

Amway Verified Customer Sales FAQs

Overview

A focus on customers is essential for IBO businesses to thrive today and for generations to come. Amway is creating innovative systems and programs to make it easier for IBOs to gain and register customers, build strong customer relationships, and ensure sales are tracked and accurately assigned from any purchase point.

FAQs

Questions and answers to help you understand Verified Customer Sales and how they relate to the Core Plan and other incentives.

Verified Customer Sales (VCS)

1. Will there be any changes to the Core Plan monthly bonuses?

No. While there will be transformational work around improving the income opportunity for sales, verifying customer sales and improved pricing, compensation from the Core Plan bonuses will stay the same in PY21. There will be a change to how IBOs report their customer sales for the Customer Volume Requirement (CVR). Meeting the CVR to earn a differential bonus will be based on Verified Customer Sales beginning early 2021.

2. What is a Verified Customer Sale (VCS)?

A Verified Customer Sale is a sale to a customer through an Amway channel, such as the Amway™ app, Amway website, Amway Business Centers, MyShop digital storefronts 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.

3. What is a unique mobile phone number?

Customer sales reported through receipts will be verified by the mobile number provided during the transaction. This number must be valid and unique to the customer making the purchase.

4. Why are Verified Customer Sales (VCS) important to IBO businesses?

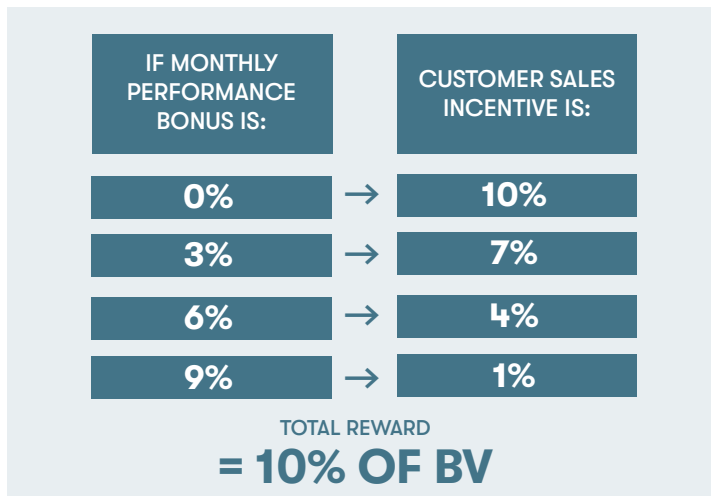
Amway is creating innovative systems and programs to make it easier for IBOs to gain and register customers, build strong customer relationships, and ensure sales are tracked and accurately assigned from any purchase point. These efforts will include new compensation and incentives to reward the building of profitable business structures with strong foundations of retail selling based on VCS.

5. When will Verified Customer Sales (VCS) take effect?

In early 2021, Amway will introduce the ability to easily register customers and launch enhanced features in the Amway™ Business Center to track VCS and the addition of a Customer Sales Incentive that will ensure new IBOs can start earning more from their first sale.

6. What is the Customer Sales Incentive (CSI) and how will IBOs earn money?

Launching in early 2021, the CSI rewards IBOs at or below the 9% Performance Bonus level with up to 10% on Business Volume (BV) of all Verified Customer Sales (VCS). This program offers eligible IBOs opportunities to earn more money starting with their first VCS and enjoy increased rewards and additional earnings on top of any retail margin.



7. Will self-reported sales count for Verified Customer Sales (VCS)?

Yes. Customer sales from IBO personal inventories will contribute to VCS if the IBO uses the Create a Receipt tool and the sale is verified. Customer sales reported through receipts will be verified using a unique mobile phone number. IBOs will be alerted during the transaction when they create a receipt that does not meet the verification criteria and will be able to correct the transaction information if necessary.

These sales will be eligible for Customer Sales Incentive beginning in early 2021.

8. Is there still Qualified Customer PV (QCPV)?

Yes. QCPV will remain in place until early 2021, when Verified Customer Sales (VCS) will replace it. VCS supports better customer and inventory management and allows for incentives and rewards for IBOs and customers.

9. Is Fast Track changing?

Yes. Fast Track will not only continue through August 2021 but there will also be NEW ways to earn even more from the Fast Track incentives by selling more to customers. The enhanced program begins in September, 2020 using QCPV to measure customer sales. In early 2021, PV from Verified Customer Sales (VCS) will replace QCPV to measure customer sales.

Technology Updates

1. What new features will the Create a Receipt tool include?

In September 2020, the Create a Receipt tool launched new features to enhance the sales experience for customers who purchase directly from IBOs. IBOs are now able to view guest orders in their order history and easily create receipts from AmCart purchases. For sales out of inventory, customer receipts generated using the Create a Receipt tool are recorded at the product's retail price. In the coming months, enhancements will be added to help IBO better track inventory and view details of how a customer's order was placed.

2. Will there be changes to the IBO performance dashboard on the Amway™ Business Center?

Yes. Changes to the Amway™ Business Center will make it easier for IBOs to sell to customers, manage their teams and build their businesses more efficiently. The intuitive design will provide IBOs with real-time customer sales and potential earnings insights and the ability to track progress in the Customer Sales Incentive and see Verified Customer Sales, including those made with the Create a Receipt tool. It will also help them understand how sales relate to their overall Personal PV.