCENTIVE AWARD

Under the Fast Track Incentive Program, earn a discretionary Award up to three times in your first six months. Generate 150 PV or more in a month, with 100 PV or more coming from Verified Customer Sales.

With 132 PV from Verified Customer Sales, Layla earns \$100 this month.

100 PV or more from
VCS = \$100

LAYLA'S AVAILABLE EARNINGS
Retail Margin: \$47.80 | Personal Performance Bonus: \$15.84 | Customer Sales Incentive: \$30.10 | New IBO Incentive Award: \$100
Total Gross Earnings: \$193.74

QUICK REFERENCE

SELL WITH PROVEN TOOLS

New IBO Product Pack includes a variety of health, beauty and home products to try, share or sell to customers. It's a great tool to help you start your business strong with customers sales.

Mini Catalog brings together the newest, most on-trend products as well as best-sellers and special offers. Tab pages with recommendations and share with friends for simple sales!

Product Recommenders let you provide a personal consultation with the Nutrition Recommender and the Artistry™ Virtual Beauty app. Give customers a fun digital experience on their way to finding the perfect products to meet their unique needs.

Product and How-to Videos are short and exciting selling tools. Find them on the Amway website and social channels and send a "Check this out..." message to your customers.

AmPerks™ Customer Rewards Program is designed to help you build stronger relationships with customers while rewarding them for buying their favorite Amway products.

DEFINITIONS

Point Value (PV)

Point Value is a unit amount assigned to each product. The total PV associated with your group's monthly volume is tracked to determine your Performance Bonus bracket. The higher your PV, the higher percentage (up to 25%) used in calculating your bonus.

Business Volume (BV)

Business Volume is a dollar figure assigned to each product. The total BV associated with your monthly volume is multiplied by the percent from the Performance Bonus Schedule to determine your gross Performance Bonus.

Verified Customer Sale (VCS)

Verified Customer Sale refers to a sale to a customer through an Amway channel, such as the Amway app, Amway website, MyShop digital storefronts or a sale from an IBO's inventory that is recorded with the Create a Receipt tool. The sale must capture the customer's name, the customer's valid and unique mobile phone number, the product, and the retail price.

Rule 4.12 Customer Sales Requirement

To earn a bonus on full BV for the month, 70% of personal volume must be from customer sales (without any personal or family use counting toward the 70% requirement). This will be measured by a minimum of 60% needing to come from Verified Customer Sales. When automated tracking of Rule 4.12 begins (planned for later in 2022), the 60% VCS requirement must be met. If total monthly personal volume does not meet the requirement, BV will be prorated accordingly. [Learn more.](#)

IBO Fiscal Year (FY)

September 1 to August 31, also known as IBO Performance Year.



Learn the fundamentals to help you build your business. Watch quick, engaging video courses on selling and making money, products, and building and leading a team.

Visit [Amway.com/Education](https://www.amway.com/Education) or download the Amway Education app.

Business Support Materials

Learn from Leaders who have and continue to build successful businesses. Amway Approved Providers offer optional education, training and motivation materials to help you grow your business.

Talk to your upline to learn more.

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Following are the approximate percentages of U.S. registered IBOs who achieved the illustrated results in the calendar year 2021: New IBO Incentive \$100 Award 12.54%