

Amagram

THE MAGAZINE FOR THE AMWAY BUSINESS OWNER

OCTOBER 2007

SPECIAL
EDITION

The New Amway UK/Rol Sales and Marketing Plan

Get ready to grow!

*Updates and key
information you
have to read*

*Your top questions
answered inside*



Amway

Welcome to this Special Edition of Amagram...

Please note: Amway (UK) has extended the moratorium on sponsoring activities until further notice. This means that ABOs may not currently engage in any sponsoring activities until the time when Amway (UK) has lifted the existing moratorium on registering new ABOs in the United Kingdom and the Republic of Ireland. We are confident that we can count on your support and compliance until Amway (UK) accepts registration of new ABOs and informs you that you may resume sponsoring activities in accordance with the terms and conditions of the Transitional ABO Contract.



Contents

your business

- 4-7 The New Amway UK/Rol Sales and Marketing Plan
- 8-11 Income Examples for the New Amway UK/Rol Sales and Marketing Plan
- 12-13 How to Register as a Retail Consultant (RC)
- 14-15 How to Certify as a Certified Retail Consultant (CRC)
- 16-17 How to Qualify as a Business Consultant (BC)
- 18-19 New Literature
- 20-21 New Retail Consultant Product Pack
- 22-25 Frequently Asked Questions
- 26 Training Schedule
- 27 Amway Online

Working together... winning together

Welcome to the "new" Amway Era.

It was great to see so many of you at the Expo in September. I know how much you enjoyed this event. The positive feedback is most welcome. Your support and commitment to our future is fantastic and much appreciated. Thank you for this ongoing dedication as we open a new chapter for the Amway business in the UK and Republic of Ireland.

In the next few months we will all experience changes in the way we drive our business forward. I understand that change can be difficult but we will come through this together as a team. Here in Milton Keynes I am so proud to have the opportunity to lead a team of truly dedicated and committed people.



We are here together with our global partners to support you each and every step of the way and will do all we can to ensure the transition period is as smooth as possible.

As we enter this period of evolution, I aim to further strengthen relationships with you and to start to

rebuild the trust for all. It's essential that we move forward as partners towards the same goals to enable this business to achieve heights it has never seen before.

There are exciting times ahead and I look forward to working with you in the coming months to ensure that the future of Amway UK and Republic of Ireland is secure and bright



Tom Denham

General Manager and Director,
Amway (UK & Rol) Ltd



The New Amway UK/RoI Sales and Marketing Plan

The purpose of this article is to provide you with an overview of the key principles and activities you need to follow and apply in order to be successful in the Amway business.

Whilst the reasons for starting your own business may vary, there are fundamental activities associated with ALL businesses in every industry that are the same.

Every business aspires to be profitable. Every business has a product or a service that they promote and sell to a consumer. Every business takes a period of time to develop, grow and mature and of course everyone in business requires a degree of skill, dedication, sacrifice and vision.

Our Sales Plan addresses three core activities that support the above principles of business building and profitability:

1. The recommendation and sale of Amway products
2. Sponsoring others who recommend and sell the Amway products
3. Building leaders. Leaders focus their experience and skill in supporting the key activities of stages one and two.

The foundation that the Amway business is built upon is the sale of Amway products to consumers. Each bonus received comes as a result of this activity.

Therefore, in order to establish a profitable and stable business, an Amway Business Owner must focus their business activities on the understanding that the more Amway products are sold, the more rewards and awards they will receive.

Amway has established three key stages of business growth where the above three activities get strongly recognised and rewarded.

In this article we will address the two main questions asked for each stage of growth:

1. What do I have to do?
2. What do I get in return?

Additionally, we will highlight the role of the 'Retail Consultant' as an entry level position in business development with Amway.



Retail Consultant (RC)

What do I do?

The focus of a Retail Consultant is on finding customers and supporting them in purchasing Amway products.

In order to become a Retail Consultant, you must complete a basic online orientation course about Amway and Direct Selling and complete the free online registration process.

In the orientation we will provide you with the information you need to get started in developing your business and becoming a successful Retail Consultant.

The registration process will require prospective Retail Consultants to accept the terms and conditions associated with selling Amway products and to return the Amway Business Owner Contract for Retail Consultants, which you will be able to print out online.

Once Amway has received your signed Contract and confirms that the registration process is complete, a free literature pack will be sent out to provide you with additional information and support needed to begin gathering your first customers. You will have the opportunity to register your customers with Amway.

These 'Registered Customers' become increasingly important as you build your Amway business and being able to establish Registered Customer orders opens up additional opportunities for you under the Amway Sales and Marketing Plan. Registering customers is done online on the Amway website.

What do I get for being a Retail Consultant?

Once you and your customers have purchased more than £100/€150 of qualifying product in a calendar month (inclusive of VAT) you, as the ordering Retail Consultant, will receive a 25% Customer Volume Rebate (CVR) on the price (exclusive of VAT) of the products you ordered that month. This rebate is on your net purchase volume for that month.

The CVR is available only after the first £100/€150 is processed in order to provide an incentive to gain and support customers. This customer base and product sales strategy are essential activity in ensuring you are building a strong and profitable business.

The 25% CVR does not apply to sales literature, marketing materials, Partner Stores purchases, or other similar items.

level 1

Certified Retail Consultant (CRC)

What do I do?

In order to be eligible to apply to become a Certified Retail Consultant (or CRC), you must first be a Retail Consultant with a minimum of five ordering Registered Customers and £200/€300 worth of customer volume (inclusive of VAT) accumulated within a one year period. This qualifies you to take part in an online training and test.

In order to be accepted as a CRC, you will also need to sign and submit an Addendum and Amendment to the Amway Business Owner Contract for Retail Consultants (Addendum), which contains important additional terms and conditions that apply to CRCs. Once you have successfully completed the online training and Amway has accepted your signed Addendum, Amway will notify you that you have been 'Certified'.

The online training takes approximately 30 minutes and contains key information about the Amway business and how you get rewarded under the Amway Sales and Marketing Plan. It also addresses important information about the responsibilities of a CRC.

Following each category where information is shared you will be asked a few questions based upon what you have read. If you miss some of the questions, you will have the opportunity to go back and answer them again.

You will also have the opportunity to acknowledge your acceptance of the responsibilities of a CRC. Once the training is successfully completed, you will be sent a confirmation email confirming your new position as a Certified Retail Consultant.

Additionally, you will receive a free Congratulations pack and certificate. The pack will provide you with additional information to help you understand the important and exciting new role you have as a CRC. Now you are certified you are eligible to sponsor others. Being able to sponsor also entitles you to receive additional benefits.

What do I get for being a Certified Retail Consultant?

CRCs get the 25% rebate for customer and personal purchases in the same way as they did before.

