

Understanding Sunrider's Marketing Plan - Getting Started

Understanding CV and QV

QV – (Qualifying Volume) When you order from Sunrider, whether on-line or by phone, you will be given the QV amount.

QV is the number of points given to each product and used globally for qualification purposes.

For example the wholesale price or Independent Business Owner (IBO) price in Canada for a Calli 10 pk is \$13.32. The QV amount is 11.

Note: The numbers used in all of the examples in this document are all in QV

CV – (Commissionable Volume)

CV is the Independent Business Owner (IBO) price and the amount used to calculate commissions. It is different in all countries and based on the currency of that country.

Understanding PV (Personal Volume) This consists of the orders that come from:

- You personally
- Your personally sponsored Customers
- Your personally sponsored Preferred Customers

(PV) Personal Volume Commissions (Note the different percentages earned from the volumes below)

0 - 499 QV	= 0%
500 – 1999 QV	= 5%
2000 – 4999 QV	= 10%
5000 QV +	= 15%

Retail Commissions (this is over and above personal volume commissions)

Sunrider collects 10% retail from your personally sponsored Customers when they order and 5% retail from your Preferred Customer's when they order, and intern pays this to you.

Example: An Independent Business Owner has 5000 PV which is made up of the following:

Total orders from Customers	- 2000 QV
Total orders from Preferred Customers	- 2000 QV
Your total personal orders	- <u>1000 QV</u>
Total Personal Volume (PV)	- 5000 QV

How to calculate your commission

Customers purchased (2000 QV x 10% retail)	= \$200
Preferred Customers purchased (2000 QV x 5% retail)	= \$100
The amount paid to you for your Personal Volume Commission (5000 x 15%)	= \$750
Total Income from Personal Volume	= \$1050

DV (Down-line Volume)

So far I have only explained how the Personal Volume is calculated. Now let's look at the volume that is created from the Independent Business Owners (IBO)s you sponsor directly or indirectly.

When you see the words **Down-line volume (DV)** it means (**all Volume**) and includes Personal Volume (PV)

- Does it include your Customers... Yes
- What about your personal orders... Yes
- And it includes all volume that is created from your IBOs.

So when you look in your back office on the Sunrider website... the DV amount includes all volume.

Unilevel Commissions

Unilevel Commissions are paid to you on the volume from your IBOs... and the IBOs and Customers that are in their organizations.

Things to know about a Unilevel Plan

- You can sponsor as many new IBOs on your first level as you wish
- The commissions pay five levels in depth (other bonuses kick in after that, that pay to infinity)
- No one breaks away in a Unilevel
- There are no balancing of legs in order to get paid

On the chart below... notice the requirements for each of the levels and notice where it says **Unilevel Commission Percentages**

For example: **A Star Prime requires: - 300 PV** (Personal + Custs+ Preferred Custs)
-1000 DV (Downline volume) (All Volume)

Star Prime (Earlier in this document, we have explained how PV is calculated.)
 On your IBOs, a Star Prime would receive:

-7% from their 1st level IBOs (Note: Unilevel Commission Percentages)

But... if you had IBOs on your **2nd level... you wouldn't receive commissions from them.**

The requirement for receiving commissions 2 levels in depth is to get to the next level which is **Star Elite: - 400 PV**
- 1800 DV

Qualifying as a Star Elite would allow you to earn commissions from 2 levels in depth of IBOs:

-9% on your 1st level IBOs
-2% from your 2nd level IBOs

The more volume you have, the higher the percentages, and the deeper you get paid.

