

India Team

Nov 2011

New ABO Guide

Name: _____

ADA #: _____

Location & Date: _____

Upline Platinum: _____

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POSITIVE CHANGES

1. Signup is FREE from Nov 1, 2011.
2. On-line New Joinees would be allowed to Purchase / Order products immediately after sign-up. They would have to submit a signed copy of application form, copy of Photo-ID & address proof (if different from the address on Photo-ID) within 15 days to the nearest Amway office . If these documents are not submitted within 15 days, the ABO will be made order incapable and subsequently deleted from our systems. We shall not accept scanned copies of documents (ID & address proof) over e-mail but will have to be submitted to the nearest Amway office along with the signed copy of the application form.
3. All new joinees would require to activate their Amway business within 60 days of joining. To activate their business, a new joinee would be required to do 50 PPV (Personal PV) within 60 days of joining (not required in a single order).
4. An ABO will be allowed to sponsor only after they have Activated themselves by doing 50 PPV within 60 days of joining.
5. In case a new joinee does not activate within 60 days, their application will be deleted from our systems.
6. Retail effort rule for 6% & above will remain at 50 PPV per month to earn differential commissions.
7. Early Bird renewal will be extended post 15th October 2011 to Oct 31st, 2011 and for anyone who has paid full price for renewing between now and 31st, we will refund the difference between early bird and regular fee into their A/R accounts.
8. With these revisions, we do expect an increase in the number of new joinees & orders in our business. However, we will not have capabilities to expand our infrastructure immediately. Therefore, initially, we will not be accepting applications of new joinees at any of our offices during the last 3 days of the month. However, during the last 3 days, new joinees can be signed up on-line through our website www.amway.in. Leaders are requested to plan their businesses accordingly & to take into account this process change for receipt of application forms on the last 3 days.

The key aspect that would define success in the new plan would be the hand-holding & activation of the new joinees.

SPONSORING PEOPLE

Amway has made a “game changing” decision to allow New ABOs to join without startup cost. This is going to increase the sponsoring rate. The key to success in this new era would be hand holding new ABOs, Activating them (place a 50pv order) and teaching them the basics and showing them success.

With the zero cost of signup more and more people will be inclined to get started to buy great quality products and build the business.

To maximize our efforts we need to meet people at their needs. During 1-on-1s, home meetings and follow-ups, do product demos after the plan. Product Demos will increase belief in the products and also help in getting orders.

You can use this approach during a 1-on-1 or home meeting where you set at ease & show the plan for 25 minutes and do product demos for 20 minutes and signup up for 15 minutes.

It is important that we do product demos along with offering these options. Be prepared to give out samples in a goody bag and book follow-up meetings according to the level the prospect chose.

TIPS FOR SHOWING THE PLAN:

When you call someone to check interest, find out if they are looking to create extra income. If the answer is YES, setup a time to share the opportunity. If the prospect is from your or downline's A list, you can invite them directly to an open meeting. If the prospect is from B or C list, it is better to setup a time to meet with them to show the plan and then bring them to an open meeting.

In metros where people are constrained because of distance and travel time to attend an Open meeting, what works best is to do a one on one plan cum demo, get them started and also share the plan cum products with their friends and neighbours either in the same meeting or in the next meeting. This way they see success in terms of signups and retail orders and their chances of taking time off to come to a bigger BWW association increases.

When you go show the plan, your goal is to show the plan, show product demos, and share the options available and signup people.

5 minutes – set at ease

20 minutes – show the plan

20 minutes – 5 product demos

15 minutes – sign-up

60 minutes – TOTAL DURATION OF APPOINTMENT

Tips for showing the plan in 25 minutes:

1. Set at Ease (5 min)
 - Appreciate their home/time
 - Eliminate distractions such as TV
 - Sit down at dining table or coffee table
2. Talk about WHY you got involved
 - Give your background.
 - Talk about linear income Versus Royalty income and multi-generational income you can earn from business and the need to diversify – create multiple sources of income and create more time to enjoy life and family.
3. Talk about how we create income.
 - Advantages of our business (low entry cost, no risk, flexible time, help, do it from home)
 - Distribution – access to 65% of money
 - If you had a choice from which of the following stores would you buy? **Our store saves you money and makes you money!!**

Retail Store	Discount Store	Our Store
Retail Prices	Membership Based	Membership Based
Go & Get Products	5-10% Discount Prices	20-41% Discount Prices
Little or No Guarantee	Go & Get Products	Get Paid to Shop
	Little or No Guarantee	Get paid to refer others to Shop
		Home Delivery Option
		Money Back Guarantee

- A successful business has 3 basic things:
 - Good Products
 - Good Marketing System
 - Good Compensation/Income

- Good Products – world class FMCG (Fast Moving Consumer Goods) products– health, beauty, home, personal, insurance; money back guarantee
- Good Marketing System – Use Franchising Model to duplicate business. Best and the largest educational system in the world – Britt Worldwide. Show Britt India Success Profiles and show profiles of uplines.
- Good compensation plan – ability to create passive, on-going income – ₹75,000 to ₹2 lakhs per month.

4. Benefit – Save Money & Make Money!

5. Show a quick 6-4-3 plan.

6. Have a demo kit ready and do 5-6 product demos: Bio-C, Daily/Protein Powder, SA8-Demo, Persona Talc, Glister Toothpaste, and APSA-80 Demo.

7. Depending on the number of people you have at the meeting, you can either just collect the information on a form or you can sign them up. Remember you can only sponsor people for someone after they place a 50pv order. So, for multiple signups, take their information on an application form and you can get them signed up one by one later. You will need to keep track of the order of signup. Here is how you wrap up the plan.

8. WRAP UP Format: Asking the following questions to the guests will get them started.

- “What I have shown you is a way for you not only to make extra income but also save money on buying quality products.”

- “Now you can get started for FREE which allows you make money and buy products at wholesale! You can also introduce others who can also benefit.”
- “To get started all you have to do is fill out this application form and sign it. We can get your Amway ID and then submit the form with your ID proof and address proof”
- 1) Get Registered (Get ABO # for ₹0)**
- “No business can function without products. You can purchase any amount of Amway products. There is no minimum purchase required. But, Amway has a great First Purchase Offer (FPO) that is when you purchase products worth about 6000 you get a protein powder worth ₹859/- FREE!”
- “More importantly, the first purchase offer will get you 100 points and also activate your business so that you can introduce others to the business and make more money. In fact, with two more offers that Amway has you can make almost ₹5000/- in your first 90 days.”
- “We have order forms available to place a product order to take advantage of the offers”.
- “If you don’t want to avail the First Purchase Offer, you can get whatever products you want. Remember that your business will get activated when your product order reaches 50 points”
- 2) Use the products (Talk to them about FPO, SPO and TPO offers)**
- “We can do a meeting like this at your home to introduce the Amway opportunity and products people you know”

- 3) Make a List (Friends, Family, Neighbours)
- 4) Set up 3-4 meetgs (Where we will share the plan and demo. Also briefly teach them invite script. Invitation with product approach (Informative session on health and wellness by a nutrition expert and also a great business opportunity). Invite people to come along with their spouse. Showing product demos to both husband and wife is critical).
- 5) Learn about BWW (Show success profile and promote next big association)
9. You are done with the entire plan in an hour, signed up people and have booked your next appointments.
10. Setup a follow-up meeting to collect ID and Address proof, get signature on the online registration form and place product orders with or without the Purchase Offers.
11. Invite the new ABOs to open meeting and teach them how to invite their friends/family to the open meeting or next home meeting.
12. It is important to be confident and lead new people the right way by meeting them at their needs.

