

Leadership

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The interactive bulletin for Amway Platinums & above. Leadership# 103/24 Aug 31, 2024

90 Days & Annual Sales Criteria

Applicable From
1st September 2024

90 DAYS SALES CRITERIA (NEM)

Selling need-based solutions to customers is the fundamental activity of all Amway business owners (ABOs). All new ABOs are required to demonstrate a minimum selling threshold to continue to retain their ABO status and the rights of sponsoring ABOs & selling to Customers

Requirement:

- Rs. 5000 Sales to 1 or more frontline PCs within 90 days of joining.
- ABOs, will get a grace period till the end of the month, in which their 90 days period ends, to fulfill their 90-Days Sales Criteria

Applicability:

- All New ABOs & PCs migrating to ABOs from 1st September' 2024

Some examples of 90 days & grace period after 90 days is captured in the table below

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| Date of Join or migration | 90 days | 90 Days Grace period Ends on |
|---------------------------|-----------|------------------------------|
| 1-Sep-24 | 30-Nov-24 | 30-Nov-24 |
| 2-Sep-24 | 1-Dec-24 | 31-Dec-24 |
| 10-Sep-24 | 9-Dec-24 | 31-Dec-24 |
| 30-Sep-24 | 29-Dec-24 | 31-Dec-24 |
| 5-Oct-24 | 3-Jan-25 | 31-Jan-25 |
| 30-Nov-24 | 28-Feb-25 | 28-Feb-25 |

When the 90 days Sales criteria is fulfilled, the ABO continues to enjoy the privileges of an ABO till the end of the Annual Sales Criteria (ASC) cycle

Non-fulfillment of criteria:

In the event of non-fulfillment of the 90 days Sales criteria,

- The LOS would be realigned
 - the ABO would be converted to a Preferred Customer (PC)
 - all frontline ABOs & PCs would be linked to the next eligible upline ABO
- The LOS would not be re-stored thereafter

FAQs - 90 DAYS SALES CRITERIA

Question-1. What happens if an ABO does not fulfill the 90 day Sales Criteria?

Answer-1. The ABO gets converted to a PC and any downline PCs / ABOs registered by them will be realigned to their next eligible upline ABO.

Question-2. In case an ABO has PCs generating volume but during the 90 days window get converted to ABO, is volume done by them as PCs counted towards 90 Days Sales Criteria of Rs. 5,000 for the referring ABO?

Answer-2. Yes, such volume would get counted towards PC volume contribution of the 90 Days Sales Criteria of the referring ABO.

FAQs - 90 DAYS SALES CRITERIA

Question-3. Can an ABO fulfill the 90 days Sales Criteria by only servicing non-registered customers?

Answer-3. To achieve 90 days Sales Criteria, ABO needs to have a minimum of Rs. 5,000 worth of PC sale through 1 or more personally sponsored PCs. Sale to non-registered customers would not be counted for 90 days Sales criteria

Question-4. In the 90 days criteria, is there an extended period like the erstwhile 30 days sales criteria

Answer-4. Similar to the 30 days criteria, ABO will be getting the entire month to complete the criteria in which month the 90th day is falling, as per table above.

Question-5. The products purchased by the PCs of New ABO to complete the 90 days criteria will be considered for Annual Sales criteria (ASC) too.

Answer-5. Yes, the products purchased by PCs of New ABO, for completing the 90 days criteria will also be considered for ASC as well.

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FAQs - 90 DAYS SALES CRITERIA

Question-6: What is the Sales criteria for ABOs who joined upto Aug'24 ?

Answer-6: New ABOs who joined till Aug'24, have to achieve at least Rs. 1500 sales to personally sponsored PCs within 30 days (+ applicable grace period) to continue as an ABO.

Question-7: What reports will be available for New ABOs to inform & remind them of their 90 Sales criteria ?

Answer-7: There would be multiple interventions to inform & remind new ABOs about the requirement of 90 days sales criteria including

- Welcome email from Amway
- Real time report in Business Center on www.amway.in on 90 days sales criteria fulfillment
- Automated Reminder emails highlighting need to complete the 90 Days Sales criteria
- Reports to upline Platinums to support ABOs in their personal Platinum team fulfill 90 Days Sales criteria.

ANNUAL SALES CRITERIA (ASC)

Selling need based solutions to customers is the fundamental activity of all Amway business owners (ABOs). All ABOs are required to demonstrate a minimum selling threshold to PCs to continue to retain their ABO status and the rights of sponsoring ABOs & selling to Customers and earning rewards, incentives and recognition from Amway Sales Plan

Requirement:

- Achieve minimum annual sales of Rs. 10,000 through sale to 1 or more personally sponsored PCs.
- Sales volume is to be achieved within the ASC cycle i.e. September to August each year.
- New ABOs joining or PCs migrating to ABOs in-between the performance year should fulfill a prorated Sales value (see table below) based upon their month of joining.

