

New incentives and enhancements to reward customer sales FAQs

Overview

New incentives and enhancements for increasing Qualified Customer PV (QCPV) and Verified Customer Sales (VCS) have been introduced to help maintain IBO profitability and growth, create long-term sustainability and reward IBOs for engaging and retaining customers. For PY21, current discretionary incentives will be enhanced, including Fast Track, PV/BV Uplift and Q12 Bonus. The Customer Sales Incentive (CSI) will be introduced in early 2021.

FAQs

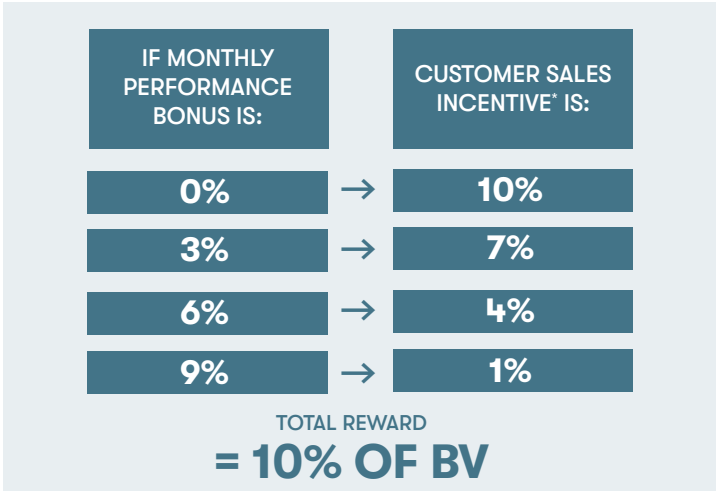
Questions and answers to help you understand how the new incentives and enhancements will help IBOs sell more and earn more.

Verified Customer Sales are sales to a customer through an Amway channel, such as the Amway™ app, Amway™ website, Amway™ Business Centers, MyShop Digital Storefront or a sale from an IBO's inventory that is recorded with Create a Receipt. The sale must capture the customer's name and unique mobile phone number, along with the product and retail price. VCS will be tracked and will lead to increased benefits and perks.

Customer Sales Incentive (CSI) Details

1. What is the CSI and how will IBOs earn money?

Launching in early 2021, the CSI rewards IBOs at or below the 9% Performance Bonus level by complementing the Performance Bonus to equal a total of 10% on Business Volume (BV) of all VCS. This program offers eligible IBOs opportunities to earn more money starting with their first VCS, enjoy increased rewards and additional earnings on top of any retail margin, and create lasting customer relationships.



*Amway™ Core Plus Discretionary Incentives Program

2. How often can CSI be earned?

Beginning early 2021, CSI can be earned every month that IBOs are at or below the 9% bonus bracket.

3. When will I receive my CSI bonus?

CSI will be paid with monthly core bonuses. It will be calculated based on the performance bonus bracket in which the IBO ended the month. This will determine the amount of CSI the IBO will receive.

Fast Track Enhancement Details

4. What changes are being made to Fast Track?

To qualify for CSI, PV/BV uplift or Fast Track incentives, IBOs need to generate at least 50 QCPV before January and at least 50 VCS after January to earn these discretionary incentives. IBOs will still need to generate a total of 150 Personal PV of which 50 or more must be from QCPV/VCS. However, by selling more to customers, IBOs are able to earn increased bonus payments on the New IBO Incentive and First Step and Balanced Sponsor awards. Available now, the enhanced program uses QCPV to measure customer sales. In early 2021, PV from VCS will replace QCPV to calculate these sales.

Also this year, IBOs will be able to earn the First Step and Balanced Sponsor awards up to two times! When an IBO earns the Balanced Sponsor incentive, they will get a second window to earn both starting the next month. This incentive will end August 31, 2021. In order to qualify for the First Step and Balanced Sponsor incentives a second time, they must qualify with new legs sponsored during the second window.

BONUS	DESCRIPTION	50–99.99 QCPV/VCS	100–149.99 QCPV/VCS	150 or more QCPV/VCS
			NEW	NEW
New IBO Incentive	Available up to 3 times in first 6 months when generating QCPV/VCS	\$50	\$75	\$100
First Step	Help two unique legs earn a New IBO Incentive & generate QCPV/VCS (available twice per year)	\$100	\$125	\$150
Balanced Sponsor	Help a third unique leg earn a New IBO Incentive & generate QCPV/VCS (available twice per year)	\$200	\$225	\$250

†Amway™ Core Plus Discretionary Incentives Program

5. Can IBOs earn both Fast Track and CSI?

Yes, IBOs can earn both! Launching in early 2021, the CSI program will reward IBOs for their VCS. When IBOs meet the criteria for both incentives, they can earn each reward.

6. What is the difference between Qualified Customer PV (QCPV) and Verified Customer Sales (VCS)?

VCS is an enhancement to ensure sales are tracked and accurately assigned from any point of purchase. Unlike QCPV, VCS requires the customer making the retail purchase to include a mobile phone number, which must be valid and unique.

7. How many times can IBOs earn the New IBO incentive? Do IBOs earn the same amount each time?

IBOs can earn the New IBO Incentive up to three times in their first six months. An IBO's incentive amount for each qualifying month will be based on how much PV that IBO earns from qualified customer sales that month.

8. What happens after IBOs have earned their three New IBO Incentive bonuses?

An IBO is no longer eligible for any additional New IBO Incentive bonuses. The next goal is to earn the First Step and Balanced Sponsor awards, which have also been enhanced with higher payments for selling more to customers.