FOLLOW-UP MEETING

1. What to take:
 - If you did online signup, take the printed registration form which contains all their details.
 - Registration forms
 - Order Forms
 - Demo Kit
 - Catalogs, Amagram and Lamplighter
2. Go through the New ABO checklist and show them how to achieve 9% in the first 30-90 days.
3. If they have not availed the First Purchase Offer (FPO), show them how to avail the attractive First Purchase Offer (FPO) Package in the first 30 days. If they have availed the FPO, mention about the Second Purchase Offer (SPO) and Third Purchase Offer (TPO) so that they are aware of the incentives.
4. Setup 2-3 home meeting to introduce family, friends and neighbours to Amway products and Amway. business powered by Britt Worldwide.
5. Make a list and start inviting people to meetings.
6. Promote the next association to meet with the team
7. Promote BWB functions and Standing Order Program
8. Loan books , CDs and VCDs to build belief
9. Remember goal is not only to check off items on this list but to build a trusting relationship with the new ABO. It may not be possible for you to complete every item on the list but the new ABO must feel that they have a friend helping them succeed in the business.
10. Show them success through retailing or sponsoring or both. That builds belief in the business and confidence they have in you.

HOW TO ACTIVATE A NEW ABO

1. Purchase 50pv worth of product within 60 days of joining the business to Activate it

Purchase a total of 50pv worth of products within a 60 day period to earn the right to sponsor others. This cannot include Amsure PV and can be broken into multiple invoices. An ABO can purchase products for use or retail products to reach the 50pv goal. If the New ABO does not reach the 50pv goal within 60 days, their membership (ABO#) will be deleted.

PRODUCT OFFERS BY AMWAY FOR NEW ABOS

1. First Purchase Offer (FPO) – within 30 days of joining the business

Purchase 100pv worth of products in a single invoice within 30 days of joining and get a FREE protein powder worth ₹859/-.

2. Second Purchase Offer (SPO) – within 60 days of joining the business and must have availed FPO.

Purchase 100pv more worth of products in a single invoice within 60 days of joining and receive a credit of ₹1000/-!!!

Now with free startup, that means that Amway is paying you ₹1000/-!!!

3. Third Purchase Offer (TPO) – within 60 days of joining.

Pay a total of ₹15,000 worth of Amsure insurance premium within 60 days of joining and receive a free Bajaj Induction Cooker worth ₹2700/-.

HOW TO DO 300 PV WITHIN 60 DAYS

1. First Month:

A New ABO avails the FPO

A New ABO avails the TPO and pays premium of ₹20,000/-

(Note: For TPO, Minimum premium is ₹15,000/-)

2. Second Month:

A New ABO avails the SPO

POTENTIAL INCOME WITHIN 60 DAYS

1. First Month:

PV: 100 PV

Earning: FREE Nutrilite Protein Powder worth ₹859/-

2. Second Month:

PV: 100 PV from SPO + 200 PV from Amsure = 300 PV

Earning: Amway pays you ₹1000 + Bajaj Induction Cooker worth ₹2700 + Commission of ₹1080 (6% x ₹18000BV)
= ₹1000 + ₹2700 + ₹1080 = ₹4780

Total Earnings within 60 days = ₹859 + ₹4780 = **₹5639**

A New ABO can earn up to ₹5639/- in their first 60 days!!!

NEW ABO BASICS

1. **20+ Plans per month**

Share the business with least 20 people every month. These are plans you show for yourself and the plans you show for your downline. That means you show 5 plans a week. That will generate enough momentum to get you results.

2. **Properly tap root new ABOs joining the business to teach New ABOs basics of building the business.**

Teach a NEW ABO the following 5 things with an acronym PASSS. Eventually the New ABO will learn the 9-5-3-BIB and become core. In the beginning the following is good enough to get things started:

P – Products

A – Association

S – Standing Order Program (CDs)

S – Showing the Plan

S – Speak Positively About the Business

Products (P)

- Show product demos to New ABO and take them to the Amway office where they can see the range of products available. Provide them with a Amway product catalog. Help them create a DEMO KIT and show them how to do demos.
- A new ABO has to purchase/sell at least 50pv worth of products against their ABO# to activate their business. The 50pv can be over multiple invoices and cannot include Amsure PV. The 50pv must be completed within 60 days to activate their business. Activation means that the New ABO will become eligible to sponsor people in the business.
- The best way to do the 50pv is to avail the FPO (First Purchase Offer). By availing the offer, the new ABO will get a FREE Protein Powder worth ₹859/-.

- If a New ABO, does not want to or have the money to avail the FPO, help them place 50pv order or, multiple orders to reach 50pv. You can help them do retail to reach 50pv which will activate their business.
- Share information regarding the SPO and TPO and the total earning potential for a new ABO in the first 90 days of joining through Amway offers (see above for breakdown).
- Teach a new ABO how to place product orders – at the Amway office, over the phone, on the web and using the mobile phone.

Associate (A)

- A new ABO has to purchase/sell at least 50pv worth of products against their ABO# to activate their business. The 50pv can be over multiple invoices and cannot include Amsure PV. The 50pv must be completed within 60 days to activate their business. Activation means that the New ABO will become eligible to sponsor people in the business.
- A New ABO may not be able to come to all the meetings but promote the importance of the once a week open meeting where they can learn the business and expand their business.

Standing Order Program (S)

- Loan CDs and Books to a new ABO to introduce them to the ongoing BWB educational program. Once they see the value in it, help them subscribe to the program by filling out a form or doing it online at www.brittindia.com

Show the Plan (S)

- Teach a new ABO how to building a list of names, how to properly invite to see the business and then how to show the plan. Setup a few 1-on-1 meetings, home meetings to teach the basics. has to purchase/sell at least 50pv worth of products against their ABO# to activate their business. The 50pv can be over multiple invoices and cannot include Amsure PV. The 50pv must be completed within 60 days to activate their business. Activation means that the New ABO will become eligible to sponsor people in the business.

Speak Positively About the Business (S)

- As a New ABO builds the business and introduces the business to others, it is important to learn to speak positively about the business in front of others especially downline and crossline. It is important to teach a New ABO to communicate concerns/questions/doubts to upline rather than discuss it with downline.
- Teach a new ABO how to deal with common questions/objections people have regarding the business.

3. **Fast Track – Establish three legs at a minimum of 6% in 90 days**

4. **Eagle – Develop a business of 10 CORE IBOs in 3 legs. Check out the BWB Eagle Brochure for details.**

An Eagleship will create a 12% business. To go Platinum you need to break 5-7 Eagles!! To go Emerald, do the same in 3 legs and to go Diamond do the same in 6 legs.

HOW TO RECEIVE SMS FROM AMWAY INDIA

AN ABO HAS TO SUBSCRIBE TO RECEIVE SMS FROM AMWAY INDIA.

AMWAY INDIA WILL ONLY SEND ORDER and BUSINESS INFORMATION BETWEEN 9AM and 9PM ONLY. SMS alerts for any ordering transactions conducted post 9PM on website will have to be sent out the next day.

TO RECEIVE SMS FROM AMWAY INDIA DO THE FOLLOWING:

From your phone, send SMS "STOP" to Number 1909 to de-register from DND (Do Not Disturb) registry.

AMWAY PRODUCTS

New ABOs and customers are occasionally surprised at the prices of AMWAY™ products. Some people expect products offered by direct sale to be low-priced, inferior copies of the goods they can buy in stores. Amway has never built its business on that concept. From its beginnings in the late 1950s, Amway's focus has been on quality products that deliver exceptional performance at competitive prices.

AMWAY products, in general, are price-competitive and good value for the money. Research shows that some products are less expensive than their counterparts, others are more expensive, and most are competitively priced. Products that are more expensive usually have greater features and benefits over competitive products.

Many products, such as L.O.C™ Multi-Purpose Cleaner, are highly concentrated, meaning a single purchase lasts longer. On a cost-per-use basis, these products are priced very competitively. Products are backed by a 100% Satisfaction Guarantee.

Amway products are the best in quality and priced right for their features and benefits they offer. Bottom line, they offer the best value for their money. So, why do we get the price question and how do we handle it. How do you handle when someone says a certain Amway product is expensive?

If you got the question/comment that products are expensive, then you did not take the time to build the value of the product. Just telling a customer that the value of your product is superior isn't really going to get you far. The way you to build VALUE is through product demonstration which shows the features and benefits of our products, leaving behind sample products, answering questions, leading them to credible information, being prepared, building trust, following up promptly and with courtesy, offering exceptional service, explaining our money back guarantee, etc.

