



Amway

Preferred Customer Guide

IBO cost! No renewal fee! AmPerks™ benefits!

Do you have any IBOs on your team that would be interested in the Preferred Customer opportunity and the exclusive benefits that come with it? Use this guide to help downline IBOs understand the opportunity and decide if becoming a Preferred Customer is the right choice for them.

Good to Know

IBO and Business Benefits

The Preferred Customer (PC) is a unique and exciting opportunity for IBOs to earn exclusive benefits and incentives:

- Free to join with no renewal fees
- Continue to buy their favorite Amway™ products at IBO cost**

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

\$25 just for signing up (USD, CAD) (RD \$1455)

\$25 (USD, CAD) (RD \$1455) after making a first purchase of \$100 or more (USD, CAD) (RD \$5800)

\$25 (USD, CAD) (RD \$1455) after making a second purchase of \$100 or more (USD, CAD) (RD \$5800)

Eligible to opt in to the AmPerks™ Customer Rewards Program

- Personalized shopping experience
- Earn 2 points per dollar spent
- 100 promotional points just for joining
- Promotional free ground shipping at threshold
- Promotional bonus points for repeat purchases using DITTO™ (U.S. and CA only)
- Plus much more! See the charts below for a complete list

** Valid as long as they remain a Preferred Customer.

AmPerks™ Point Calculations			
	U.S.	CANADA	DR
Customers will earn two (2) points for every dollar spent on qualifying purchases			
CUSTOMER MUST SPEND	Spend \$250 USD, earn 500 points	Spend \$250 CAD, earn 500 points	Spend RD\$ 12,500 earn 25,000 points
REDEMPTION INCREMENTS	500 points = \$5 USD reward off cart	500 points = \$5 CAD reward off cart	25,000 points = RD\$ 250 reward off cart

Sign-Up Promo		
U.S.	CANADA	DR
100 Points	130 Points	5,200 Points

Free Shipping Promo		
U.S.	CANADA	DR
\$99 and above	\$125 and above	RD\$ 5,200 and above



IBOs who choose to become a Preferred Customer aren't the only ones who benefit! Downline IBOs who become Preferred Customers offer your business more ways to profit through Verified Customer Sales (VCS). With VCS you can earn:

- IBOs at or below the 9% Performance Bonus Level can earn up to 10% on VCS through the Customer Sales Incentive.
- More VCS means more Fast Track rewards.
- More VCS means more Q12 rewards.
- All VCS earn an additional 11.11% PV/BV Uplift.

So, who can become a Preferred Customer?

While becoming a Preferred Customer may not be the right choice for all IBOs, every IBO in the business on or before March 1, 2021 has the option to become a Preferred Customer on their own. Some qualities that may help you identify an IBO on your team who is a good Preferred Customer candidate include:

- Any IBO contributing, but non-retailing (0 VCS) downline IBOs, should be offered the Preferred Customer program during a Leader/ IBO conversation. Other qualities include having positive Personal PV, but reporting low customer sales, more than 90 days in the business and 0/1 Frontline (only 1/3 has a frontline).
- IBOs who have not renewed, but have some activity in the past 12 months are also suggested. Non-Renewed IBOs will be contacted and offered the Preferred Customer opportunity by Amway.

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

Why should I tell my sellers/business builders about becoming a Preferred Customer?

We have some great salespeople in this business, and they should be congratulated and applauded for this! Openly sharing information about the Preferred Customer opportunity will keep everyone informed and educated about the option, whether they are interested in it or not. Having this information will also allow them to share this opportunity with IBOs on their team who may make a great Preferred Customer.

When can IBOs choose to become a Preferred Customer?

The opportunity to become a Preferred Customer will only be offered from June 2021 to September 15, 2021.

Why do I want to talk with downline IBOs about becoming Preferred Customers?

When IBOs choose to become Preferred Customers, their orders can generate Verified Customer Sales (VCS) which help optimize your income. VCS also helps you qualify for the Customer Sales Incentive (CSI) and discretionary Fast Track Incentives. VCS also benefit from PV/BV Uplift, meaning each sale generates PV and BV based on the retail price.

What is a Verified Customer Sale (VCS)?

Verified Customer Sales (VCS) are sales made to a customer either through an Amway channel, such as the Amway™ app, Amway™ website, Amway™ Business Centers, MyShop Digital Storefront or from inventory and reported using the Create a Receipt tool.

- Customer name
- Valid and unique mobile phone number for that customer
- Product sold and retail price paid

For information on VCS, watch this [video](#).



Have more questions?

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