Additionally, CRCs are entitled to group bonuses as a key benefit for rewarding their efforts in building a business. In order to qualify for these group bonuses (6% - 21%, 4% Leadership bonus, Foster, Ruby bonus and Pearl bonus), a CRC must maintain and support a minimum of five ordering Registered Customers who generate a minimum sales volume of £200/€300 each month in order to qualify for these monthly bonuses. Personal purchases do not count towards the £200/€300 target.

level
2

Business Consultant (BC)

What do I do?

The main function of a Business Consultant (BC) is that of supporting the activities of the Retail Consultants and the Certified Retail Consultants in their group. This comes in the form of training, motivating, supporting, mentoring and leadership.

In order to become a Business Consultant and maintain that status, you must achieve the Platinum level with a minimum annual Amway income of £7,000/€10,500. The minimum annual income requirement can be met by Customer Volume Rebate, Performance, Leadership, Foster, Ruby, Pearl, Emerald, Diamond and Diamond Plus bonuses paid in the Performance Year.

Additionally, a Business Consultant must participate in a face to face training session with Amway to become certified. Once an ABO becomes a Business Consultant, they are no longer required to maintain the five ordering Registered Customers and £200/€300 in Registered Customer sales volume in a calendar month, as they have the additional responsibilities of leadership with their group or team and of maintaining the minimum income requirement.

What do I get for being a Business Consultant?

The 25% Customer Volume Rebate, all of the group bonuses (e.g., Performance, Leadership, Foster, Ruby, Pearl, Emerald, Diamond and Diamond Plus bonuses) through the Amway UK Sales Plan from 6% and up, plus the additional discretionary awards such as: Sales Incentive Programme rewards (including leadership seminars), the Non Cash Awards, the One Time Cash Awards and Founders Achievement Awards (FAA).

This initial level of recognition is valid for the remainder of the Performance Year in which requirements for recognition are achieved and the two Performance Years following.

In order to be renewed in the BC category thereafter, the ABO must have met the minimum income of £7,000/€10,500 and the minimum level of Platinum in the previous Performance Year.

If these requirements are not maintained, the Business Consultant will move to the level that their business represents and for which they qualify (CRC or RC). Should this happen and they then meet the criteria they can re-qualify and be recognised.

In summary, you can see that the key activities of building a successful business with Amway are:

1. The recommendation and sale of Amway products
2. Sponsoring others who recommend and sell the Amway products
3. Building leaders. Leaders focus their experience and skill in supporting the key activities of stages one and two.

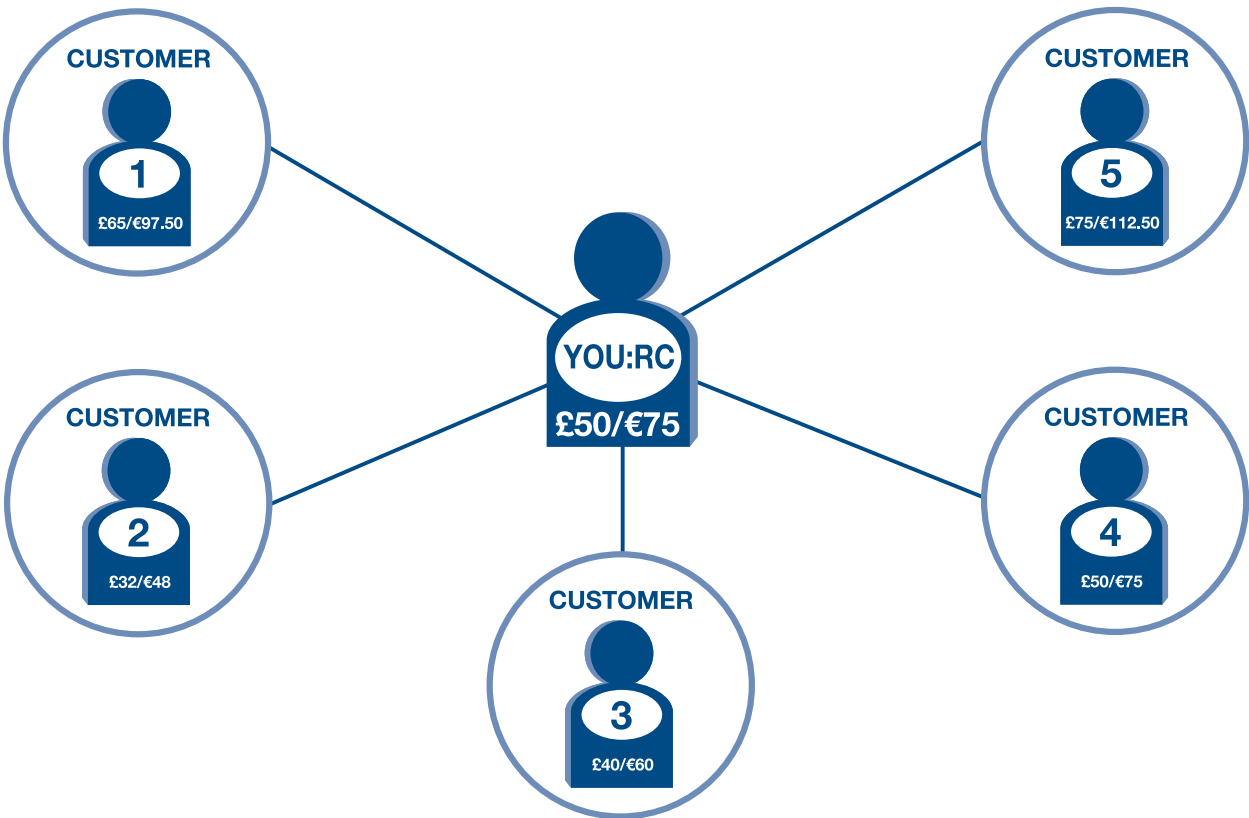
Establishing ordering Registered Customers becomes essential in ensuring profitability and, like every other business, customer support is the foundation of ensuring growth and achievement.

3
level

Income Examples for the New Amway UK/RoI Sales and Marketing Plan

You are an ABO at the Retail Consultant level. You have five customers that you take care of each month.

