

FEBRUARY 2022

Weekly Wins

February is a short month, so let's make it count! There are plenty of new products and resources to help you connect with customers. Weekly Wins provides *simple, specific steps* your group can follow to boost customer sales this month by taking advantage of timely product promotions and proven selling tools from Amway.



Amway

For existing IBOs only. Not for use with prospects.

For your meetings this month

WEEK 1

CRITERIA-BASED RECLASSIFICATION

Criteria-based Reclassification (CBR) went into effect on Jan. 1. CBR **helps keep you on the path to profitability** by ensuring all IBOs are focused on generating Verified Customer Sales (VCS)! Under CBR, any IBO who generates Personal PV but 0% VCS in a month will have their IBO contract ended by Amway if they don't reach 60% VCS within their allotted time period.



WEEK 2

FIND YOUR STACK

XS™ Stacks make sports nutrition simple – for everyone! They're **bundled product solutions** with options for beginners and fitness fanatics alike. Great for any customer looking to crush their goals in 2022.



WEEK 3

BRAND NEW MINI

Come On, Let's Grow! That's the theme of the latest Mini Catalog, and the energy we all want for 2022! Dig into the newest products and the key health and wellness stories to help you sell. It's all about helping customers **grow into their best selves!**



WEEK 4

MEN'S + WOMEN'S PACKS

Good news: Nutrilite™ Men's and Women's Packs now include the **new Men's and Women's Daily Multivitamins**. It's a simple and convenient way to start the day. These packs just got more personalized with plant-based multivitamins designed specifically for men's and women's needs – good for customers, good for business!

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► FIND IT HERE

Get the scoop on all things CBR.

► TRY THIS

Understanding CBR is key to making the most of this year. This overview offers foundational knowledge.