In all of our interaction with the customer, the objective is to build a VALUE more than the PRICE of the product. If you can do that you will meet less resistance from the customer when it came time to close the sale. For example, if you offered someone to exchange your Rs 1000/- note to their Rs 100/- note, would they turn it down? So, when retailing

Amway products, build its value way more than the price...that way the customer is willing to pay the price!

So, next time when you are retailing a product, build the value in the product before you try and sell it? It works!

SELLING IS NOT “GETTING CUSTOMERS TO BUY PRODUCTS OR SERVICES”. SELLING IS FINDING A WAY TO HELP CUSTOMERS SOLVE A PROBLEM OR FILL AN UNMET NEED. SO, DO NOT FORCE A SALE IF YOUR PRODUCT OR SERVICE IS NOT GOING TO SOLVE A CUSTOMER’S PROBLEM OR FILL AN UNMET NEED. HAVE INTEGRITY. THIS WILL CREATE TRUST AND LONG TERM RELATIONSHIPS. REMEMBER IT IS NOT JUST IMPORTANT TO COMMUNICATE, BUT MORE IMPORTANT TO CONNECT WITH YOUR CUSTOMERS!

Common Belief #1 about sales: Sales people get people to buy. (NOT TRUE!)

Better Belief #1 about sales: Sales people customers a solution to a problem or a way to fill an unmet need.

Common Belief #2 about sales: Great techniques and product knowledge will close sales. (NOT TRUE!)

Better Belief #2 about sales: Relationships form the foundation for all long-term, repeat sales. Connect, don’t just communicate.

Common Belief #3 about sales: There is ONE "magical" approach exists that works for all sales people and all clients. (NOT TRUE!)

Better Belief #3 about sales: When you learn to control your personality style, you will connect with your customers better and you will have more sales.

AMWAY PRODUCT DEMOS – SHOW & SELL

Amway Product Demos = Increase in product sales, volume and Profit!!!

India is a visual market – show and sell is an important part in building your Amway business. Learn USP (unique selling points) of top selling products. Learn a few demos and learn to explain the benefits of using the products thereby building value. That effectively takes care of the price question.

Always carry a demo kit with you when you are going to a prospect or new ABOs home. Teaching product demos to new ABOs helps them create profit which helps them to start investing money in getting on to the system – ABC – Associations, Books and CDs.

These are the money making product categories – Nutrilite, Artistry, Home Care, Agricultural and Insurance. It is important to learn about these products and learn a few important product demos to draw attention quickly and build belief in a prospect who can choose either to become a customer or an ABO.

VERY IMPORTANT TIPS

1. The following pages contain most visual and impactful demos. Get good at them as they represent the top selling and most profitable line of products. Use this document to prepare a demo kit so that you don't spend too much time and energy to build a demo kit.
 2. Prepare a demo kit for yourself and teach your downline to do the same.
 3. Please practice these demos at home and get good at them.
 4. Amway products must be taken out of Amway bottles and containers. Adds Belief about the products!!
 5. Do product demos at every plan – one on one or home meeting or hotel meeting. Usually product demos are done at the end. When you are doing a one on one or home meeting, you come across a “know it all” type of prospect, you can do the product demos first to show them the quality and profit potential of Amway products and, then complete the plan.
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DEMO KIT CONTENTS

It is important to make a DEMO KIT and, teach others in your team to make one. This is a duplication business. It is important to go prepared to 1-on-1, home meetings, product demos and follow-ups. Except for water, it is not a good idea to ask for demo items from the prospect.

Amway products required for a complete Demo Kit:

SKU#	Category	DESCRIPTION
100142	Nutriline	Protein Powder 200gm
100260	Nutriline	Daily 60 tabs
101153	Nutriline	Bio-C 100 tabs
109960	Nutriline	Cal Mag D 90 tabs
100066	Nutriline	Salmon Omega -3 60 tabs
100997	Nutriline	Iron Folic 90 tabs
100997	Nutriline	Fiber
215358	Personal	Persona Deodorizing Talc - 350 gm
200760	Personal	Glister Toothpaste - 100 gm
106399	Artistry	Polishing Scrub
100240	Artistry	Skin Refinishing Lotion
8392	Home Care	LOC High Suds – 500ml
101158	Home Care	SA 8 Gelzyme - 500 ml
100949	Agriculture	APSA-80 – 500ml

X-brand Products (chemist shop) required for complete Demo Kit:

1. Weak Iodine solution I.P.'66 (Betadine Solution)
2. X Brand Omega 3 Tablets
3. X brand iron tablets
4. X brand fiber
5. X brand toothpaste
6. X brand detergent.
7. X brand talcum powder
8. X brand calcium tablets

Other items required for complete Demo kit:

1. Bag to put all the Demo Kit contents.	2. Transparent disposable glasses – 6
3. Raw Rice - 50gm	4. Plastic spoons – 6
5. 2 small cut pieces of thermocol	6. Steel cups – 2
7. Magnet	8. Paper towel
9. Powdered tablet of Nutrilite Iron folic	10. Handkerchief or waste cloth
11. Raw Potato – 1	12. Pieces of cardboard (from shipping box)
13. Small Kitchen Knife	14. Banana or Paan Leaf
15. Turmeric - 2 spoons	16. Dropper

NUTRILITE PRODUCT DEMOS

1. Nutrilite Daily & Protein Powder Anti-Oxidant Power Demo:

Things Required:

- Betadine solution (available in a pharmacy)
 - 2 transparent glasses,
 - 1 tsp of raw rice in each glass
 - 1 Nutrilite Daily tablet and pinch of Nutrilite protein powder
- Take two transparent glasses and fill $\frac{1}{4}$ of it with raw rice which represents body's health.
 - Put Betadine solution in both until they turn black/dark brown.
 - Powder 1 Daily Tablet.
 - Put a pinch of above mixture and a pinch of protein powder in one of the glasses.
 - Mix the powder with raw rice which represents body's health and Betadine solution; the rice becomes colorless indicating the anti-oxidant power of Nutrilite – cure existing oxidative stress.
 - Now, mix the other cup of rice which still is discolored with Betadine to the one with Nutrilite vitamins.
 - The whole mixture turns colorless which demonstrates the preventive nature of Nutrilite against oxidative stress.
- **Result:**

Our body needs natural vitamins and protein on a daily basis

2. Nutrilite Vitamin C Anti-Oxidant Power Demo:

Things required:

- Betadine Solution (available in a pharmacy) – simulates anti-oxidant damage
 - Potato cut into 2 halves
 - 1 Nutrilite Bio C tablet
- Cut a potato in half
 - Smear betadine solution on the cut potato.
 - Rub the two halves of the potatoes. Leave it for a min till it turns dark.
 - On one side, rub Bio-C tablet and you will see that dark coloration will disappear on that side showing Bio-C's ability to fight free-radicals
 - Now rub the two halves of the potato again and because of the Bio-C on one half, the other half also regains original color.
 - This proves Bio-C's ability to fight free-radicals and reduce oxidative stress.

3. Iron Folic (Power of Organic supplements) Demo

Things required:

- Powdered tablet of Nutrilite Iron Folic
- X Brand Iron capsule
- White paper
- Magnet

Place the magnet above X brand iron capsule. It gets attracted to the magnet. Empty the contents of the X Brand capsule on a white paper and keep the magnet near it. Black particles (Iron) get absorbed leaving folic behind. Place the magnet in front of the powdered Iron folic. Particles do not get attracted to the magnet

Result:

X brand iron tablet has crude, synthetic iron where as our nutriline iron folic is organic and derived from spinach. Spinach has iron too but it does not get attracted to the magnet. Organic supplements will not have any side effect.

4. Omega 3 (Power of Organic supplements) Demo

Things required:

- **Nutriline Salmon Omega tablet**
- **X brand Omega Tablet**
- **2 small pieces of Thermocol**
- **Pins**

Place Nutriline Salomon Omega capsule on one thermocol and X brand capsule on the other. Puncture both of them using a pin so that the liquid inside the capsule drops on the thermocol. Wait for 2-3 minutes. The liquid in the X brand capsule eats the thermocol and creates a hole. Our Salmon omega does not damage the thermocol.