In addition, you have your own personal purchases from Amway that count towards your Customer Volume Rebate. Your business for this month is represented in the diagram below:

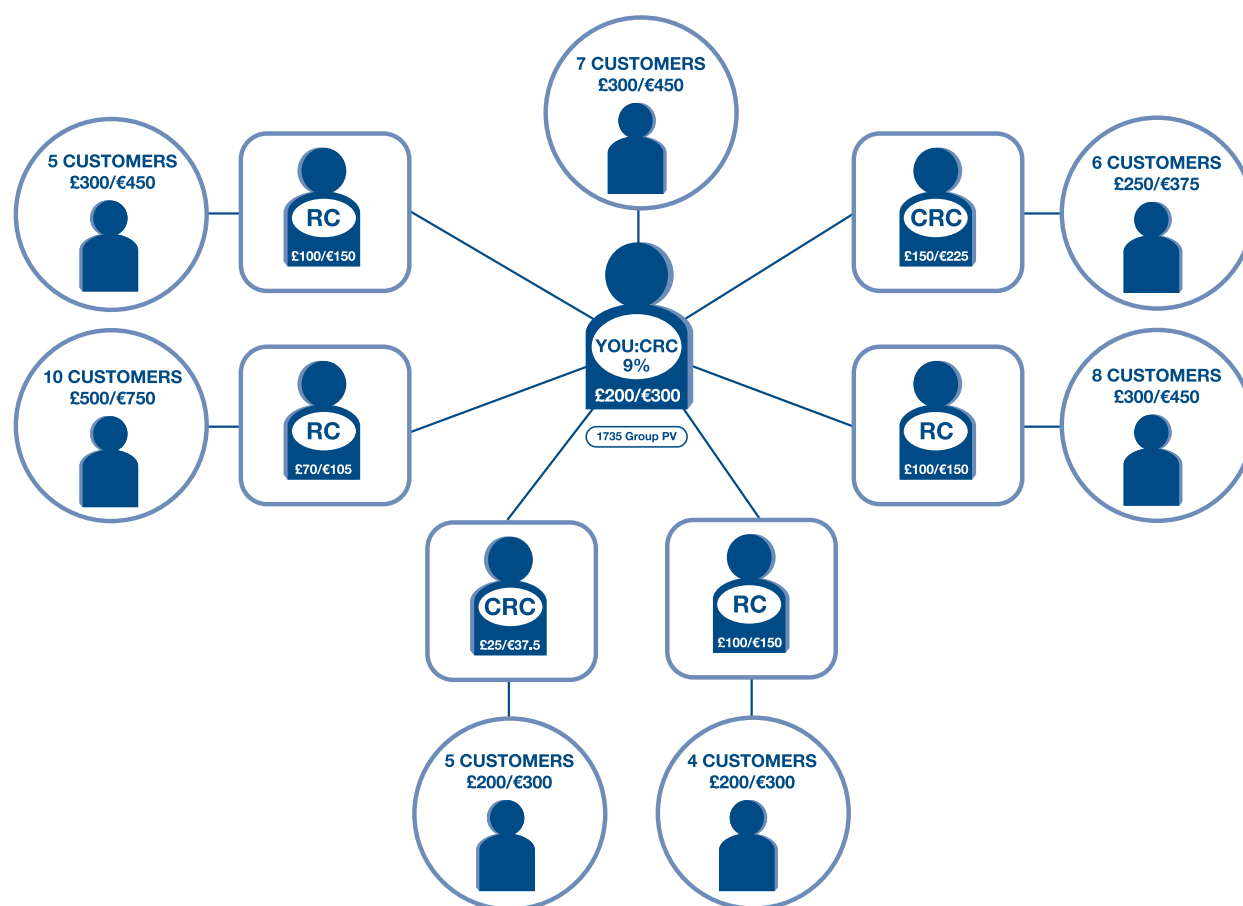


What Customer Volume Rebate (CVR) will you get for generating the business activities represented in this diagram?

Total Sales	= £312 / €468
Less VAT	= £265.53 / €386.78 x 25%
Your CVR	= £66.38 / €96.69

You are an ABO at the Certified Retail Consultant (CRC) level. You have Personal Volume of £200 / €300. You also have seven Customers with purchase volume of £300 / €450 in sales. As a CRC you have personally sponsored 6 other ABOs who are frontline to you in your organisation. Each of them has Customers as well.

You and your group are now generating just over 1,700PV in sales volume which brings you to the 9% level in the Amway Sales Plan. Your business in this example is represented in the diagram below: (Note: Each of the CRCs have met the five Registered Customers with £200 / €300 Customer Sales Volume requirement).



What Bonuses will you get for generating this business activity for the month?

Customer Volume Rebate

Customer & Personal Volume at Retail Price
= £500 / €750

Customer & Personal Volume at Retail Price less VAT
= £425.53 / €619.83 x 25%

Customer Volume Rebate
= **£106.38 / €154.96**

Performance Bonus

9% Personal Sales Bonus

Personal BV of £319.15 / €464.88 x 9%
= **£28.72 / €41.84**

9% Differential Bonus

Frontline Group BV of £1401.06 / €2040.80 x 9%
= **£126.10 / €183.67**

TOTAL MONTHLY
= **£261.20**
= **€380.47**

TOTAL ANNUAL
= **£3,134.40**
= **€4,565.64**

Personal PV/BV is the total Retail Price less VAT less Customer Volume Rebate

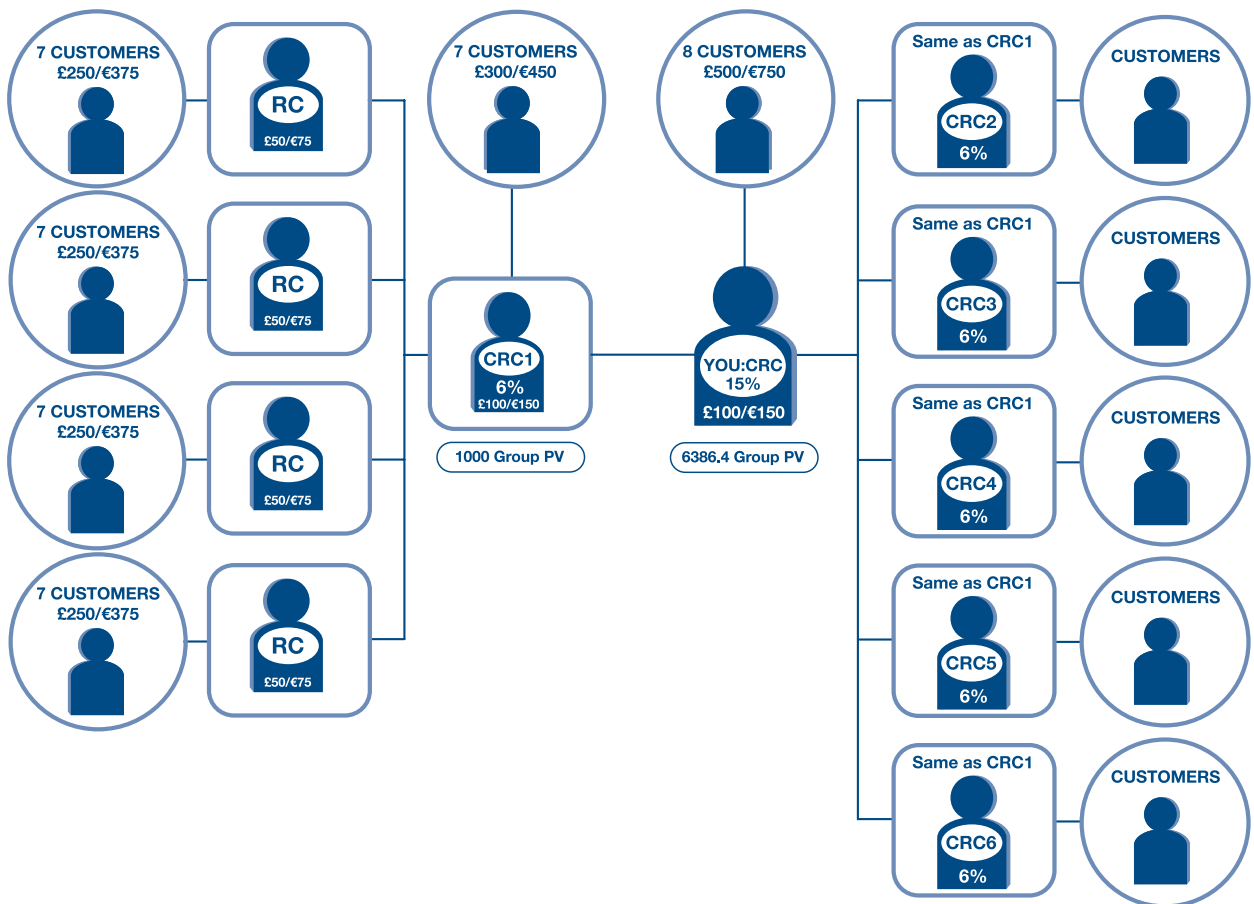
Retail Price of	£200.00
- VAT	£29.79
- 25% CVR	£42.55
BV	127.66 x .9913 (PV/BV Ratio) =
	128.78 PV

