

70% Rule / Preferred Customer / Your Business

**Sharing the
Changes & Options
Step-by-Step**

70% Rule / Preferred Customer

SHARING THE CHANGES & OPTIONS STEP-BY-STEP

- 1) Print-out your LOS.
- 2) With your Upline's help: Identify your active/non-active IBOs and setup a plan of action.
- 3) Now start the process of contacting (via email or on the phone) each one of your downline team members.
 - a) There are scripts available to help you with contacting. Modify them as needed.
 - b) NOTE: if you send out emails, **you will need to follow-up, as most people will not read the email.** The follow-up may require a phone call.

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- 4) Set-up a face-to-face, ZOOM, or phone call meeting to explain the coming changes and options (same as the plan, **preferably do not try to explain this via back-and-forth emails/text**).
- 5) At the meeting: explain the 70% Rule and changes coming in September (check-out the Resources available to help explain the changes).
- 6) Show them the options:
 - a) Remain an IBO and start learning how to sell/report more VCS with your uplines assistance
 - b) Become a Preferred Customer

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7) If they choose to remain an IBO:

- a) Teach them how to sell/report more VCS
- b) Start teaching them how to get new customers (start with your 10-20 favorite products and teach them to find their favorites)
- c) Teach them how to get their current customers registered and on AmPerks
- d) Teach them ways to report their non-techy customer volume
- e) Get with your Upline for ideas not listed here

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- 8) If they choose to become a Preferred Customer:
 - a) Right there have them go onto their Amway.com site
 - b) Click “Hi, their name,” click Accounts, click Business Information, click Become a Preferred Customer (have them join AmPerks)
 - c) Follow-up with them. Remind them of Specials for AmPerk customers and that DITTO customers get double AmPerk points