Result:

X brand tablet has harsh inorganic acid which burns the thermocol. When consumed the result on our body tissues will be harsh as body tissues are more delicate than thermocol. Nutriline Salomon Omega-3 has fatty acid derived from Salmon fish. Being organic in nature it does not have any harmful side effects.

5. Fiber Quality Demo

Things required:

- **Nutriline Fiber**
- **X brand fiber**

Put water in 2 glasses. Put one spoon of fibre in one glass and one spoon of X brand fiber powder in the other. Stir both the glasses and wait for a minute. Our fibre mixes with the water and turns into a clear solution where as X brand turns into a thick solution like a gelly (insoluble).

Result:

Our Fiber is safe to use every day as it is made from carrot and barley extract whereas X brand fiber is made of husk. X brand fiber forms into a bulk inside and when taken on a daily basis it might leave residue. Our fiber dissolves very well and does not leave any residue. Our fiber being completely soluble apart from helping in constipation also helps keep the gastrointestinal track clean thereby leading to less lipid (fat) absorption and enhanced digestion. X brand fiber helps only in adding volume to the stool.

6. Cal Mag Quality Demo

Things required:

- **Nutriline Cal Mag**
- **X-Brand Calcium Tablet**
- **Water**
- **Two transparent glasses**

Put water in 2 glasses. Put one X-Brand tablet in one and our Cal Mag 1 tablet in the other. (Tip : Continue with other demos and come later for this). Wait for 5 minutes. With the spoon take the X-Brand tablet out. Put it on the finger of the prospect. Let him rub with the thumb. It looks the limestone/chuna used for whitewash. On the other hand our Cal Mag is dissolving slowly in water (sustained release) and NO RESIDUE left over (Does not leave any mark while you rub against the finger).

Result:

X-Brand tablet has calcium derived from oyster sea shell or limestone. It does not absorb in body. Our Calmag is made from alpha-alpha which is a plant extract and the richest source of calcium know to man. Being a plant extract it is much easily absorbed by the body..

ARTISTRY PRODUCT DEMO

7. Artistry Polishing Scrub and Refinishing Lotion Quality Demo:

Things required:

- **Artistry Polishing Scrub**
 - **Artistry Refinishing Lotion**
 - **Paper Towel or Towel**
- Apply Artistry Polishing Scrub (without water) to back of your customer's left hand.
 - Ask the customer to gently rub the scrub on the skin in a circular motion, using approximately 6 strokes per area (less if skin is sensitive).
 - Rinse skin thoroughly with water and wipe it with tissue or paper towel.
 - Squeeze a drop of Artistry Skin Refinishing Lotion on the back of the left hand and have the customer rub it evenly.
 - Ask your customer to compare with the back of the right hand.
 - Your customer can clearly see the difference between the 2 hands.
 - Ask them the feel the difference and imagine how their face would feel after this treatment.

AGRICULTURAL PRODUCT DEMOS

Show the APSA demos to EVERYONE – Doctors, Engineers, IT professionals, Accountants, Chartered Accountants, Teachers, Nurses, Home Makers, etc not just Farmers because everyone in India is connected with Farmers. Even if they don't have a need to use APSA, they will know people who will need APSA and they will realize the income potential from sale of Amway products. APSA is a huge money maker in the Amway business.

8. APSA-80 Quality and Effectiveness Demo:

Things required:

- **Two pieces of hard card board – represents two farms**
 - **A dropper**
 - **Two Paan (Betel) leaves or Pieces of Banana leaf.**
 - **Two Glasses Water – one glass with only water and another mixed with APSA-80**
 - **Amway APSA-80**
- On one hard card board drip a few drops of water using a dropper - this card board represents farm without the use of APSA-80 – water runs off the board as droplets and not getting absorbed by board.
 - On another hard card board drip a few drops of water and APSA-80 mixture – this card board represents farm with the use of APSA-80 - The water spreads evenly on the surface and gets absorbed.
 - Dip betel (Paan) or piece of banana leaf in only water and you will see water does not stick to the leaf
 - Dip another betel (paan) or piece of banana leaf in another glass with water and APSA mixture. You will see that the water sticks to the surface proving the effectiveness of APSA.
- **Conclusion:**
Water loss is due to run off, evaporation and soil absorption. A farmer wants the third type of water loss – soil absorption which is enhanced by APSA-80. A farmer does not want standing water because it increases the loss due to evaporation. Use of APSA-80 effectively reduces electricity bill as you need to irrigate less frequently, reduced man power and more importantly require less water to irrigate same area of land.

APSA is a strong adjuvant which helps in maximum utilization of water by the crops and soil which was otherwise getting lost in various ways.

PERSONAL CARE PRODUCT DEMOS

9. Glister Toothpaste Quality Demo – Glass Test:

Things Required:

- **2 small steel cups**
 - **X-Brand Toothpaste**
 - **Amway Glister Toothpaste**
- Apply X-brand toothpaste on the inverted side of the cup.
 - Press the open end of the cup against the ear of a volunteer.
 - Rub the toothpaste in a circular motion over the surface.
 - Observation: While the x brand is rubbed on the base, the volunteer hears a screeching sound of some minute particles being rubbed on the glass surface.
 - Repeat the same with glister on another cup.
 - Observation: While the Glister is rubbed on the base, the volunteer cannot hear any sound. This proves that the Sylodent present in Glister is a gentle polishing agent unlike those present in other brands.

10. Persona Talc Powder Quality demo:

Things Required:

- Ponds Talc (pink color container – demo works with Ponds Talc)
 - 2 transparent glasses with water
 - Amway Persona talc
- We take 2 glasses of water. In one glass we spray persona talc and in the other we spray ponds talc. The difference is that ponds talc lies on the surface of the water while persona dissolves completely. Inference is that our talc is so light that it spreads evenly on our skin; it is absorbed very well and keeps the skin soft and fresh.

HOME CARE PRODUCT DEMOS

11. LOC Cleaning Power Demo:

Things Required:

- Cherry Blossom Shoe Polish
 - Cotton hand towel
 - A bowl of water
 - Amway LOC
- Apply the shoe polish to the back of the volunteer's palm.
- Apply a small quantity of the concentrated LOC on the stain and rub it gently.
- Wipe with the hand towel to remove the stain.
- Dip the hand towel in water; take out the clean hand towel.
- Conclusion: LOC removes stains effectively, cleans clothes effectively, and is soft on hands as it leaves no irritating feeling on the hand.

12. SA8 Quality Demo:

Things Required:

- 2 transparent jars with water (preferably with lids to show the foaming effect)
 - An x brand laundry detergent powder
 - Turmeric powder.
- Fill two transparent jars half with water
- Put a spoon of SA8 in one and an x brand detergent in another glass and stir /shake the jar.
- Hold up the jars and see the difference. In the jar which has x brand, the detergent remains undissolved and there high sud formation.(The powder residue of the x brand at the bottom of the jar is what remains trapped between the fibres of your clothes washed in it, causing skin irritation over a period of time.) On the other hand, in the other jar Sa8 liquid dissolves completely with less suds being left. (Inference- Its low foaming formula makes rinsing easy, saving water, time and energy.)
- Put a pinch of Haldi (turmeric powder) in each of the glass
- Color of solution with Surf changes to Red (any color change indicates chemical reaction which is not good for your clothes or your skin especially those who have skin allergies)
- Color of solution with SA8 does not change (safe for clothes and skin).

AMSURE – INSURANCE PRODUCTS INTRODUCTION

Indian Insurance industry is a very fast growing industry with huge potential. Rs 19000 cores of premium collected in India in 2009. Prediction is that by 2012, Rs 2 lakh crores of premium will be collected in India.

Amsure insurance product is from a very reputable company Max New York Life.

People are interested in three things in an insurance policy:

1. What do you get at maturity?
2. What are the death benefits?
3. What is the flexibility?

A new ABO can purchase life and health insurance from Amsure and earn PV/BV and earn bonus.

