

What Sunrider IBOs need to know about  
the new marketing plan...  
that was launched June 1, 2017

Your account will change so please take  
a moment to review this information

As of June 1, 2017, the marketing plan was changed

There were two main reasons for this...

1) The old marketing plan was 35 years old... and even though there had been many changes over the years... the old breakaway plan was not competitive anymore and needed to be completely re-done

2) New federal regulations- Herbalife was fined 200 million dollars a couple of years ago... which sent the whole industry into shock

Network marketing companies need a clear definition between who their customers are... and who their IBOs are

Over 50% of IBOs... in most companies are really just customers who have a business account... to buy wholesale

Which seems to make the government very cranky...

At the same time the 5 children of Dr. and Mrs. Dr. Chen had joined the company and wanted to make Sunrider amazing again... in all areas

They hired people who specialize in...

- Marketing plans
- Systems
- Training Platforms

And launched Sunrider as the new Sunrider June 1 2017

Lets look at how memberships have changed... and what your options are going forward

In case you may be wondering... IBO prices stayed the same

# The three new memberships

## 1) Customer Account

- Free
- Products are purchased at full retail... which is 10% over the wholesale price

## 2) Preferred Customer Account

- Cost - \$39.00 CDN annual fee
- Preferred Customers pay 5% over the wholesale price

### 3) Independent Business Owner

- Cost - \$156 CDN or \$120 US for the Starter Pack (Only one choice)
- Annual fee of \$156 CDN or \$120 US on the anniversary date
- Products are purchased at the wholesale price
- Allows you to sponsor others and build a business
- Provides you with a personal Sunrider website
- Provides access to the Sunrider University



- Notice the annual fee of \$156 CDN or \$120 US for IBOs
- If you were an IBO before the new marketing plan was launched... your membership renewal date will be May 31, 2018
- Read on... you have options

## Your options

- Most IBOs from the old marketing plan were customers only... who became an IBO to purchase at the wholesale price
- If this is you... Sunrider is giving you the option to keep purchasing at the wholesale price... without paying the annual fee
- This membership is called... **Grandfathered Preferred Customer**

# Grandfathered Preferred Customers

To become a Grandfathered Preferred Customer... you need to send an email to Sunrider and ask them to switch your account to this

To keep the next part simple... look at a price list and you will see the letters that I use on the next slide - QV, CV and Retail price

Depending where you live and/or whether you are ordering online... or by phone.....

You need to purchase a certain amount... **every 6 months** to keep the discount... that comes with being a Grandfathered Preferred Customer

-\$200 QV - same as US dollars (Qualifying volume)

IBO price in the US

-\$234 CV - same as CDN dollars (Commissionable volume) IBO price in Canada

-Sunrider Canada's rule says "you need to order the amount equivalent to \$260 Retail dollars" ... every 6 months

When ordering online... as a Preferred Customer you would only see the Retail Price listed...as you don't take part in commissions... so no CV or QV

From there... your price would be discounted to IBO price... which you would see

So...to make sure you understand this.... If you send Sunrider a letter asking to be switched to a **Grandfathered Preferred Customer**

And you order \$234 wholesale Canadian dollars.... or \$200 US wholesale dollars..... accumulative.... (meaning it doesn't have to be at one time)

And you do this every 6 months... you will remain at the wholesale price... for ever

The next part will help you decide whether you should switch or not

- The following calculations are all being made in QV (Qualifying volume dollars) which is US dollars
- This is what is used to calculate commissions
- To keep it simple... Canadian dollar prices are about 20% more than QV... on average
- In the US... QV is the US price

# Things to know before you switch

1) Obviously if you want to build a business... or keep the people you may have sponsored.... you would remain as an IBO

Only IBOs can sponsor others and earn income in anyway

2) If you like to order from different countries... you need to remain an IBO

An example would be... a Canadian traveling to the US in the winter and likes to order from the US office

Only IBOs can order from other countries



3) What if you order a significant amount of Sunrider products... and/or have sponsored 1-2 people who order also...?

This is the way the math works...

- If you make orders of 500 QV or larger...
- or if you have sponsored IBOs and Customers and your combined monthly volume is over 500 QV...
- you would earn a 5% rebate... or more...
- $500 \text{ QV} \times 5\% = \$25.00$  commission

- If your yearly volume totals 3000 QV or more... this is the way the math works...
- $3000 \text{ QV} \times 5\% = \$150$
- This is about the break even point... as your yearly IBO fee is \$156
- If your yearly volume is more than 3000 QV... your commission will be higher
- So you would keep your IBO account

As before... IBOs are required to make a personal order... any month... in which they wish to be paid on their business activities

That amount is 200 QV or US dollars

# When does the change have to be made?

- If you were an IBO before June 1, 2017, your IBO account will be up for renewal by May 31, 2018
- If you leave it... Sunrider will contact you at that time... for the renewal fees in order to keep your IBO account active
- Or if you wish... will convert you to Grandfathered Preferred Customer
- If you already know for sure... that you want to convert to Grandfathered Preferred Customer.. I suggest doing it now to help Sunrider meet their requirements

## If you decide to change your account to Grandfathered Preferred Customer

- The email address for Canada... is [infocanada@sunrider.ca](mailto:infocanada@sunrider.ca)
- For the US... the email address is [info@sunrider.com](mailto:info@sunrider.com)
- Make sure you put your name and ID number on any correspondence

There are so many exciting things happening in Sunrider

- The new global marketing plan offers so many great features and is clearly cutting edge
- New products
- New systems
- New training
- New Community

I hope you join us and take part

Feel free to contact your sponsor if you have any questions