

# sales incentive program

The North America Growth Program gives you fantastic ways to make your business more profitable. The new Sales Incentive Program (SIP) for 2000-2001 is similar to the last three years, but significant changes have been made. This is a **new one-year program** only for 2000-2001. For the details, read on.

## CASH AWARDS

Independent Business Owners (IBOs) will be eligible for the following four types of cash awards in the 2000-2001 fiscal year.

### 1. Pin-based OTCA

The following schedule shows the one-time cash awards which IBOs are eligible for when they attain specific pin levels.

LEVEL	AWARD <sup>1</sup>
New Gold Producer	\$1,000
New Platinum	\$2,500
New Founders Platinum	\$5,000
New Sapphire	\$7,500

<sup>1</sup>If multiple achievements of Gold Producer to Sapphire are attained in the same year, all appropriate awards will be paid. An IBO is considered to be at a "new" pin level if they have not previously achieved that level or a higher level.

### 2. Annual Q-12 Pin and Cash Award

All Platinums and above may be eligible for the Q-12 Pin and Cash Award, which is based on 12 Q-12 months within the fiscal year. A Q-12 month can be attained in any of the following ways:

1. Attain 7,500 Personal Volume<sup>2</sup>, or
2. Attain 4,000 Personal Volume over a qualified 25% Sponsor or Silver Producer leg that does not include a Platinum.
3. Attain 2,500 Personal Volume over two or more qualified 25% Sponsor or Silver Producer legs that do not include a Platinum.

If 12 months cannot be achieved by the qualifications listed above, alternative Q-12 qualification can be attained by reaching 100,000 annualized Personal Volume.

This award can be paid in *addition* to other one-time cash awards.

<sup>2</sup>Includes all Personal Group volume and pass-up volume from Silver Producer legs. Does not include pass-up volume from Platinums.

LEVEL	AWARD
Q-12 Cash Award (12 Q-12 months)	\$10,000

### 3. G.E.T.F.A.A.-based OTCA

G.E.T.F.A.A. is an incentive that was implemented for those IBOs on their way toward the Founders Achievement Award. It provides one-time cash payments to those Sapphires and above who have strong, consistent leg qualifications. (Please note that FAA qualifiers may not participate in this program.)

Leg credits are calculated as follows:

- 6- to 11-month North American qualified leg = .5 leg credit
- 12-month North American qualified leg = 1.0 leg credit

The following G.E.T.F.A.A. cash awards are available to IBOs who reach their established G.E.T.F.A.A. goal.

LEVEL	AWARD
1.5 NA leg credits	\$7,500
2.0 NA leg credits	\$10,000
2.5 NA leg credits	\$10,000
3.0 NA leg credits	\$12,500
3.5 NA leg credits	\$12,500
4.0 NA leg credits	\$15,000
4.5 NA leg credits	\$15,000
5.0 NA leg credits	\$17,500
5.5 NA leg credits	\$17,500
6.0 NA leg credits	\$20,000
6.5 NA leg credits	\$20,000
7.0 NA leg credits	\$22,500
7.5 NA leg credits	\$22,500

- An IBO must have attained Sapphire or above qualification to participate.
- G.E.T.F.A.A. qualifiers are paid at the maximum level their business attains, as long as their goal for the fiscal year is reached.
- Depending on when you qualified for Sapphire or Emerald, a G.E.T.F.A.A. base is established for you, and your G.E.T.F.A.A. goal is listed on your Monthly Data Sheet. **Your goal for 2000-2001 will be .5 leg credit higher than what your business actually achieved in 1999-2000.** *If you have any questions about your G.E.T.F.A.A. base or goal, please call Business Relations.*

*Note:* Diamonds with fewer than 8 FAA credits are also eligible to participate in the G.E.T.F.A.A. program.

