

**70% Rule**  
**Preferred Customers**  
**&**  
**Your Business**

# **Today**

**A. Active IBOs > selling  
and sponsoring**

**B. Wholesale IBOs**

**C. Customers**

# Changes

**A. Active IBOs > selling  
and sponsoring**

~~**B. Wholesale IBOs**~~

**C. Customers**

**September 1, 2021**

**A. Active IBOs > selling  
and sponsoring**

**B. Preferred Customers  
& Verified Customers**

# Verified Customer Sales (VCS)

## **What are Verified Customer Sales (VCS)?**

VCS are sales to a customer through an Amway channel, such as the Amway app, Amway website, MyShop or a sale from your inventory that is recorded with Create a Receipt. The sale must capture the customer's name and unique phone number, along with the products.

## **What is a unique cell phone number?**

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

Verified Customer Sales (VCS)

## **11.11% PV/BV Uplift on VCS**

You get an **11.11% volume boost**

of PV and BV

for every product sold  
that qualifies as a VCS.

# **70% Rule**

# Seventy Percent Rule



**Seventy Percent Rule:** Beginning September 1, 2021

In order to be bonused on full BV for the month, each IBOs personal volume must meet the requirement of at least 70% customer sales.

**This will be measured by a minimum of 60% needing to come from Verified Customer Sales (VCS).**



# Seventy Percent Rule

## **70% Rule**

**How does the 70% Rule  
affect every IBO?**

# Seventy Percent Rule

<b>PV</b>	<b>BV</b>	<b>VCS PV</b>	<b>VCS %</b>	<b>% Compliant</b>	<b>Bonused BV</b>	<b>Bonus Paid</b>
100	300	0	0 VCS	0%	0	\$0.00
100	300	10	10% VCS	17%	51	\$1.53
100	300	30	30% VCS	50%	150	\$4.50
100	300	60	60% VCS	100%	300	\$9.00

Numbers are for demonstration purposes only, does not account for the 11.11% VSC uplift.

# Seventy Percent Rule

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50	150	0	0 VCS	0%	0	\$0.00
50	150	5	10% VCS	17%	26	\$0.00
50	150	15	30% VCS	50%	75	\$0.00
50	150	30	60% VCS	100%	150	\$0.00

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Seventy Percent Rule

## **70% Rule**

**How does 70% Rule  
affect the  
Group/Team  
Performance Bonus?**

# Seventy Percent Rule

For example: You report your VCS and downline does not.

Now:

After 9/1:

	<b>PV</b>	<b>BV</b>	<b>9% Bonus Paid</b>		<b>PV</b>	<b>BV</b>	<b>9% Bonus Paid</b>
<b>YOU:</b>	200	600			200	600	
<b>Your Team:</b>	<u>400</u>	<u>1200</u>			<u>400</u>	<u>0</u>	
	<b>600</b>	<b>1800</b>	<b>\$162</b>		<b>600</b>	<b>600</b>	<b>\$54</b>

Numbers are for demonstration purposes only, does not account for the 11.11% VCS uplift.



# Seventy Percent Rule

## **70% Rule**

**How much PV  
does an IBO need  
to reach  
60% VCS?**

# Seventy Percent Rule

	<b>PV</b>	<b>VCS PV</b>	<b>VCS %</b>	<b>% Compliant</b>
<b>Personal:</b>	100			
<b>Client:</b>	<u>150</u>			
	<b>250</b>	<b>150</b>	<b>60% VCS</b>	<b>100%</b>

**2.5 times Personal PV  
to reach 60% VCS**

# Seventy Percent Rule

	<b>PV</b>	<b>VCS PV</b>	<b>VCS %</b>	<b>% Compliant</b>
<b>Personal:</b>	300			
<b>Client:</b>	<u>450</u>			
	<b>750</b>	<b>450</b>	<b>60% VCS</b>	<b>100%</b>

**2.5 times Personal PV  
to reach 60% VCS**

# Seventy Percent Rule

	<b>PV</b>	<b>VCS PV</b>	<b>VCS %</b>	<b>% Compliant</b>
<b>Personal:</b>	600			
<b>Client:</b>	<u>900</u>			
	<b>1500</b>	<b>900</b>	<b>60% VCS</b>	<b>100%</b>

**2.5 times Personal PV  
to reach 60% VCS**

# Seventy Percent Rule

## **70% Rule**

**What are the  
Options?**

# Seventy Percent Rule

## **OPTIONS:**

### **A) Remain an IBO**

Learn how to sell/report more VCS with your uplines assistance

### **B) Become a Preferred Customer**

Continue buying at wholesale cost, without renewing and more

# Seventy Percent Rule

## **70% Rule**

**What are the  
Options?**

**Remain an IBO**

# Seventy Percent Rule

## Remain an IBO

**With your Uplines assistance learn how to sell/report more VCS:**

- a) Get new customers on VCS
- b) Convert non-VCS customers to VCS
- c) Customers that order through you and are not computer literate, you can setup/manage their account
- d) Selling to non-VCS via a VCS account > Self-report sales to a VCS customer as a reward giving them AmPerks points
- e) Use guest report
- f) Get with your Upline for ideas not listed here



# Seventy Percent Rule

## **70% Rule**

**What are the  
Options?**

**Become A  
Preferred Customer**

# Preferred Customer

## **PREFERRED CUSTOMER OPPORTUNITY JUNE – SEPTEMBER 2021**

IBOs on your team who are not actively building their businesses will have the chance to transition out of business ownership and into the role of a Preferred Customer.

June - September 15, 2021

# Benefits

## Preferred Customer

Free to join with no renewal fee, saving \$62/year!  
Continue to buy at IBO cost forever.\*\*

Earn up to \$75 in exclusive PC rewards to be used toward future purchases.

- \$25 just for signing up
- \$25 after making a first purchase of \$100+
- \$25 after making a second purchase of \$100+

**AmPerks:** Customer Rewards Program.

- Earn 2 points/\$1 (4 points/\$1 on DITTO)
- 100 promotional points for joining
- Free shipping\* on \$99+ orders
- Additional & exclusive promos

\* Promo may have limited-life. \*\*Valid if they remain a Preferred Customer.

# Preferred Customer

## **WHO CAN BECOME A PREFERRED CUSTOMER?**

Any IBO in the business on or before March 1, 2021, has the option to become a Preferred Customer. The Preferred Customer program should be offered during a Leader/IBO conversation.

- Positive PV, but non-retailing (0 VCS).
- Positive PV, but reporting low customer sales, more than 90 days in the business and 0/1 Frontline (only 1/3 has a frontline).
- IBOs that have not renewed for 2020-2021 year.

As a leader, you are instrumental in helping downline IBOs determine which is the best path for them.

# Preferred Customer

## NOTES:

Explain that a Preferred Customer is just a name change from IBO to Preferred Customer, only better. And if they change their mind and want to become active, no problem!

**Remember, you need to show options that will benefit them.**

# Preferred Customer

	PV	BV	Cost	Bonus	Perks	Ship	Net
IBO	100	300	\$300.00	\$0.00		\$7.00	-\$7.00
PC			\$300.00		600 \$6	\$0.00	\$13.00
PC Ditto					1200 \$12	\$0.00	\$19.00

500 points = \$5

DITTO 2X points

# Preferred Customer

	PV	BV	Cost	Bonus	Perks	Ship	Net
IBO	300	900	\$900.00	\$0.00		\$14.00	-\$14.00
PC			\$900.00		1800 \$18	\$0.00	\$32.00
PC Ditto					3600 \$36	\$0.00	\$50.00

500 points = \$5

DITTO 2X points