You are an ABO at the 15% CRC level. You have personal sales of £100 / €150. Additionally, you have 8 Customers with purchase volume of £500 / €750 in Sales Volume. As a CRC, you have six ABOs that you have personally sponsored who are frontline to you in your organisation.

You and your customers and each of your downline, along with their customers are bringing in 6,386PV in the month. Your business for this example is represented in the diagram below:

In the diagram below, CRC 1 is at 6% with a total of £103.05 / €154.58 in personal sales. He has sponsored four others. He and his four downline have a total of 35 customers between them (seven each). The Group PV generated by this Line of Sponsorship is referenced in the CRC 1 box. **CRCs 2 – 6 have the same volume and structure as CRC1.**

The focus of this diagram is to illustrate what you can make at the 15% level and what Sales Volume would be required from your organisation which will vary in structure according to the activity of the group.



On that basis, if you are a 15% CRC with the sales volume reflected above – what will you get in bonuses?

Customer Volume Rebate

Customer and Personal Volume at Retail Price
= £600 / €900

Customer and Personal Volume at Retail Price
less VAT = £510.64 / €743.80

Customer Volume Rebate
= **£127.66 / €185.95**

Performance Bonus

15% Personal Sales Bonus on Personal BV of
£382.98 / €557.85 = **£57.45 / €83.68**

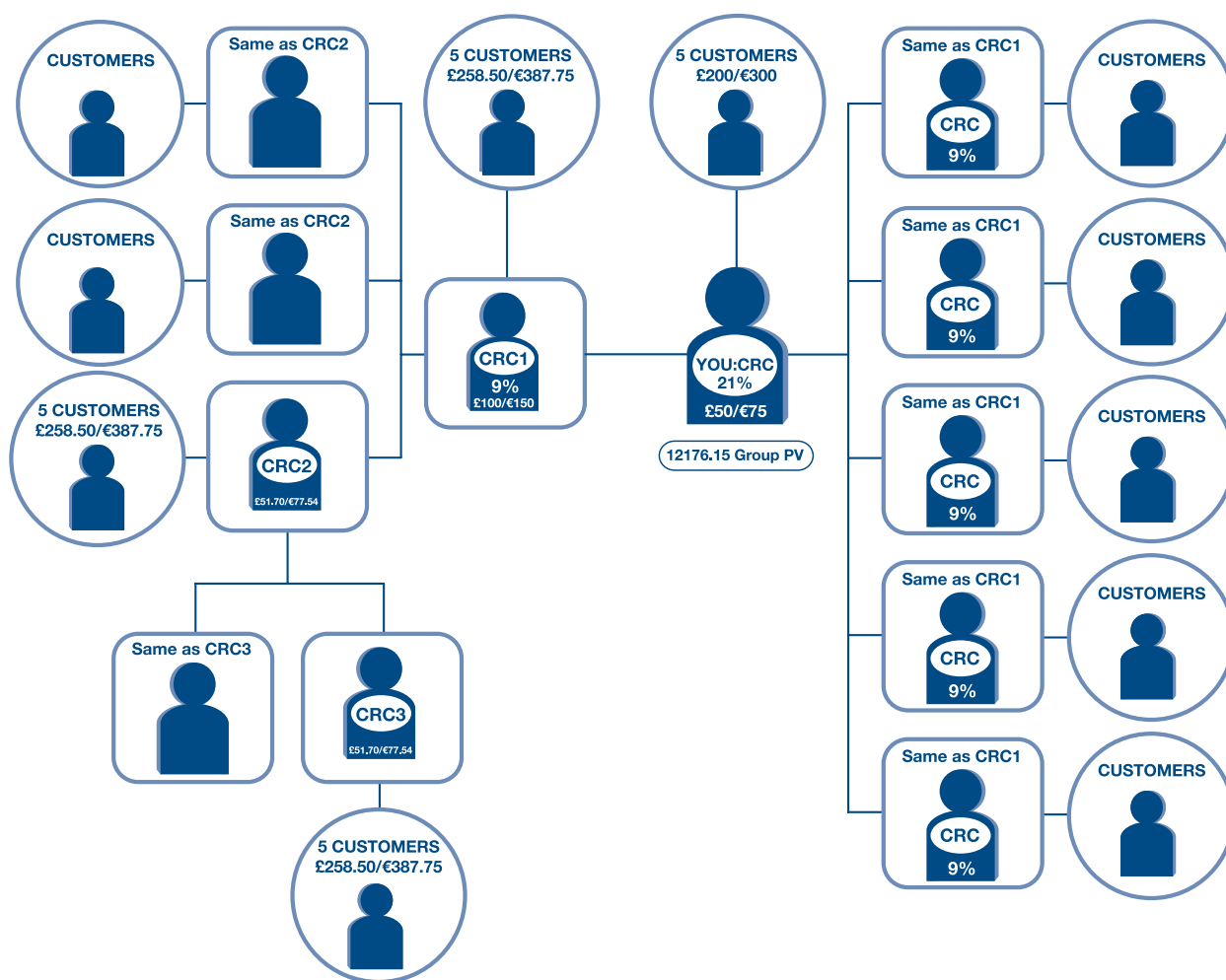
9% Differential Bonus (15% - 6%) on Group BV of
£5947.02 / €8,609.40 = **£535.23 / €774.85**

TOTAL MONTHLY = **£720.34 / €1,044.48**
TOTAL ANNUALLY = **£8,644.08 / €12,533.76**

You are a CRC at the 21% level in the Amway Sales Plan. You have Personal Sales of £50 / €75, plus five customers with £200 / €300 in Customer Volume. In addition you have sponsored six people that sit frontline to you.