One can get more infom from Amsure Rep in every ADC. Attend an amsure training class to find details of these amazing products.

For Latest Information visit www.amsure.in

Life Insurance

Life insurance is insurance on the life of human beings. Though value of the Human Life cannot be quantified, however, a monetary sum can be arrived at basis the loss of income of an earning member of a family in the future years. As a primary earning member, by opting for a life insurance product based on your needs and financial goals, you must ensure the financial security and peace of mind of your family at all times.

Max New York Life Gain plus (Participating Plan)

Overview

Life Gain™ plus 20 participating plan provides you with an insurance cover that is guaranteed for 20 years down the line. It builds cash value, which you can use during your lifetime to fund any unforeseen needs either by surrendering accumulated PUAs or taking a loan.

You can enjoy the full benefits of an endowment plan with life insurance that requires you to pay premiums only over a very limited period, while you get cover for the entire tenure! Also, your money grows quickly, resulting in a substantial lump sum on maturity.

In case of unfortunate death, this plan also provides sum assured plus additional insurance coverage purchased from bonuses for first 5 years and then doubles the same afterwards.

You can also customize your policy to meet your specific needs. We offer you the flexibility to enhance the value of your policy by using various rider options available. In addition, you are also eligible for bonuses and terminal illness benefits, where you can use 50% of your sum assured at the time of your treatment and the balance of the sum assured will be payable to your family on the occurrence of the insured event.

"For more details on risk factors, terms and conditions please read sales brochure carefully before concluding a sale".

Max New York Life Lifeline Safety Net

Overview

Just as life, it is important to insure one's health to live a peaceful life. Ironically, it is a well-known fact that lot of individuals are either uninsured or not insured at all. In spite of the rapid advancement of medical science, the expenses attached to various treatments are quite high.

Everybody definitely needs health insurance coverage because illnesses if contracted can seriously impact finances and devour precious savings due to the absence of a good health cover. Therefore, it's important to get your health insured at the earliest and enjoy a hassle-free life.

There is a vast variety of affordable health insurance plans in the market. However, it's up to you to choose the best possible health cover, which would suit your budget. Recognizing the need for a complete all round financial protection for you and your family, Max New York Life Insurance Company offers you a term cum health insurance - LifeLine-Safety Net™, the new age insurance covering death,

disability, disease and accident under one single plan.

For more information on **LifeLine Safety Net™Plus**, please click [here](#) and provide your contact details. Our Amsure Insurance Planner will contact you soon to provide more information on this product.

"For more details on risk factors, terms and conditions please read sales brochure carefully before concluding a sale". The need for a complete all round financial protection for you and your family, Max New York Life Insurance Company offers you a term cum health insurance - LifeLine-Safety Net™ , the new age insurance covering death, disability, disease and accident under one single plan.

Max Amsure Bonus Builder New

Overview

As a good planner, you need to look ahead and plan accordingly for your family's future. As you work hard to ensure that your family is financially secured, you need a plan, which would provide you the helping hand and the desired financial support at times of unavoidable crisis in the future.

Max Amsure Bonus Builder Policy provides an insurance cover that is guaranteed for your entire life. This policy will always help you in fulfilling unforeseen, urgent needs through its various riders. Your premiums are eligible for deduction u/s 80C every year and your claim amount (from death) is eligible for tax exemption u/s 10(10D). In addition this policy is also eligible for bonuses.

"For more details on risk factors, terms and conditions please read sales brochure carefully before concluding a sale".

Health Insurance

Every human being is exposed to various health hazards. Medical emergency can strike anyone without warning. A health insurance policy will provide a cover to you and your family against sudden medical contingency or bodily injury.

Family Health Protector Policy

Overview

Family Health Protector insurance is available to persons who are family members of proposer and who are aged between the age of 91 days and 65 years at the commencement Date of the Policy. Family means comprising of

- Self
- Spouse,
- Dependent children (including unmarried children, step children or legally adopted children, who are financially dependent and aged between 91 days and 21 years)

Policy can be issued on a Floater basis covering all the family members under one single policy. Single premium payable for the entire family and the amount of Sum Insured "floats" over the entire family. No need to insure individual members separately; No hassles of tracking renewals for different members.

Download forms from www.amsure.in

Documents Required to submit Amsure application forms:

- 1 Passport size Photo
- Photo ID Proof
- Address Proof
- Age Proof

For further details Contact your upline Platinum or speak to an Amsure representative in the Amway office or visit www.amsure.in

Mission 300

“Help ABOs create 300 PV every month”

4 A's in preparation for creating volume

1. Attitude – I can provide solution through Amway Products
2. Attire – Suitable. Dress for success.
3. Aptitude – Knowledge of products
4. Armaments – catalogs, brochures, sample products, extra products for sale, demo kit, pen, order forms etc

How to complete 300 PV per month?

a. Self use – 50 pv

- From eating, using, applying & gifting

b. Existing clients – 50 pv

- From relatives, friends, neighbours, non-active ABOs, etc

c. New clients or ABOs – 200 PV

- With no startup cost, almost all of people will join as ABOs.
- Showing 12 plans a month will yield at least 4 ABOs.
- Activation of the 4 ABOs creates 200pv!!

How to create volume?

- Learn how to do product demos. Create a demo kit.
- Learn about Beauty breaks, health plans, home care sessions etc.
- Visit the closest Amway ADC and attend product training
- Take online training at www.amway.in
- Be a user and promoter of Amway products.
- Create a magic corner in your home to display products.

9% GAME PLAN for an ABO

(30 days to 90 days)

With all the exciting new changes New ABOs can reach 9% level in 30-90 days of joining the business. Go through the New ABO checklist and develop a working relationship with the new ABO to get results.

Here is an example of how volume can be created:

1. Personal PV of New ABO:

First purchase offer, Second Purchase Offer, Third Purchase Offer - 300pv each.

2. Group PV through activation:

Show plans for the New ABO and help New ABO sponsor 15-20 people in 3 legs. With activation of at least half of them will create at least 500pv.

3. Group PV from purchase of Core Products:

Nutrilite, Artistry, Home Care, Personal Care & APSA - Volume from New ABOs and Clients - 200pv.

4. Group PV from personal use of Amsure:

Share Amsure Products to New ABOs joining the group and help at least 3 get Insurance and pay at least Rs 20,000 premium each which totals Rs 60000. That translates to about 300 PV.

Working together with a new ABO by matching their efforts and excitement you can help them reach 9% and beyond in their first 90 days.

Imagine breaking a bunch of new 9% on your team in 30 to 90 days and have a bunch of new ABOs making money. That will create explosive growth because new ABOs are going to share the business with BIG belief and confidence!!!

Frequently Asked Questions:

Q. What is the cost of joining Amway Business?

A. There is NO cost of joining the Amway business. You can join the Amway business “ABSOLUTELY FREE”

Q. What will an ABO get when he / she join the Amway Business?

A. When you join the Amway Business, you will get a “Business Starter Guide” at the time of joining and an Amway ID card shortly after joining. When you provide an e mail id to us we will e mail a temporary card to the new ABO as well.

Q. Is the new Business Starter Guide available now?

A. We are currently in the process of making the new Business Starter Guide and the same would be available in the month of December. Till such time we get the new Business Starter Guides in the offices, we shall be giving the current Business Kit free of cost from 1st November (till stocks last).

We would, however, upload a soft copy of the new Business Starter Guide on the website by the end of this month and all ABOs can download the same from the Amway website.

Q. Will there be any change in the process of joining at the office?

A. There will be no major change in the joining process at our offices. An ABO would still need to fill a numberless application form.

ABO would need to go to the cashier who would generate a “zero value” invoice. ABO will take the invoice and go to the DCS desk. DCS would generate an online ADA number which will be filled on the numberless application form. ABO will take the duly signed form and invoice to the delivery counter. ABO would get the Business Starter Guide.