### 4. "Every Dollar Counts" Emerald Growth Promotion

All qualified Emeralds and above are incentivized to grow their business in 2000-2001. Each participant will receive a baseline of their total business volume achieved during 1999-2000 (down to and excluding the next qualified Emerald). For every \$15 BV of growth their business achieves in 2000-2001, they will receive a cash award of \$1 (e.g., an Emerald or above who grows \$200,000 BV above their previous fiscal years volume will receive a \$13,333 cash award!).

Not to be used with prospects.

## BUSINESS CONFERENCES

IBOs are eligible to receive an invitation to any of the four *Business Conferences* listed below. The invitations are based on each IBO's business achievements.<sup>3</sup>

<sup>3</sup>To be eligible for Business Conference invitations, IBOs must be in good standing and meet all IBO requirements set forth in the Rules of Conduct, Business Compendium and other publications.

### 1. Achievers Invitational

To be eligible for an invitation to the *Achievers Invitational*, an IBO must qualify in one of the following ways:

1. All Platinums and above who attain the Q-12 qualification for 12 months in fiscal 2000-2001 will be eligible for an Achievers invitation.<sup>4</sup>
2. Qualify as a new Sapphire.
3. Qualify for a G.E.T.F.A.A. One-Time Cash Award.<sup>4</sup>
4. Qualify as a new Emerald.
5. Re-qualify as an Emerald with 30,000 annualized Personal Volume (average 2,500 PV monthly).
6. Qualify as an Executive Diamond or above.

<sup>4</sup>Qualified Diamonds who achieve either of these criteria will be eligible to receive an invitation.

### 2. Diamond Club

*Diamond Club* continues to be a leadership forum for which IBOs are eligible when they qualify at the Diamond level or above.

### 3. Executive Diamond Club

*Executive Diamond Club* continues to be a leadership forum for which IBOs are eligible when they qualify at the Executive Diamond level or above.

### 4. Peter Island Program

The *Peter Island Program* continues to be a leadership forum for which IBOs are eligible when they qualify as a new Diamond, and thereafter as they grow their Diamond business. The program recognizes growth on the basis of adding a new leg or strengthening an existing leg to a 12-month qualification. Qualified Diamonds can earn Peter Island credits in the following way:

- .5 credit for each 6- to 11-month 25% leg in North America
- 1.0 credit for each 12-month 25% leg in North America

*Note:* Peter Island credits will be referred to as North America (NA) leg credits. Peter Island invitations will be awarded as follows:

QUALIFICATION	INVITATION
New Diamond qualification	1st Invitation
4.5 NA leg credits	2nd Invitation
5.0 NA leg credits	3rd Invitation
5.5 NA leg credits	4th Invitation
6.0 NA leg credits	5th Invitation
6.5 NA leg credits	6th Invitation
7.0 NA leg credits	7th Invitation
7.5 NA leg credits	8th Invitation
8.0 NA leg credits	9th Invitation
8.5 NA leg credits	10th Invitation

Any qualified Diamond with 9.0 NA leg credits will automatically be eligible for an invitation regardless of growth. If 12.0 credits are attained, the qualified Diamond will automatically be eligible for an invitation and will be allowed one discretionary invitation that could be assigned to a qualified Diamond who did not already qualify under the program rules.

The following chart illustrates an example of one Diamond's Peter Island requirements:

	ATTAINED	INVITATION	GOAL FOR FOLLOWING YEAR
Year #1	New Diamond	Yes	4.5 NA leg credits
Year #2	4.5 NA leg credits	Yes	5.0 NA leg credits
Year #3	5.5 NA leg credits	Yes	5.5 NA leg credits
Year #4	5.5 NA leg credits	Yes	6.0 NA leg credits
Year #5	5.5 NA leg credits	No	6.0 NA leg credits

This program does not provide for the banking of invitations; however, there is no penalty for overqualification. Each year, if an invitation is earned, the following year's requirement would be an increase of .5 credit over the established goal. **Your goal for 2000-2001 will be .5 leg credit higher than what your business actually achieved in 1999-2000 (minimum of 4.5 NA leg credits).** *If you have any questions, please contact Business Relations.*

This brochure is for use with existing IBOs only and is **NOT** to be used with prospects.