Unilevel Commission Percentages

GETTING STARTED				GROWING YOUR BUSINESS				DEVELOPING YOUR LEADERS			MAXIMIZING YOUR POTENTIAL			
The new Sunrider compensation plan streamlines a clear path to success. It's designed to get you off to a fast start and to progress steadily.				Share your passion and knowledge with your team to build a robust, sustainable business.				By inspiring and guiding rising stars to success, you reap the rewards of helping others. That's extraordinary.			Reach the top levels to take full advantage of the plan's incentive-rich structure and unlimited earning potential.			
Requirements	IBO	STAR	STAR PRIME	STAR ELITE	ACE	ACE PRIME	ACE ELITE	ACE ROYAL 1 st Generation	HERO	HERO ELITE	HERO ROYAL	ICON	ICON ELITE	ICON ROYAL
PV	ENROLL	200	300	400	500	600	700	800	800	800	800	800	800	800
DV		500	1,000	1,800	3,000	5,000	7,000	10,000	18,000	36,000	90,000	225,000	600,000	1,650,000
Max. Vol. Rule				900	1,500	2,500	3,500	5,000	9,000	18,000	45,000	112,500	300,000	825,000
Structure					1 Builder Leg (BL)	2 BL	3 BL	4 BL	3 BL +1 ACE Royal + Leg (Total of 4 legs)	2 BL +2 ACE Royal + Legs (Total of 4 legs)	1 BL +3 ACE Royal + Legs (Total of 4 legs)	3 ACE Royal+ Legs +2 HERO+ Legs NewGenQ (Total of 5 legs)	3 ACE Royal+ Legs +2 HERO E+ Legs NewGenQ (Total of 5 legs)	3 ACE Royal+ Legs +2 HERO R+ Legs NewGenQ (Total of 5 legs)
Compensation	UNILEVEL COMMISSION PERCENTAGES				UNILEVEL COMMISSION PERCENTAGES				UNILEVEL COMMISSION PERCENTAGES			UNILEVEL COMMISSION PERCENTAGES		
Level 1	5%	7%	9%		10%	10%	10%	10%	10%	10%	10%	10%	10%	10%
Level 2				2%	4%	5%	6%	8%	8%	8%	8%	8%	8%	8%
Level 3						2%	4%	5%	5%	5%	5%	5%	5%	5%
Level 4								2%	2%	2%	2%	2%	2%	2%
Level 5									2%	2%	2%	2%	2%	2%

Builder Legs

Notice that **Ace** requires a **Builder Leg**. **Ace Prime** requires two... and so on.

A Builder Leg is a leg where an IBO has 1000 QV in volume and either themselves... or an IBO in their group... has made a purchase of 200 QV or more. It's that simple.

What if the IBO makes the whole 1000 QV order them selves? Yes that qualifies.

What if there is a Builder leg under a Builder leg... is that two Builder legs? You can only use the Builder Leg closest to you for qualification purposes. The other Builder leg will benefit someone else.

Maximum Volume Rule

The Maximum Volume Rule (which is shown on the next page) is the maximum amount you can use from each leg in your business... or from your Personal Volume for **(qualification purposes only)**.

We will use the level of **Ace**, for an example. The requirements are:

PV - 500
DV - 3000

The Max Volume Rule is - 1500

This means that for you to qualify as an Ace... you can only use 1500 QV from your Personal Volume for qualification purposes. (In other words... you can't buy your qualification)

If you sponsored one IBO... and all your volume was coming from this one IBO and/or his group... the Max Vol Rule would kick in at 1500 from his volume... stopping you from being able to qualify only from his efforts alone.

You need to sponsor other IBOs for stability... so your volume comes from several places. This stops IBOs from having businesses dependent on one leg.

Notice how the Max Vol Rule amount increases as your rank/level increases.

Requirements	IBO	STAR	STAR PRIME	STAR ELITE	ACE	ACE PRIME	ACE ELITE	ACE ROYAL 1 st Generation	HERO	HERO ELITE	HERO ROYAL	ICON	ICON ELITE	ICON ROYAL
PV	ENROLL	200	300	400	500	600	700	800	800	800	800	800	800	800
DV		500	1,000	1,800	3,000	5,000	7,000	10,000	18,000	36,000	90,000	225,000	600,00	1,650,000
Max. Vol. Rule				900	1,500	2,500	3,500	5,000	9,000	18,000	45,000	112,500	300,000	825,000
Structure					1 Builder Leg (BL)	2 BL	3 BL	4 BL	3 BL +1 ACE Royal + Leg (Total of 4 legs)	2 BL + 2 ACE Royal + Legs (Total of 4 legs)	1 BL + 3 ACE Royal + Legs (Total of 4 legs)	3 ACE Royal+ Legs + 2 HERO+ Legs NewGenQ (Total of 5 legs)	3 ACE Royal+ Legs + 2 HERO E+ Legs NewGenQ (Total of 5 legs)	3 ACE Royal+ Legs + 2 HERO R+ Legs NewGenQ (Total of 5 legs)

Check Match

Check match gives you the opportunity to be rewarded additionally for the success of your business builders... by actually receiving a matched percentage of their incomes.