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ANNUAL SALES CRITERIA (ASC)

Annual Sales requirement for New joining ABOs / PCs migrating to ABOs in-between a performance year

| Month of Joining | Months in PY | ASC Requirement (in Rs) for New ABOs within first performance year |
|------------------|--------------|--|
| Sept | 12 | 10000 |
| Oct | 11 | 8800 |
| Nov | 10 | 8000 |
| Dec | 9 | 7200 |
| Jan | 8 | 6400 |
| Feb | 7 | 5600 |
| Mar | 6 | Meet 90 Days Sales Criteria as per time period |
| Apr | 5 | |
| May | 4 | |
| Jun | 3 | |
| Jul | 2 | |
| Aug | 1 | |

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ANNUAL SALES CRITERIA (ASC)

- Value of PC Sales for 90 days Sales criteria is also counted for Annual Sales Criteria
- New ABOs of March – August have to complete 90 Days Criteria to stay active & meet ASC
- Date of business expiry of existing ABOs & New ABOs joining between September – May in each performance year is set to 31st August of the current Performance Year
- Date of business expiry of New ABOs joining between June - August in each performance year is set to 31st August of the next Performance Year. Such ABOs have to fulfill 90 days Sales criteria and Annual Sales criteria of the next performance year to stay active as ABOs
- If ASC Sale value is not achieved in the applicable period, ABO is automatically converted to PC and the LOS is re-aligned. Once converted to PC, the LOS will not be restored back
- For existing ABO at the start of each PY, Rs. 10000 PC Sale is required for ASC fulfillment

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FAQs - ANNUAL SALES CRITERIA

Question-1. Once a new ABO completes the 90 days sales criteria, is there any other condition to be fulfilled to retain the ABO status?

Answer-1. To retain the ABO status, ABOs are required to complete the Annual Sales Criteria in each performance year.
Annual Sales Criteria:

- Achieve minimum annual sales of Rs. 10,000 through sale to 1 or more personally referred PCs.
- Sales volume to be achieved within the ASC cycle i.e., September to August each year.

Question-2: What is the consequence of non-fulfillment of the ASC Criteria .

Answer-2: Fulfillment of ASC is mandatory for business continuity each year. Non-compliance to this requirement will result in conversion of the ABO to PC status, and on account of such change the ABO contract stands terminated and the LOS and PCs will be realigned with the immediate upline ABO.

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FAQs - ANNUAL SALES CRITERIA

Question-3. In case an ABO has PCs, who are being serviced by the ABO but during the course of the year the PC gets converted to ABO, is the volume done by them as PCs counted towards PC contribution to Annual Sales Criteria for the sponsor ABO?

Answer-3. Yes, such volume would get counted towards PC volume contribution of the Annual Sales Criteria for the sponsor ABO.

Question-4. Can an ABO, if so desired, fulfill the Annual Sales Criteria of Rs. 10,000 within 90 days from the days of joining / becoming an ABO?

Answer-4. An ABO is free to fulfill the Annual Sales Criteria of Rs. 10,000 within 90 days of joining / becoming an ABO, However the Annual Sales criteria sale value has to be completed within the Performance Year each year.

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FAQs - ANNUAL SALES CRITERIA

Question-5. Can an ABO fulfill the Annual Sales Criteria by only servicing non-registered customers?

Answer-5. To achieve the Annual Sales Criteria, ABO needs to have a minimum of Rs. 10,000 worth of PC sales through 1 or more personally referred PCs (registered with Amway). Sales to non-registered customers is not counted for Annual Sales criteria.

Question-6. Can you define who is an existing ABO?

Answer-6. All Active ABOs & their active PCs registered with us as on 31st August 2024 are being referred to as “Existing ABO” for the performance year 2024-25 ASC cycle.

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FAQs - ANNUAL SALES CRITERIA

Question-7. Can conversion from PC to ABO be done throughout the month? If PC gets converted to ABO towards the end of the month, will they be eligible for all benefits associated to ABO for that month?

Answer-7 No, PC to ABO conversions can be done between the 5th to 24th of every month.

Any PC getting converted to ABO between these dates, will be eligible for all the benefits associated to ABO for that month, subject to the fulfillment of the applicable requirements.

Question-8. If an ABO does not comply with the 90-days Sales Criteria or Annual Sales Criteria and gets converted to PC, will they be able to rejoin / convert to ABO immediately?

Answer-8. If an ABO gets converted to a PC for non-compliance of any of the Sales Criteria (NEM/ASC), they can immediately apply for conversion to ABO under the same sponsor.

However, if they want to get converted under a new sponsor, 6 months inactivity rule will apply.

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FAQs - ANNUAL SALES CRITERIA

Question-9. Will conversion from ABO to PC be done on a daily basis?

Answer-9. Below is the conversion cycle that will be followed: -

- For 90 Days Sales Criteria, once a month, after each month-end is completed
- For Annual Sales Criteria, once a year, after completion of Performance year.

Question-10: What reports will be available for ABOs to inform & remind them of their Annual Sales criteria fulfillment?

Answer-10: There would be multiple interventions to inform & remind new ABOs about the requirement of Annual sales criteria including

- Real time report in Business Center on www.amway.in on 90 days sales fulfillment
- Automated Reminder emails on 10th, 11th, 12th month highlighting need to complete the Annual Sales criteria
- Reports to upline Platinums to support ABOs in their personal Platinum team fulfill Annual Sales criteria.

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FAQs - ANNUAL SALES CRITERIA

Question-11: I am a New ABO who joined in Aug'24. My 30 days Sales criteria completes on September 30th, 2024. Will the 30 days Sales Criteria volume done in Sept '24 also count towards my ASC volume requirement?

Answer-11: Yes, any PC Volume don in Sept for 30 days Sales Criteria will also count towards the ASC volume

Question-12: I am a New ABO who joined in July'24. My 30 days Sales criteria completes on August 31st '2024. Will the 30 days Sales Criteria volume done in August'24 also count towards my ASC volume requirement of PY'2024-25?

Answer-12: No, any PC Volume done in July-August'24 for 30 days Sales Criteria will not count towards the ASC volume of PY'2024-25. ASC Volume must be met between September – August only.