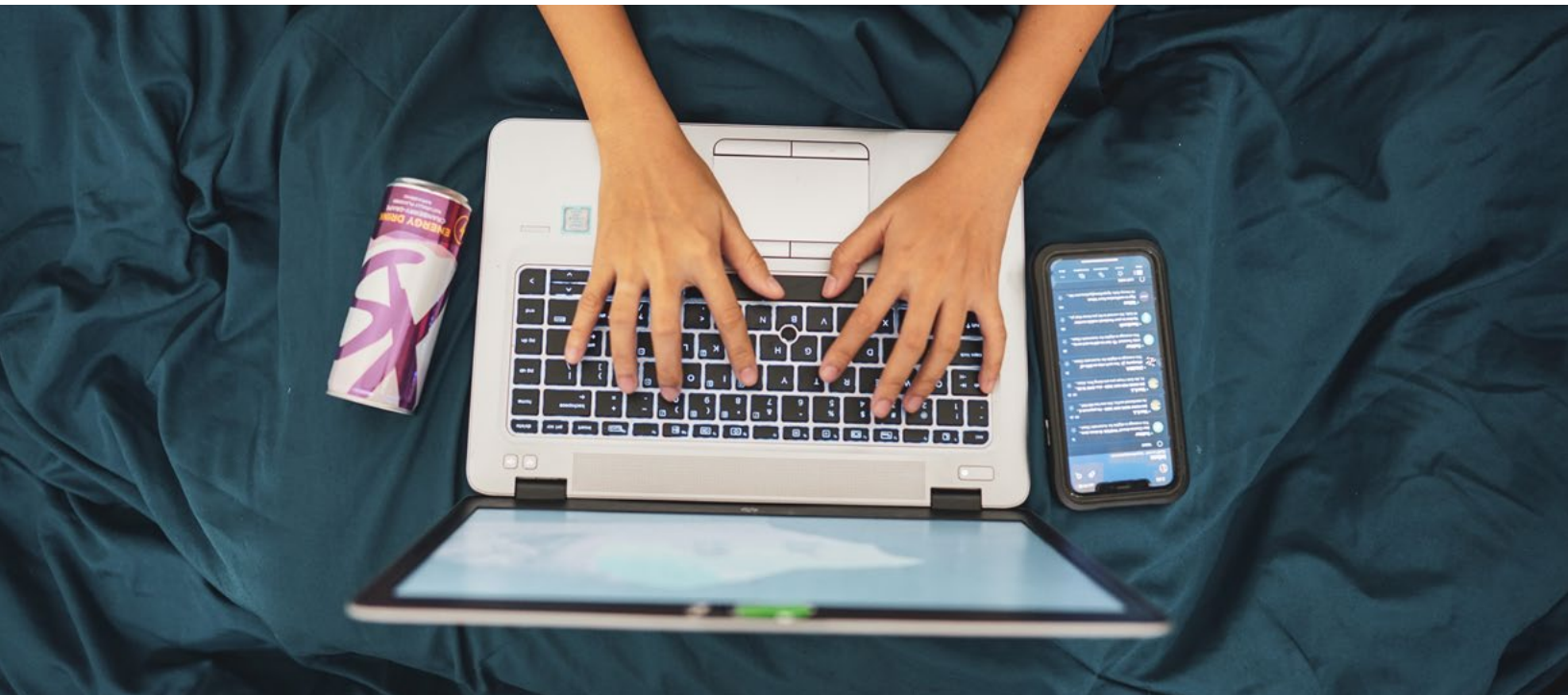
► SHARE WITH CUSTOMERS

- Make sure every sale counts as VCS by capturing your customer's valid, unique mobile phone number with every purchase.
 - Quick tip: The easiest way to do this is to check that your customers are registered!
- Earn VCS by ensuring all your sales occur on Amway channels (app, website, MyShop) or from your inventory using the Create a Receipt tool.



► LEARN MORE

Get details and teach your team with these FAQs.



WEEK 2

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► FIND IT HERE

Head to [Amway.com](https://www.amway.com) to shop stacks.



► TRY THIS

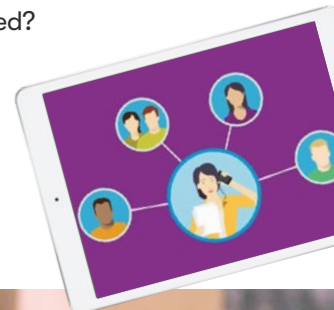
- Use stacks to cross-sell! The XS and Nutrilite products can lead to more sales with health-focused customers.
- Deck out your [MyShop](#) with these super-sellable products.

► SHARE WITH CUSTOMERS

- Have customers kicking off their fitness journey? Get them started with core products in the [Starter Stack](#).
- Have more experienced fitness customers? Connect stacks to their needs!
 - Building muscle size and mass? Share the [XS Muscle Gains Stack](#).
 - Looking to burn fat and get toned? Share the [Toning Stack](#).

► LEARN MORE

Wondering who these stacks are good for? Catch this [Know your Customer](#) course.



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► FIND IT HERE

Visit [Amway.com/publications](https://www.amway.com/publications).



► TRY THIS

- Order a 10-pack to pass out. And, you can use the QR code on page 2 to send digitally!
- Send the catalog link via the Share feature. Make that Verified Customer Sale (VCS) yours!

► SHARE WITH CUSTOMERS

- Share your journey on social[†] along with the products that help!
- Host a virtual wellness event. Show off the Mini's clean, organic, high-quality solutions.
- Set up DITTO™ orders for customers so their fave products conveniently show up each month.

► LEARN MORE

Fine tune your selling skills in this course from Amway™ Education.

[†] At all times, respect Amway Social Media Guidelines.



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► FIND IT HERE

Get the Men's and Women's Packs on Amway.com.

► TRY THIS

- What do you love about these convenient packs? Create your testimonial and share it on social media†.
- Browse the Insider's Guide for additional product info.



► SHARE WITH CUSTOMERS

- Make a list of existing Nutrilite supplement customers. Reach out with these product updates!
- Use the Share feature to easily send product page links for credit on every sale.

► LEARN MORE

Brush up on your selling skills with this Amway™ Education video course.



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