

# AMWAY IS OFFERING NEW LEVELS

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WHAT ARE YOUR OPTIONS?

# AMWAY LEVELS OF PARTICIPATION

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- ~ Independent Business Owner
- ~ Preferred Customer
- ~ Verified Customer

# OPTIONS FOR CURRENT IBOs

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1. Continue as IBO with a few changes
  - A. 70% Rule Compliant
  - B. Serve customers
  - C. Help your teams do the same
  
2. Become a Preferred Customer
  - A. No more renewals
  - B. IBO pricing for life
  - C. AmPerks – benefits for You



# CONTINUE AS AN IBO

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## 70% 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).**

# RECOMMENDATIONS FOR IBOs

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## **\*\*GET CUSTOMERS\*\***

- Fantastic new products
- Trending products
- Improved prices
- Benefits to customers now
- Greater interest in health, fitness, beauty
- More people ordering online
- Multiple ideas for obtaining customer volume



## 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.

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# Seventy Percent Rule

For example: You report your CVS 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>

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# OPTIONS FOR CURRENT IBOs

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## 1. Continue as IBO

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## 2. Become a Preferred Customer

# BECOME A PREFERRED CUSTOMER

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OFFERED

JUNE 4

to

SEPTEMBER 15

1. No more IBO renewal fee – Save \$62/year
2. Ongoing IBO cost – buy at wholesale
3. Up to \$75 in coupons
  - \$25 for signing up
  - \$25 for 1<sup>st</sup> order of \$100 or more
  - \$25 for 2<sup>nd</sup> order of \$100 or more
4. Free Opt-in for AmPerks
  - Free shipping over \$99
  - 500 Points = \$5 cash off your purchases
    - 100 extra points at signup
    - 2 points for every \$1 spent
    - 4 points/\$1 for DITTO order
  - Exclusive promo deals



# 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

# FREQUENTLY ASKED QUESTIONS

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1. Can I switch from IBO to preferred customer later?  
Probably not. This is a 3-month window to become a preferred customer with IBO cost. In the future, you can become a retail customer with AmPerks, but will not qualify for IBO prices.

2. Can a preferred customer later choose to become an IBO again?  
Absolutely. People are always welcome to choose to build an Amway business.



# WHICH LEVEL IS RIGHT FOR YOU?

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## **IBO**

- Is this Your Time to Really Get Going?
- Amway Independent Business Owner
- Build your customer base
- Build your business

**We are here to help you!**

## **Preferred Customer**

- Or is Option 2 Right for You?
- Preferred Customer
- Buy what you need at IBO cost forever
- AmPerks benefits for a sweet deal

**We will help you transition!**



**NOW IS  
THE TIME**