Q. Will there be any change in the process of joining on the website?

A. On-line New Joinees would be allowed to Purchase / Order products immediately after sign-up. They would have to submit a signed copy of application form, copy of Photo-ID & address proof (if different from the address on Photo-ID) within 15 days to the nearest Amway office. If these documents are not submitted within 15 days, the ABO will be made order incapable and subsequently deleted from our systems. We shall not accept scanned copies of documents (ID & address proof) over e-mail but will have to be submitted to the nearest Amway office along with the signed copy of the application form.

New ABOs who have joined on the website would need to print the application for that is generated while filling the online application.

Q. Do we expect the number of new joining applications to increase? How do we plan to manage this on the month-ends?

A. With these revisions, we do expect an increase in the number of new joinees & orders in our business. However, we will not have capabilities to expand our infrastructure immediately. Therefore, initially, we will not be accepting applications of new joinees at any of our offices during the last 3 days of the month. However, during the last 3 days, new joinees can be signed up on-line through our website www.amway.in. Leaders are requested to plan their businesses accordingly & to take into account this process change for receipt of application forms on the last 3 days.

Q. How can the ABOs sponsor new people in absence of Numberless Application Forms?

A. The current application form has been uploaded on the website. Post November 01, some contents and terms of the form will change. We will upload the new numberless application form on the website on November 01. However, in case you do have stock of the old numberless application form, we will accept the same.

Q. What are the documents required to be submitted along with the application form?

A. Along with the application form, the new ABO needs to submit a photo identity proof which also has HIS/HER address DETAILS on it. In case the photo ID does not have an address, the new ABO would need to provide 2 documents, one photo id and other address proof. We would need a photo ID for both Primary and Co-Applicant.

Q. What are the documents for address proof?

A. Some of the examples are Election card, Driving license, Passport, Ration card, UID/Aadhar Card, etc.

Q. In case of online joining, how will the new ABO get the ID card and the Business Starter Guide?

A. ID card would be dispatched to the registered address of the new joiner immediately on joining. The new ABO who had joined online would not get a physical copy of the Business Starter Guide. He would be sent a link for the soft copy of the Business Starter Guide on his email id given in the online application form. He would also have the option of downloading the soft copy of the Business Starter Guide from the Amway website.

Q. Will the new ABO get Amagram?

A. There will be no Amagram for new joiners. However, ABOs who renew the business would continue to get Amagram.

Q. Will the new ABO be required to do any mandatory activity on joining?

A. There is no requirement to compulsorily buy any Amway products to join the business. However, the new ABO would need to activate within 60 days of joining. Activation would mean purchase of "Amway" products (this does not include BSM or Amsure PVs). To activate the business, a new joiner would be required to do "50 personal PVs" within "60 days" of joining. These PVs may not be in a single invoice but can be spread over multiple invoices. In case the new ABO does not activate within 60 days of joining, he would be deleted from the system. This will apply to all new joiners who join the Amway Business on and after November 01, 2011.

Q. Will the new ABO be allowed to do sponsoring immediately on joining?

A. NO. In order for a new ABO to do sponsoring, he would need to activate first. Activation would mean doing 50 PPVs within 60 days of joining.

Q. In case the new ABO gets deleted after 60 days due to inactivity, can ABO join again?

A. Yes, ABO can join again but he will not get his original position in the old LOS .

Q. Can the new ABO, who got deleted due to non-activation within 60 days, rejoin immediately?

A. Yes, the ABO can join immediately. The 6-month inactivity period would not apply to these ABO's. However, for any other scenario, the current Inactivity Rule remains unchanged.

Q. What will be the First Purchase Offer (FPO)? Will there be any change?

A. There would be no change in the 1st FPO. It would continue to be "Do 100 PPVs in 30 days of joining and get a Protein Powder 200 gms for Re 1".

The 2nd FPO would now be "Do 100 PPV's in 60 days of joining and get a discount of Rs 1000 on the order value". A new ABO would need to do the 1st FPO first in order to be eligible for the 2nd FPO.

Q. What will be the Refund Policy for Business Opportunity?

A. There will be no refund policy on Business Opportunity as joining will now become FREE.

Q. What will be the Product Refund Policy?

A. For all ABO's, the current product refund policy remains unchanged.

In case a customer is not completely satisfied and wants to return the products, he/she is entitled to return the products within 30 days from the "date of delivery" for a full refund.

The refund policy is applicable only for products in marketable condition and partially used (upto 30%), accompanied by invoice.

This policy will not apply to products that have been intentionally damaged or misused.

Q. What will be the status of 50 PPV retail effort rule?

A. 50 PPV retail effort rule will now apply to all 6% and above. This means that to earn differential commission, all 6% and above would need to do minimum 50 PPV in that month.

Q. How will the change in joining fee impact the existing BSM policy on the BSM that can be sold to the new joinee within first 30 days?

A. The current BSM (Business Support Material) policy states “A new ABO prior to, or at the time of joining, and for a period of 30 days thereafter cannot be signed up for a Standing Order BSM Program. During this time, however, the new ABO can be sold BSM; provided the aggregate amount of all such sales does not exceed 25% of the cost of joining the Amway business (i.e. not more than Rs. 250/-).”

While the cost of joining “now” becomes “ZERO”, ABO can still sell the Optional BSM to the new Joinee. However, the ABO need to ensure that the new joinee/prospect has clearly understood that this BSM is “optional” and not “mandatory” to join the Amway Business.

- PLEASE NOTE:
- Customer Receipt will now be “mandatory”. All ABOs to issue receipt to customers. Customer Receipt Pads would be available at nominal cost at all Amway offices.

Q. Will the customer/prospect be able to get details of the ABO who has approached him?

A. Yes, we have developed a search on the Amway website which will allow anyone to search for the ABO details by giving the ADA number or First & Last Name. The search will give the ABO name and his address. It would NOT give the telephone number of the ABO.

Q. Will I need to charge VAT on my invoice?

A. Please check whether your turnover has exceeded the threshold limit for your state of operation, obtain registration accordingly, and issue invoice in accordance with the VAT laws of the relevant state. Please consult your legal adviser for specific state related VAT provisions and act accordingly.

SAMPLE PHONE SCRIPTS:

Important Tips for phone invite:

- 1) Be brief. Phone call should not last more than 2-3 minutes. Purpose is to check interest and set up an appointment to meet.
- 2) Answer a question with a question. Goal is not to answer too many questions over phone but lead them to a meeting.
- 3) Two important questions in your invite (in person or over the phone) and the answer for both should be YES:
 - Are you open to creating extra income?
 - Are you willing to meet so that you can learn the details?
- 4) Invite people to come along with their spouse. Helps them make a quality decision.

Script for inviting people from A list (Family and Close Friends)

Hi _____, this is _____.

I want to talk to you about something important. When is a good time to meet? Also, I would like to introduce you to a friend of mine who is very successful in business.

How about <date> at <time>? (Invite people for a home meeting or one on one or open meeting)

Script for inviting people from B list (Acquaintances) or C list (New Friends)

Hi _____, this is _____. Do you have a minute to talk?

I recently started working with a very successful business group. They are rapidly expanding and are looking for ambitious people. I thought about you. Are you interested in creating extra income without disturbing your current profession/business?

Yes:

Great! We have a presentation on _____. (Invite for a Home meeting or Open meeting)

OR

Great! Let's meet on <day> at <time>. I will introduce you to my senior business associate. (Set up a time to meet 1-on-1)

No: Great! Thanks for being honest. Let me know when you are ready.

What is it?

The business is in the area of Franchise. I will fill in more details when we meet. Also, I will introduce you to my senior business associate who is very successful. How about getting together on <date> at <time>? (Set up a time for 1-on-1 or invite for an Open meeting or invite for a Home meeting)

Is it Amway?

Yes it is. What do you know about it? Have you heard of Britt Worldwide? You need to get right details to make an intelligent decision. I will introduce you to my senior business associate who is very successful. How about getting together on <date> at <time>? (Set up a time for a 1-on-1 OR invite for an Open meeting OR invite for a Home meeting)

Script for inviting people to a product meeting

Hi _____, this is _____. Do you have a minute to talk?

