

Understanding Sunrider's Marketing Plan - Getting Started

Understanding CV and QV

QV – (Qualifying Volume) close to the US dollar amount of a product

QV is the amount calculated on each Sunrider product which is the same in every country. It is the amount used for qualification purposes and necessary for the new global marketing plan.

Note: The number used in 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) consists of the orders from:

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

(PV) Personal Volume Commissions

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

Retail Commissions

10% retail is paid to you from your Customer's orders

5% retail is paid to you from your Preferred Customer's orders

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

Customers	- 2000
Preferred Customers	- 2000
Your orders	- <u>1000</u>
Total PV	- 5000

How would you calculate this?

Retail - Customers purchased - 2000 x 10%	= \$200
Retail - Preferred Customers purchased - 2000 x 5%	= \$100
PV Commissions - 5000 x 15%	= \$750
Total Income from PV	= \$1050

DV (Down-line Volume)

So far we have only talked about the volume from your orders, your Customers, and your Preferred Customers. Now let's look at the volume from the Independent Business Owners (IBO)s that you sponsor and indirectly sponsor.

(DV) Down-line volume is **(all Volume)** and includes PV

- Does it include Customers... Yes
- What about my personal orders... Yes
- How about Aunt Mary's order on my third level from Ohio... Yes

Getting Started

Step 1 – Share the products

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

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

One the chart on page 4, you will 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!

A) Unilevel Commissions

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

Things to know about a Unilevel Plan

- You can sponsor as many new IBOs on your first level as you wish
- The commissions pay on five levels in depth (other bonuses kick in after that, that pay to infinity)
- No one breaks away
- You are paid on all volume

On the chart on the next page... look at 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 together)

A **Star Prime** would earn:

-7% from their **1st level IBOs** under **Unilevel Commission Percentages**

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

The requirement for the next level... **Star Elite** is: - **400 PV**
- **1800 DV**

Qualifying as a Star Elite would allow you to earn commissions on 2 levels 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

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.

GROWING YOUR BUSINESS

Share your passion and knowledge with your team to build a robust, sustainable business.

DEVELOPING YOUR LEADERS

By inspiring and guiding rising stars to success, you reap the rewards of helping others. That's extraordinary.

MAXIMIZING YOUR POTENTIAL

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 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 how the level of **Ace** requires **one Builder Leg**, **Ace Prime** requires two... and so on.

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

What if the IBO makes the whole 1000 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 benefit from the top one. 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**.

For the level of **Ace**, 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 from your PV or the Max Volume rule kicks in.

If you sponsored an IBO and most of your volume was coming from them alone to qualify... the Max Vol Rule would kick in at 1500 from their volume.

In others words... you need to sponsor other IBOs for stability.

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
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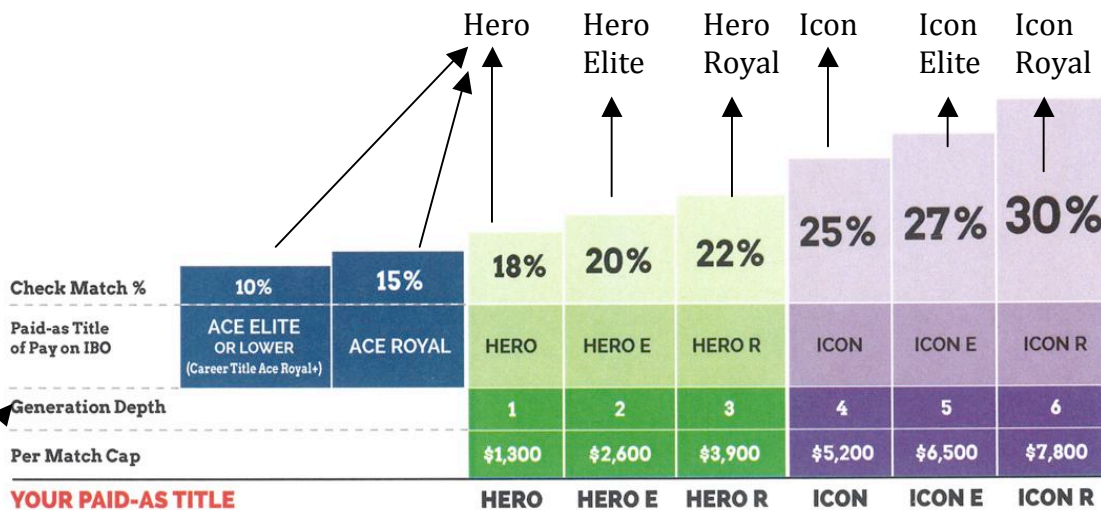
B) Check Match

Check match is 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** (Ace Royal and above)

-Up to six levels deep

-Starts when you reach the level of Hero or above



Notice the numbers beside **Generation Depth**. These numbers represent how many generations deep that you will earn Check Match. The higher your rank/level, the more Generations you are paid on.

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

Example: You will notice in the diagram above that a Hero would earn 18% on another Hero. If they had a Hero Royal in their group, they would only earn the higher amount of 22%, if they too qualified as a Hero Royal. Otherwise, they would remain earning 18%.

C) Turbo Infinity Bonus

This bonus pays you a percentage of the volume from every person... no matter how many levels deep they are in your organization. It starts when you reach the level of Hero or above.

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

There are other bonuses but this covers the main ones.

Getting Started

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 people in the beginning... and keep sponsoring until your have IBOs calling and asking for your help... and keeping you busy.

Use systems which allows 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.

For more information on the compensation plan, go to www.fortuneandelight.com, click on "Build a Business" and watch the short four part video series- "The Sunrider Opportunity and New Compensation Plan".

Sunrider also has many videos on this subject in the Sunrider University.

Feel free to contact me if you have any questions.

Sincerely

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