Check Match is paid on **Generations** (IBOs who are Ace Royal in qualification or above)

- it pays up to six generations in depth
- it starts when you reach the level of Hero or above

The diagram illustrates the Check Match structure across different ranks. It shows a progression from Ace Elite or Lower to Icon Royal, with corresponding Check Match percentages, paid-as titles, generation depths, and per-match caps. Arrows indicate the progression from lower ranks to higher ones.

			Hero	Hero Elite	Hero Royal	Icon	Icon Elite	Icon Royal
Check Match %	10%	15%	18%	20%	22%	25%	27%	30%
Paid-as Title of Pay on IBO	ACE ELITE OR LOWER (Career Title Ace Royal+)	ACE ROYAL	HERO	HERO E	HERO R	ICON	ICON E	ICON R
Generation Depth			1	2	3	4	5	6
Per Match Cap			\$1,300	\$2,600	\$3,900	\$5,200	\$6,500	\$7,800
YOUR PAID-AS TITLE			HERO	HERO E	HERO R	ICON	ICONE	ICON R

Notice the numbers to the right of where it says **Generation Depth**. These numbers represent how many generations deep that you will earn Check Match. The higher your rank/level, the more Generations in depth you are paid.

Note: You can only earn the percentage that goes with your rank/level.

Example: You will notice in the diagram above that if you were a Hero, you would earn 18% on another qualifying Hero. If you had a Hero Elite in your group, you would remain earning 18% unless you were also a Hero Elite or above. In that case you would earn 20% from them and goes as high as 30% at the level of Icon Royal.

Turbo Infinity Bonus

This bonus pays you a percentage of the volume from every person in your organization... no matter how many levels depth they are.

This is a very unique bonus as there are no qualifications other than qualifying as Hero or above to receive it.

Note: The infinity bonus starts paying you on your 6th level... as the Unilevel bonus pays you on levels 1 – 5.

TURBO INFINITY BONUS (3% COMPANY CV CAP)

HERO	HERO ELITE	HERO ROYAL	ICON	ICON ELITE	ICON ROYAL
0.5%	0.5%	0.5%	0.5%	0.5%	1%
Infinitely deep	Infinitely deep	Infinitely deep	Infinitely deep	Infinitely deep	Infinitely deep

Getting started and other bonuses

Step 1 – Share the products

Get your **(PV)** Personal Volume to 500 or higher... as soon as possible so you can qualify to start earning commissions on your PV.

Whether you are just getting started for the first time or getting started over, I highly suggest that you sponsor a minimum of 5 - 10 IBOs in the beginning... and keep sponsoring until you have IBOs calling and asking for your help... and keeping you busy.

Use systems, which allow your IBOs and Customers to be as independent as possible. Once they become independent, sponsor more to keep the momentum up. There is nothing more exciting than new people.

Step 2 – Fast Start Bonus

For your **first three months**, you earn an **additional 5% bonus** from the personal orders of the **new Independent Business Owners (IBO)s** you personally sponsor. This is for the month they enroll and the three following months.

Step 3 – Become a Star Elite

On the chart on page 3 of this document, you can see the levels/ranks for Sunrider's marketing plan. When you become a **Star Elite**... within your **first three months** (from purchasing your Starter Pack), you will earn the **Star Elite Advancement Bonus** of \$130 CDN. The time period is determined this way- the rest of the enrolling month... plus three full months. Your sponsor will also receive this bonus... as long as he or she is at the same level or higher.

There is another **Advancement Bonus** at the level of **Ace Royal** for \$650 CDN for both you and your sponsor. There is no time limit on Ace Royal Achievement Bonus.

Step 4 – Develop Your Team

People are looking for what Sunrider offers

- If you are sharing the products and explaining the business properly
- If you are treating this business like a business
- If you are having some fun

People will want to be in business with you!

For more information on the compensation plan, contact your upline.

Feel free to contact me if you have any questions.

Sincerely

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