Each of them are at the 9% level in the Sales Plan with Personal Sales of £60 / €90 each.

Each leg contains a total of 50 customers generating £3050 / €4575 in volume (just over 2000PV each leg). Your business is represented in the diagram below:



Based upon the activity shown above, what bonus can you expect from Amway?

Customer Volume Rebate

Customer and Personal Volume at Retail Price
= £250 / €375

Customer and Personal Volume at Retail Price
less VAT = £212.77 / €309.92

Customer Volume Rebate
= **£53.19/€77.48**

Performance Bonus

21% Personal Sales Bonus on Personal BV of
£159.57 / €232.44 = **£33.51 / €48.81**

12% Differential Bonus on Group BV of
£11,910.66 / €17,349.18 = **£1,429.28 / €2,081.90**

TOTAL MONTHLY = **£1,515.98 / €2,208.19**

TOTAL ANNUAL = **£18,191.76 / €26,498.28**

How to Register as a **Retail Consultant (RC)**

Amway (UK) has extended the moratorium on sponsoring activities until further notice. This means that ABOs may not currently engage in any sponsoring activities until the time when Amway (UK) has lifted the existing moratorium on registering new ABOs in the United Kingdom and the Republic of Ireland. We are confident that we can count on your support and compliance until Amway (UK) accepts registration of new ABOs and informs you that you may resume sponsoring activities in accordance with the terms and conditions of the Transitional ABO Contract.

The process to register as an Amway Business Owner is very simple and is at no charge. It can be done in two easy steps:

1

Fill in, sign and send a completed ABO Contract to Amway.

The ABO Contract can either be provided in hard copy by your sponsor or can be filled in online by you and your sponsor, using your sponsor's access. Please note, even if you fill in the Contract online, you still need to print out the Contract and send the signed hard copy to Amway using the address on the bottom of the Contract.

When the ABO Contract is received and provisionally accepted by Amway, either online or in hard copy, you will be sent a user ID and password to access the Amway website.

The first time you sign on, you will be provided with an RC Orientation. This will be an overview of the company, the business and the terms and conditions associated with becoming a RC. You must click through each page.

2

Sign on to the Amway website and review the New RC Orientation.

Only once you have finished with the orientation and submitted your signed hard copy Amway Business Owner Contract (Retail Consultant), will Amway formally accept your application as a Retail Consultant. You can then begin building your Amway business by finding customers and earning a Customer Volume Rebate.

Once you become a Retail Consultant, Amway will send you a literature pack at no charge to help you get started. This pack will include price lists, product brochures, receipt pads for your customer orders and some great additional retailing support materials.

In addition, within the first 90 days of becoming an RC, you will also be able to order an optional new discounted product pack that contains some of Amway's best value products. This product pack is available to new RCs at a discounted rate and is a good way to become familiar with some of Amway's high quality home care and personal care products.

Website for UK residents: **www.amway.co.uk**

Website for Republic of Ireland residents: **www.amway.ie**



How to Certify as a **Certified Retail Consultant** (CRC)

A Certification or Re-certification process is required to be completed by all new or existing ABOs who would like to sponsor new RCs into the business.

For existing ABOs, please visit the Amway website at www.amway.co.uk or www.amway.ie. Here you will be introduced to a new section that will allow you to take a re-certification test. In addition to taking the test, you will have to send Amway a signed copy of the "Amway Business Owner Transitional Contract".

For new ABOs who started after October 1, 2007, you will need to meet the five ordering Registered Customer and £200/€300 Customer Volume requirements before you will be able to take the Certification test. This test is different to the one required by the existing ABOs. In addition to taking the test, you will have to send Amway a signed copy of the Addendum to the ABO Contract.

The Certification test has five sections and you will be required to answer a few questions from each of these five sections. You will need to answer each question correctly and accept and agree to the statements before continuing to the next section.

The five sections of the online Certification are:

1

Amway: Company Background.

2

The New Business Opportunity: How it Works.

3

The New Business Opportunity: How to Earn Income.

4

The New Business Opportunity: Your Obligations Under the Contract.

5

The New Business Opportunity: How to Present the Plan.

Test Requirements

Each question will have multiple answers. Select the answer you believe is correct. Should you provide an incorrect answer to any of the questions, you will be asked at the end of the section to provide another answer to those questions that you had wrong before you are allowed to continue with the Re-certification.

At the end of each of the five sections, we will also display a number of statements and will ask you to confirm your agreement to these statements before you are allowed to the next section. If you do not agree to these statements, you will not be able to continue and complete the Re-certification.

At the completion of the test, we will again display questions asking for your acceptance before completion of the test and becoming a Certified Retail Consultant.

Important Notes:

If at any time you exit the questions and Certification, the next time you log in, you will be taken to the beginning of the section you were last at when you exited the Certification. If the current business is a husband and wife business, both must take the Certification course together.



How to Qualify as a **Business Consultant (BC)**

Being a Certified Retail Consultant provides the opportunity to develop leadership skills, train and support others and get financially rewarded and recognised for your accomplishments.

Whilst you gain much wisdom through experience as a Certified Retail Consultant and get recognised for various achievements along the way, you move to a new level of leadership when you reach the Business Consultant level.

If you are a Certified Retail Consultant and wish to progress to the Business Consultant level, the following explanation will help you understand what you need to do. For a Certified Retail Consultant to qualify as a Business Consultant, three things must happen in addition to meeting the Certified Retail Consultant (CRC) criteria:

- 1 **Meet the Platinum qualification criteria.**
- 2 **Generate a minimum annual income of £7,000/€10,500.**
- 3 **Participate in a face to face training meeting with Amway.**

In order to qualify as a Platinum, a CRC must maintain the Silver producer level for a minimum of six months, three of which must be consecutive. The Silver producer level can be achieved in three ways:

- 1 **Generate Award Volume of 10,000 (PV) in one month or,**
- 2 **Personally or foster sponsor a 21% leg and maintain Award Volume of 4,000 PV in the same month or,**
- 3 **Personally or foster sponsor two or more 21% legs in any one month.**

When a CRC meets the above criteria for six months (three of which are consecutive) and their annual income from the Amway Plan reaches a minimum of £7,000/€10,500, they are then in a position to participate in the new Business Consultant training meeting with Amway.