I would like to invite you for a very informative session on Health and wellness (and/or skin care). A good friend who is an expert in this field will be conducting this session. They are tied up with world class quality products. Due to limited space, we are restricting the number of people. I have a few seats left and thought you will benefit from attending the session. The session is on _____ at _____. Can you make it? Please confirm your participation as the seats are limited and they fill quickly.

Script for inviting people to a grand opening

Hi _____, this is _____. Do you have a minute to talk?

We have recently started a business. We want to invite you for the inaugural celebration (or Pooja). Please make yourself available on _____ at _____ to part of this exciting occasion and learn about our new business. (When you invite people, please invite them to come along with their spouse)

FAST TRACK – NEW ABO CHECK LIST

What Income Level Interests you?

- ☐ Rs 50,000 per month ☐ Rs 1.5 lakhs per month ☐ Rs 3.0 lakhs per month

What are your three reasons for creating extra income:

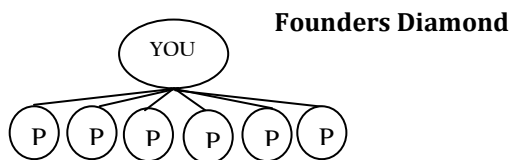
1. _____
2. _____
3. _____

• Now, is it OK if I tell you how to achieve that?

- Do you have few hrs/week to start with?
Are you willing to listen & learn?
Are you willing to associate?
Are you willing to change your buying habits?
Are you willing to build a list of names?

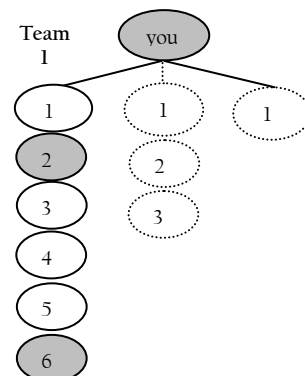
Founders Diamond – The Big Picture:

- ☐ Potential income Rs 3 lakhs/month - Build 6 teams to founders platinum
☐ It is not practical to build 6 teams all at once; it is better to build 3 at a time.
☐ Potential Income Rs 1.5 lakhs/month – Build 3 teams to founders platinum
☐ But first, let us show you how to build one founders platinum team (Team 1)



1. Create your Network (First 90 Day Goal = EAGLE!)

- ☐ Build your list – start with 100 local names. Put sharp and ambitious people first
- ☐ Learn how to properly invite people to see the opportunity
- ☐ Learn the Tap Root Depth Building Strategy
 - o We will help you build Team 1 by getting 2-3 people started right
 - o In the process of starting 2-3 people, you will get to learn the basics
 - o You can then start Team 2 and Team 3
 - o Together we will identify business builders in Team 1, 2 & 3
- ☐ Develop Teams 1, 2 & 3 to create Eagle Structure (10 CORE IBOs in 3 legs)
- ☐ Learn to Show the Plan (STP) using Open Meeting, Home Meeting and 1-on-1



Dark Circle: Business Builder

2. Create Volume – that's how you get PAID

- ☐ In the first 30 days, avail the first 100 PV FPO* & get 200g Protein Powder (MRP Rs 859) for Re 1
- ☐ Within 60 days, avail the second 100 PV SPO* & get Rs 1000 discount off FPO (First Purchase Offer)
- ☐ Review the "All Product Handbook" from the business kit and "All Product Training Guide".
Product Categories - Nutrition, Cosmetics, Personal Care, Home Care, APSA-80, Catalogue.
- ☐ Become your best customer - change your buying location/habits – replace eye level products.
- ☐ Create a Demo Kit - Learn product demos to show the quality and value of Amway Products.
- ☐ Attend a product training session at local Amway office – check the ADC schedule.
- ☐ Learn to retail products – at least 50 PV every month to meet Retail Effort Rule.

90 Day Action Plan

- Prepare a list of names
- Learn Four Basics
- Personal 100 PV/ mon
- Retail 50 PV / month
- Associate everywhere
- Listen to CDs daily
- Read for 15 min daily
- Become a good student
- Subscribe to SOCD/BOM

3. Manage your business

- ☐ Activate your ABO# at www.amway.in and obtain password.
- ☐ Subscribe to SMS from Amway: From your mobile phone, send SMS "STOP" to 1909. This will de-register your mobile number from DND (Do Not Disturb) registry.
- ☐ Learn ways to place an order: in-person, phone, cash on delivery (COD) & online.
- ☐ Learn to check volume and Line of Sponsorship (LOS) Report?
- ☐ Learn how and when you get paid? (PAN# required for bonus payments).
- ☐ Setup direct deposit – fill out information change form and submit it along with a cancelled cheque. ABOs receive direct deposit by 10th of the month & paper cheque in 3rd week.

4. ABC of BWW System – Assoc, Books & CDs

- ☐ Associate weekly at the open meeting.
- ☐ Importance of subscribing to Standing order program for CD, Books and Lamplighter.
- ☐ Show the lamplighter and list of Britt Open meetings around the country.

5. Plan your Next Meetings – Plan Calendar for:

- ☐ STP (Home/1-on-1): _____ Product Meeting: _____ Grand Opening: _____

Depth	PV	%
30-40	10,000	21
20-30	7000	18
16-20	4000	15
8-16	2000	12
4-8	1000	9
1-4	300	6

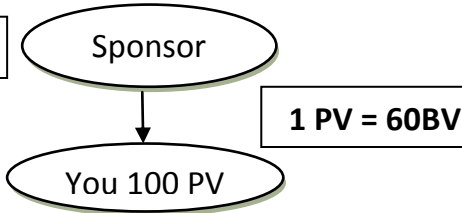
TOP BWV TOOLS

DESCRIPTION	AUTHOR	CODE	REMARKS
ENGLISH - VIDEO			
FED Celebration	Ankur & Taru Gupta	VCD073	IT / Youth
FED Celebration	Sameer & Neila Kakodkar	VCD016	High profile
FED Celebration	Raja Naren & Anjali Tirumala	VCD031	Youth
FED Celebration	Shivaram & Anjali Kumar	VCD039	IT / Middle aged
FED Celebration	Ravi & Dr.Priya	DVD015	Professional / Middle aged
Profile	Shivaram & Anjali Kumar	PRD4	Ambitious
ENGLISH - AUDIO			
Key to financial freedom	Kulin Desai		Busy people
Young, Rich & Free	Ankur & Taru Gupta	ACD019	Youth, ambitious
No Hero No Game	Shivaram & Anjali Kumar	ACT109	Teaching CD - After sign-up
Dancing Monkeys & Dark Circles	Shivaram & Anjali Kumar	ACT067	Teaching CD - After sign-up
Pump the Pump	Sugeet & Kaajal	ACT110	Teaching CD - After sign-up
TAMIL - VIDEO			
FED Celebration	Sundaravadivel & Renuga	VCD105	Business - Tension / Business Loss
FED Celebration	Paulraj & Sagayamary	VCD081	Humble background
FED Celebration	Ravi & Dr.Priya	DVD022	Professional / Middle aged
FED Celebration	Alagesan & Vijaya	VCD065	Business - Middle aged
FED Celebration	Rajagopalan & Srividhya	DVD024	Engineers - 30s
FED Celebration	Rajasekaran & Chandramathi	VCD084	Very low income
FED Celebration	DSP Selvam & Malar	DVD020	Business - Middle aged
Diamond Nuggets VOL-4 Video	10 Diamonds from Tamil Nadu	PP091	Only for Core IBOs
TAMIL - AUDIO			
Master The Basics	Dr.Ram & Lakshmi	ACD021	Teaching CD - After sign-up
Ayyo Life Has Changed Totally	Dr.Ram & Lakshmi	ACR063	Rally - Doctors
Edification & Communication	Ramesh & Rama Santhanakrishnan	ACT042	Teaching CD - After sign-up
Vazhkkai Thiruppangal	Ramesh & Rama Santhanakrishnan	ACR021	Rally - IT / professional
Cardinal Rules	Ramesh & Rama Santhanakrishnan	ACT041	A must listen CD for growing IBOs
TELUGU			
FED Celebration	Ashok & Sreeti Reddy	VCD023	Business - Middle aged
FED Celebration	Parimala & Hari Kumar	VCD053	Independent ladies
KANNADA - AUDIO			
Rally Bangalore	Nandagopal & Sangeetha Sringari	ACR073	IT / Professionals/ Middle aged
Success Tips	Sundaravadivel & Renugadevi	ACT192	A must listen CD for growing IBOs
HINDI - VIDEO			
FED Celebration	Arun & Pragna Pathak	VCD059	Job background / middle aged
FED Celebration	Anurag & Nidhi		Currently not available.
HINDI - AUDIO			
Rules & Tools - Audio CD	Sugeet & Kaajal	ACT139	New IBOs - 4 basics beautifully covered
Life of Significance	Sugeet & Kaajal		
Run Your Life on Principles	Sugeet & Kaajal	R018	
MALAYALAM - AUDIO			
Vijaya Veedhi	Harikrishnan & Gadha	ACT359	Rally
BOOKS / LITERATURE			
Britt Kit			
Launching Your Future - English			
Launching Your Future - Tamil			
STP - A Guide To Business Plan			A must read to learn STP & follow-up.
Think & Grow Rich - English			
Manam Tharum Panam	Think & Grow Rich -Tamil		
Team New ABO Guide			
			I get photocopies made @ Rs.20 each