9. To earn the enhanced First Step and Balanced Sponsor awards, do downline IBOs have to achieve more customer sales too?

No, the payment amount for the First Step and Balanced Sponsor awards depend on how much IBOs personally sell to customers in the month they qualify. The month they qualify would be the month their second or third leg qualifies for their New IBO Incentive at any amount.

Q12 Incentive Enhancement Details

10. How is the Q12 Incentive changing?

The Q12 bonus criteria is unchanged. It is a 12-month program that started in September 2020.

Q12 will now reward the percentage of Personal Group/Ruby PV that is coming from VCS from March through August 2021. This will give leaders tracking for the Q12 Incentive time to leverage customer experience enhancements and become familiar with how to report VCS before requirements are in place.

The total VCS coming from Personal Group/Ruby PV will be added and divided by the total Personal Group/Ruby PV for that March through August timeframe.

VCS Percentage of Personal Group/Ruby PV	Reward
80% +	\$21,000
50% to 79%	\$18,000
30% to 49%	\$15,000
<30%	\$12,000

11. Could an IBO's Q12 bonus payment be lower than last year?

Yes. While Amway offers many programs and incentives to help support IBOs in selling to customers, it's possible an IBO's Q12 bonus could be lower if there are not enough verified customer sales in their group. However, there is also potential to earn up to 40% more than last year!

12. If an IBO qualifies with several months over a new leg, will the group VCS requirement be lower for the IBO?

No, the VCS from Personal Group/Ruby PV requirements are the same for all Q12 qualifiers. It will be a percentage of an IBO's Personal Group/Ruby PV that comes from Verified VCS between March and August 2021. The Q12 incentive encourages consistent, profitable, sustainable businesses built on a solid foundation of customer sales and side volume and VCS supports this objective.

13. Why is VCS Percentage for Q12 based on March through August?

VCS volume as a basis for incentive rewards will launch in early 2021. Starting the VCS enhancement for Q12 in March will allow IBOs time to experience, understand and use the new tools and programs that support VCS.

14. What does VCS from Personal Group/Ruby PV include?

Personal Group/Ruby PV or Ruby Volume includes Personal PV/BV, Volume from Personal Group IBOs and Pass-up from non-qualified, non-25% Legs. It does not include Qualifiers at 25% that month or or Qualified Platinum IBOs, no matter what percent they hit that month. The VCS that is part of an IBO's Ruby Volume is what will be totaled to calculate the percentage.

See example below:

Month	Required Ruby	Required Ruby (New Leg)	IBO Ruby	VCS from Ruby	% of Ruby from VCS
Mar	7500		7500	3000	40%
Apr	7500		8500	3000	35%
May	7500		9000	3500	39%
Jun	Leg	4000	4000	1200	30%
Jul	Leg	4000	4000	1500	38%
Aug	Leg	4000	4000	2000	50%
Total			37,000	14,200	38%

In this example, the IBO would earn \$15,000 as their Q12 bonus since they had 38% of their Ruby volume come from VCS for March through August. The My Performance dashboard is being updated to display the % of Ruby from VCS so that IBOs can track their progress month over month.

Qualified Customer PV (QCPV) Uplift Bridge Enhancement Details

15. What is the QCPV Uplift Bridge Program?

An 11% PV/BV Uplift on VCS will launch in early 2021. The QCPV Uplift Bridge is a program to award IBOs the PV/BV uplift on all qualified customer sales generated between September and December 2020. The QCPV Uplift Bridge program will be replaced with the 11% PV/BV Uplift on VCS beginning in early 2021.

16. How do IBOs know how much PV/BV uplift they're earning?

When customers place orders directly from Amway or IBOs create a receipt for sales to customers between September and December, this volume contributes to QCPV. The QCPV will be included in the 11% uplift bridge program (with corresponding BV) over the four-month period.

17. When will the uplift be awarded?

The PV/BV uplift on all QCPV from September through December will be added to IBOs' volume at the end of January 2021. IBOs are encouraged to achieve their normal sales levels and the PV/BV will be an additional benefit on top of their bonus.

18. Will the uplift PV/BV from the bridge count as Verified Customer Sales (VCS)? Can IBOs earn the Customer Sales Incentive (CSI) on it?

No, the PV/BV uplift will be added as personal volume. VCS volume can be earned on sales beginning in early 2021.

19. Why won't IBOs be given this uplift in the month of their sale before January?

The PV/BV Uplift officially begins with the launch of VCS in early 2021 and is complemented by the launch of the CSI. Customer sales are a critical part of the business, so Amway is committing to a one-time special bridge program on qualified customer sales made September through December.

20. How will the PV/BV uplift affect IBO monthly bonuses?

The PV/BV from the bridge uplift works like all other PV/BV and will be added to an IBO's personal volume. This volume will flow into all other volumes and bonuses.

PV/BV Uplift Details

21. How will the PV/BV Uplift starting in early 2021 differ from the Bridge Uplift?

The additional 11% PV/BV will be earned based on VCS starting in early 2021 and not QCPV. Also, the uplift PV/BV will be applied at the time of the sale – no waiting until the end of the month! Uplift volume will contribute to VCS and be included in volume for CSI bonuses and is being added into all other monthly volumes.

22. When will IBOs be awarded their PV/BV uplift?

For purchases made from the Amway platform (Amway website, MyShop, etc.), the additional PV/BV will be awarded on the order for VCS. When making a sale from inventory, the uplift PV/BV will be awarded shortly after the receipt is created and the sale is verified.