At this meeting, the responsibilities of a leader in the Amway business are outlined and discussed. Becoming a Business Consultant brings with it the added responsibility of leadership. Great leadership, personal support, mentoring and your personal example are critical in your performance in this position of responsibility.

Plus, qualifying at this level rewards you for your efforts with the additional discretionary awards that Amway offer their fine leaders.

These discretionary rewards include the following:

- 1 **Sales Incentive Programmes (SIP).**
These programmes include both recognition in the form of Leadership Training Seminars, as well as financial rewards in addition to those available as part of the Amway Sales and Marketing Plan.
- 2 **Founders Achievement Award (FAA).**
This award is a special programme offered by the Founders of the company to those leaders (starting at the Diamond Bonus recipient level) who have achieved a very high level of business development and have exhibited high ethical and business standards as set by the Amway Rules of Conduct.

Once the training meeting has concluded successfully, you will be recognised as a Business Consultant by Amway.



New Literature Available



Due to the many enhancements to the business here in the UK and Republic of Ireland, there are a number of business materials that have been updated and created and will be available for you to download from the web. These include:

Transitional Contract (NEW)

This is to be signed by all IBOs who would like to continue their business with Amway as ABOs. It comes as a pack which includes a cover letter, the Transitional Contract, Rules of Conduct, the Sales and Marketing Plan and the Privacy Policy.

Business Information Guide

Again, due to the modifications to the sales plan, this document has been updated to include new information you need to support your business building activities.
Available soon.

New Price Lists

As of October 1, 2007, new prices were applied to a number of products. Many product prices were considerably reduced to give you some great door openers or retailing hooks in supporting your customer activity. This price cut was applied to the Home Care and Personal Care ranges. The prices of some products have been reduced by up to 40%! Check out the new price lists to see what these new prices can do for your customers! *Copies included with this issue of AMAGRAM™.*
Customer Price List -
order no. 206152 (single) / 206153 (pack 5)
Certified Retail Consultant and Business Consultant Price List -
order no. 0013
Please refer to the CRC Price List for pricing details.

Introducing Amway Brochure

This has been updated to incorporate the new sales plan information.
Available soon.

Sales Incentive Programme 2008 Brochure

We are offering a great new Sales Incentive Programme exclusively for the UK and Republic of Ireland. Details of this are available in the new brochure. To put it simply here – the more you earn... the more you earn. That is the philosophy of the new SIP. Read it and see how you can build a strong, profitable business.

Copy included with this issue of AMAGRAM.

The Right Opportunity for You Brochure

A simple and to the point brochure that helps you provide information to prospects about the Amway Business Opportunity. Updated to include the new sales plan criteria.
Available soon.

Retail With Confidence Booklet (NEW)

This is a fantastic new booklet that helps new Retail Consultants learn a few of the features and benefits of the products available in the new discounted product pack (available for Retail Consultants within the first 90 days). It also offers some retailing tips and advice that are great to know when it comes to successful retailing.

This easy to read and fun booklet was put together by a retailing expert exclusively for Amway ABOs. This booklet will be available from October 5th and will go in your next order free of charge.

Available online at:
www.amway.co.uk / www.amway.ie

Great New Discounted Product Pack Available for **NEW Retail Consultants!**

This great new discounted product pack is available to purchase within the first 90 days of registering as a Retail Consultant (RC). It will also be available to all ABOs for the next 90 days, from 1st October.

This new bundle of products costs just £56.40/€83.95 (£47.99 in Jersey) and is full of Amway's best value and demonstrable products. Promoting these products to customers is a great way for new RCs to start making money immediately.

To support you in this task, we will also send every new RC a free literature pack that includes the "Retailing With Confidence" booklet that focuses specifically on the features and benefits of the products in this pack.

New RCs can get off to a winning start with the combination of the free literature kit and the great new product pack!



glister®



BODY SERIES 

Product Introduction Pack Components:

0001	L.O.C.™ Multi-Purpose Cleaner 1 Litre
0094	L.O.C. Plus™ Metal Cleaner
0228	DISH DROPS™ Liquid 1 Litre
0799	SA8 SOLUTIONS™ Pre-Wash Spray
8213	Zoom™ 1 Litre
100115	SA8™ Premium 2.25 kg
6833	GLISTER™ Toothpaste
100957	GLISTER Toothbrushes
2162	BODY SERIES™ Body Gel
2171	BODY SERIES Concentrated Liquid Soap
2177	BODY SERIES Fresh Anti-Perspirant Deodorant Spray
102880	HYMM™ Shaving Foam
102881	HYMM Aftershave Balm
216365	HYMM Razor (incl. 2 blades)
101712	Pistol Grip Sprayer
1355	Plastic Squeeze Bottle
103972	Litre Plunger Dispenser
5101	Dispenser Ball

Dish
Drops™



Frequently

Customers:

Q1: How will customers and customer volume be tracked and accounted for?

A1: Customers will be registered with Amway and will receive a unique customer number which will be used when placing orders.

Q2: What if a customer doesn't want to give their details and register with Amway?

A2: Part of the agreement of purchasing product will be to register as a customer. All details will be held by Amway under the terms and conditions of Amway's Customer Privacy Policy.

Q3: What happens if I am a CRC and don't have five ordering customers and have less than £200 in the performance year? Do I have to re-certify in order to sponsor and receive group bonuses?

A3: Yes, if you are a CRC and do not meet the customer requirement of five ordering customers and £200 at least one time during the performance year, you will be re-classified to the RC level. This will take place at the beginning of the new performance year.

Q4: What does one retail price mean to me and my customers? Does this mean we will only have one price for all?

A4: This means that we will use one price list for all with regard to selling Amway products. The same price will be used for ABOs and customers. Please note that prices are not shown in the current edition of the Product Brochure.

Asked Questions

Qualifications:

Q5: How will customers be contacted to verify registration and also what will happen if the customer does not want Amway to contact them?

A5: Customers' information will be verified randomly by confirming their details forwarded to us by you. Your customers must be informed that their details will be stored on the Amway database for registration purposes relating to your qualification. Additionally, they will receive a confirmation email once registered that will give them a unique login and password so they can browse the Amway website to compile their orders. Explaining that they receive their own unique password for this purpose once they complete registration can help you in explaining why their details are needed.

Q6: If the customer refuses contact from Amway will this disqualify me from meeting the five and £200/€300 criteria even though I will still have the volume?

A6: You will need to find five Registered Customers and they must be informed that their details will be registered on our database in order for you to qualify for the level required. In this case, if you do not have the five you will be disqualified.

Q7: What will happen to our existing Members? Will they be able to earn the 25% rebate?

A7: Yes, Members will become Privileged Customers and will be able to receive 25% rebate on their orders of at least £100/€150.