6-4-3 MARKETING PLAN

100 PV PER DISTRIBUTOR IS NOT A QUOTA, IT IS NOT MINIMUM OR MAXIMUM. 100 PV WAS CHOSEN FOR ILLUSTRATION ONLY AND FOR EASE OF ARITHMETIC COMPUTATION. The examples show how the Amway sales & marketing plan can work for you and how the income is computed. Remember!!! The growth of your business income depends on three factors: 1. Your retail profit 2. Commission on your monthly purchases of Amway products for retailing and 3. Commission you receive on the purchases made by your downline distributors.

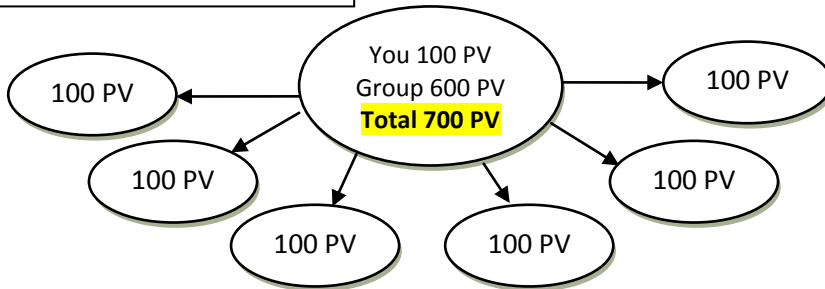
Step 1 - 1 Distributor



Step 1

Total Monthly Group PV	100
Total Monthly Group BV	6,000
You Receive	
Your Retail Profit (20% X 6000)	Rs. 1,200
Monthly Gross Income	Rs. 1,200
Annual Gross Income	Rs. 14,400

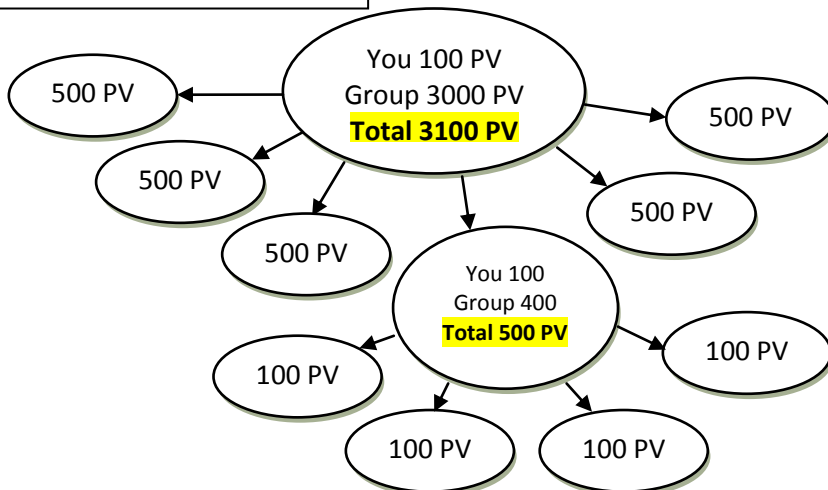
Step 2 - 7 Distributors



Step 2

Total Monthly Group PV	700
Total Monthly Group BV	42,000
Incentive Generated (6% X 42,000)	Rs. 2520
You Receive	Rs. 2520
Your Retail Profit (20% X 6000)	Rs. 1200
Monthly Gross Income	Rs. 3,720
Annual Gross Income	Rs. 44,640

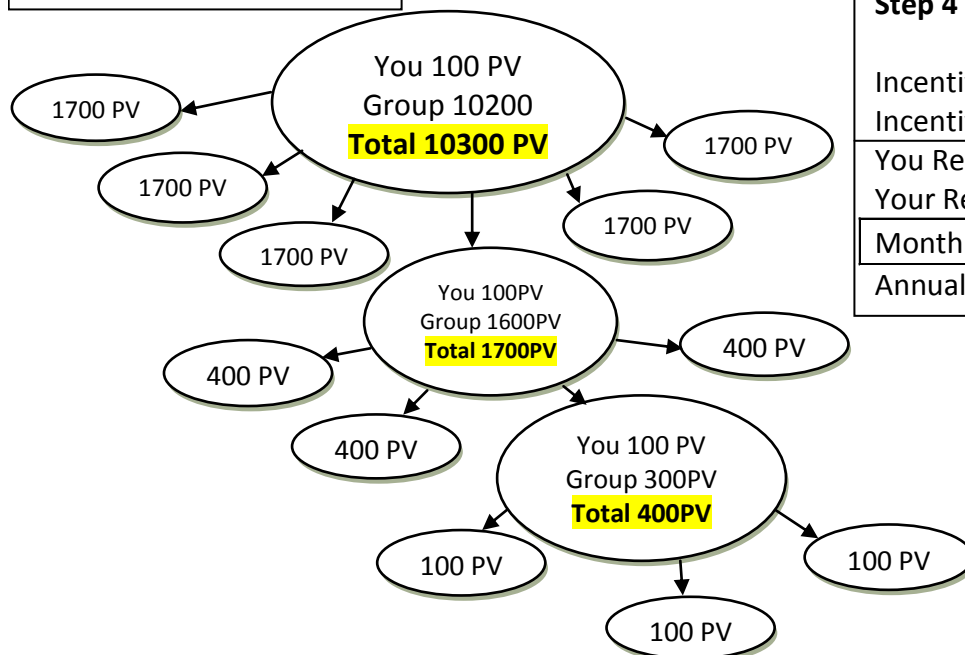
Step 3 - 31 Distributors



Step 3

Total Monthly Group PV	3100
Total Monthly Group BV	1,86,000
Incentive Generated (12% x 1,86,000)	Rs. 22,320
Incentive Paid out 6 x (6% x 30,000)	Rs. 10,800
You Receive	Rs. 11,520
Your Retail Profit (20% x 6000)	Rs. 1,200
Monthly Gross Income	Rs. 12,720
Annual Gross Income	Rs. 1,52,640

Step 4 - 103 Distributors



Step 4

Total Monthly Group PV	10,300
Total Monthly Group BV	6,18,000
Incentive Generated (21% x 6,18,000)	Rs.1,29,780
Incentive Paid out 6 x (9% x 1,02,000)	Rs. 55,080
You Receive	Rs. 74,700
Your Retail Profit (20% x 6000)	Rs. 1,200
Monthly Gross Income	Rs. 75,900
Annual Gross Income	Rs. 9,10,800

PERFORMANCE INCENTIVE SCHEDULE

10,000 PV	= 21%
7,000 PV	= 18%
4,000 PV	= 15%
2,000 PV	= 12%
1,000 PV	= 9%
300 PV	= 6%