Q8: Why is there a £100/€150 minimum before the rebate is paid out?

A8: This is to encourage the vitally important element of building a customer base and to prevent people from joining as ABOs just to get a product discount.

Q9: What if I can prove my £100/€150 orders are going to customers; can I still receive a bonus?

A9: No, this sales volume is the minimum requirement in order to receive the rebate. In order to receive the group bonuses as a CRC or BC, you must have a minimum of five ordering Registered Customers and £200/€300.

Q10: After I reach £100/€150, will I receive the rebate on all customer volume or just what is over that volume?

A10: You will receive the rebate on all net sales volume which includes customer volume and personal orders.

Q11: When I am a Certified Retail Consultant, how do I produce PV/BV volume to count towards the Performance Bonus requirements?

A11: You generate PV/BV in the same way as before, by retailing to customers and sponsoring and supporting new Retail Consultants and other ABOs who do the same.

Q12: If I want to join the Amway business opportunity, do I have to be a customer first?

A12: No.

Q13: If I do not meet the minimum income requirements in 2007/2008 to be at the Platinum level, will I lose my BC status?

A13: Yes, if you do not meet the new Platinum income requirements in 2007/2008, you will lose your Platinum status which will also result in you moving to the CRC status.

Q14: I achieved a leadership position in the sales plan many years ago, but no longer qualify at this level based upon sales plan requirements. Can I still be recognised as a Business Consultant?

A14: No, you will be required to both achieve and maintain the leadership level in order to be recognised as such in the sales plan. When you re-certify your status, your level will be where your business is at now versus where it has been before.

Q15: As a qualified Platinum, why must I participate in face-to-face training and a test?

A15: You still need to participate in the requirements to become a Business Consultant as part of the new Sales and Marketing Plan.

Q16: Will the Consultant receive a certificate to recognise they have gone through the training and passed the test?

A16: Yes.

Q17: Do the minimum earnings of £7,000/€10,500 for the Platinum level include earnings from customer sales, bonuses, rebates and SIP payment?

A17: The £7,000/€10,500 bracket will include earnings from customer sales and core plan bonuses, but not payments from SIP awards.

Frequently Asked Questions

Continued from previous page

Q18: Are the £7,000/€10,500 annual earnings of a Business Consultant an average income level at this stage?

A18: No, this is the minimum requirement for recognition and falls below the average current earnings of a Platinum.

Q19: In what ways could the new Sales and Marketing Plan affect the requests for changes to Line of Sponsorship?

A19: It doesn't. This process remains the same and Lines of Sponsorship still need to be respected.

Q20: Why are we changing IBO to ABO?

A20: ABO more appropriately reflects our relationship. Amway recognises the confusion created in the field when people were identified as Independent Business Owners and the Amway name was not included. It is our position that we only succeed when we work together and recognise that, while people may operate an independent Amway business, it is nonetheless an Amway business. Identifying you as Amway Business Owners clarifies this relationship for everyone.

Q21: What is the 25% rebate paid out on?

A21: You are required to achieve a minimum of £100/€150 INCLUSIVE of VAT in order to receive the 25% rebate. Amway will pay out 25% of the net total (which is your gross amount MINUS VAT). Additionally, sales aids, product literature, product returns, Partner Stores purchases and Business Support Materials are not included in the total order volume for rebate.

Q22: Since we are starting a new business plan, what is the policy should I wish to start under a new sponsor?

A22: The rules have not changed regarding the restructuring of a Line of Sponsorship. The introduction of a new plan will not allow ABOs to transfer or move either within their existing Lines of Sponsorship or to transfer to another line. Please refer to the Rules of Conduct for more details.

Q23: How is the renewal process affected by the changes to registration and the new sales plan?

A23: Renewals will be free of charge from now on. However, each ABO will still be required to confirm they wish to renew, beginning next year.

Q24: What happens if I sign the transitional contract and re-certify, someone below me does not, but their group below them does sign the transitional contract and re-certify? What happens to the inactive person in between?

A24: The inactive in-betweener is unable to act as an ABO in any capacity, including buying or selling the products and their position becomes a place holder until the time to re-certify elapses, which is currently December 31, 2007.

Q25: How much time do I have to re-certify before I lose my group?

A25: Until December 31, 2007.

Q26: What happens if I just can't pass the test?

A26: If you are unable to pass the test, contact your sponsor or upline leader for assistance. Alternatively, you can contact Amway Business Services or Distributor Relations staff for help. We will assist you in understanding the questions and provide training on any issues which may be confusing. We can not recognise you as a Certified Retail Consultant without your successful completion of the test.

We can recognise you as a Retail Consultant provided you have completed the online Retail Consultant Orientation and have returned a signed Transitional ABO Contract to us.

Q27: Can I restructure my business with the new sales plan?

A27: No, Lines of Sponsorship continue to be respected as they always have been.

Q28: How do these changes affect management agreements?

A28: Management agreements remain a vital part of our business. If you have an existing management agreement with Amway UK/RoI, please contact our Business Conduct Team and verify that it is updated and accurate.

Q29: How do these changes affect international sponsoring?

A29: Internationally-sponsored #2 businesses in the UK and RoI are required to successfully complete the test in order to obtain Certified Retail Consultant or Business Consultant status. In order to qualify for bonuses (and to meet the five Registered Customer and £200/€300 Registered Customer volume requirement), existing internationally-sponsored #2 businesses can either meet the requirement personally with their own Registered Customers, or they can have a minimum of two in-market legs that meet that criteria. New internationally-sponsored #2 businesses will be required to meet all requirements as for any other ABO in the UK or RoI.

Q30: How does a marketing advisor qualify for group bonus?

A30: They must have two legs meeting the five and £200/€300 requirement to earn a bonus.

Q31: In summary, what has changed?

A31:

- The designation “Independent Business Owner” (IBO) has changed to “Amway Business Owner” (ABO).
- Three new business categories for ABOs:
 1. Retail Consultant
 2. Certified Retail Consultant
 3. Business Consultant
- Introducing and supporting new ABOs into a sales group is allowed only for Certified Retail Consultants and Business Consultants – not Retail Consultants.
- There is one retail price for everyone – retail customers all pay the same price.
- A 25% Customer Volume Rebate on net (after VAT) order volume is provided for Retail Consultants and above with minimum order volume of £100/€150 or more in a month.
- The Performance Bonus Schedule provides for 6%, 9%, 12%, 15%, 18%, 21% Performance Bonus levels – the 3% level has been removed to accommodate the Customer Volume Rebate.
- CRCs have a new requirement to earn a Performance Bonus: sales to five Registered Customers and a minimum of £200/€300 in sales to Registered Customers in a month. There is no minimum for each Registered Customer, but at least five Registered Customers must place an order.
- ABOs must achieve minimum Amway income thresholds to qualify at the Platinum (Business Consultant) and above levels.
- There is a Certification Test to transition from Retail Consultant to Certified Retail Consultant.
- There is corporate face-to-face training required as part of Certified Retail Consultant and Business Consultant qualification.



TRAINING CENTRE

October - December 2007



ARTISTRY™



Everyone needs to look after their skin. Big business can start with just five products, but also learn how ARTISTRY speciality products can meet your customer needs and expand your business.

ARTISTRY SKIN CARE WORKSHOP

Tuesday 6th November
Monday 10th December
7 - 9.30pm

Learn, and see demonstrated, those basic cosmetic skills to enhance both you and your business.

BASIC COSMETIC APPLICATION

Wednesday 14th November
7 - 9pm

Professional tips and creative looks demonstrated to inspire you and your customers.

ADVANCED COSMETIC TECHNIQUES

Wednesday 24th October
Tuesday 20th November
7 - 9pm

NUTRILITE™



eSpring™

Learn how NUTRILITE products can assist your optimal health programme, what makes NUTRILITE different and the amazing impact NUTRILITE can have on your business.

NUTRILITE WORKSHOP

Thursday 1st November
Tuesday 4th December
7 - 10pm

Inspire your cooking and your business by learning about the nutritional benefits that iCook can bring to you and your customers.

iCOOK WORKSHOP

Tuesday 23rd October
7 - 9pm

Not just a filter but a complete water treatment system. Learn about the benefits eSpring can bring to you and your business.

eSPRING WORKSHOP

Thursday 22nd November
7 - 9pm

To reserve your place on any of the workshops, please contact our Training Centre Co-ordinator
Anne Gilmore on +44 (0)1908 629499 or email anne_gilmore@amway.com

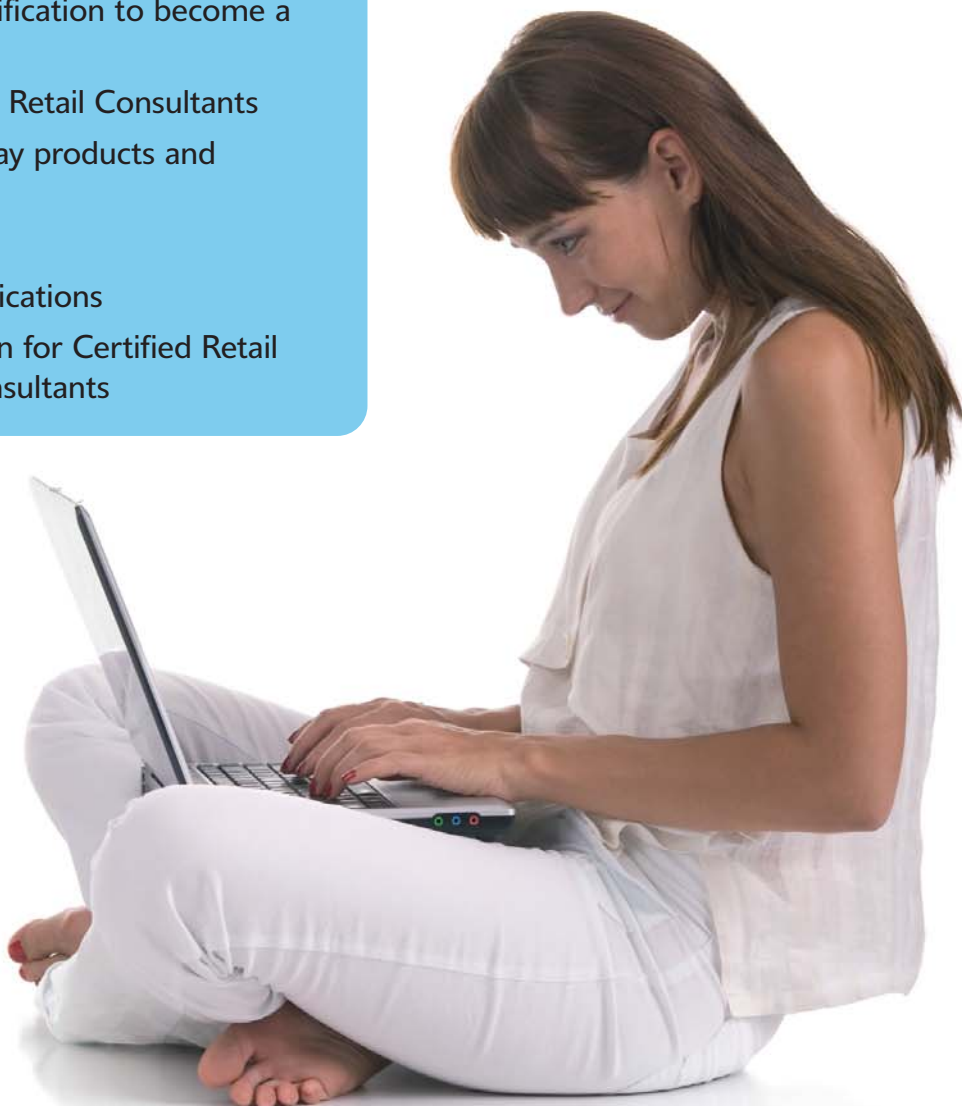
Amway Online

NEW!

We are pleased to announce that the new UK/Rol eCommerce website launched in October at www.amway.co.uk and www.amway.ie

Here are just some of the great features you can see:

- Brand new website with a great new look and feel
- Customer registration, with customers able to place online orders with their ABOs
- New online training, plus certification to become a Certified Retail Consultant
- An online orientation for new Retail Consultants
- Web-based ordering of Amway products and partner stores
- Your own e-office
- Convenient download of publications
- Up-to-date PV/BV information for Certified Retail Consultants and Business Consultants





Amway Boutique

2007/2008

*Introducing the exciting new
Boutique collection from Amway*

Amway
UK • Republic of Ireland • Jersey • Guernsey

The Amagram magazine is published for all Amway UK and Republic of Ireland Amway Business Owners by the Communications Department of Amway (UK) Limited, St Anne's House, Caldecotte Lake Drive, Caldecotte Business Park, Caldecotte, Milton Keynes, MK7 8JU.
Tel. +44 (0)1908 629400.

*Amway and other product names denoted by upper case or bold characters are trademarks of Amway Corporation, Ada, Michigan, USA.

Amway (UK) Limited is incorporated in England & Wales (registered no. 4088907).

dsa
dsa.org.uk
The Direct Selling
Association

dsa
The Direct Selling
Association of
Ireland



Amway

© 2007 Amway™ (Europe) Ltd

© Copyright Amway (UK) Limited 2007. All rights reserved. WHU 2528. UK website: <http://www.amway.co.uk>. Rol website: <http://www.amway.ie>.



WHU2528GB