









Properly positioning the approved provider

Approved Providers (APs) provide optional, value-added training, education, and motivation to Independent Business Owners (IBOs) to support them in building their Amway™ businesses. The growth of an IBO's business is based on many factors; however, an AP cannot guarantee growth.


Do

-  Always make it clear that the role of the AP is to provide optional training, education, and motivation to support IBOs in growing their Amway businesses, to support IBOs in growing their Amway businesses, in part through product sales to Customers.
-  Avoid directly or indirectly collecting revenue of any kind from, IBOs in their first contract year.
-  Refer to materials provided by an AP as “Business Support Materials” (BSM) as defined in Rule 7 of the Rules of Conduct.
-  Disclose the relationship between you and the AP and Amway when making endorsements of Amway products.
-  Make it clear that participation with an AP and purchase of BSM are optional.
-  Make it clear that with participation in an AP is not a guarantee of success.
-  Share stories about the role of training and education in your personal growth and how it relates to the growth of an Amway business.
-  Clearly position and separate the purchase of AP-provided products, services and support from the cost of renewing an Amway business.

Why?

- AP participation is optional and IBOs can choose what makes the most sense for them and their businesses.
 - Transparency builds trust.
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Don't

-  Directly or indirectly sell BSM or collect revenue of any kind from IBOs in their first contract year.
-  State or imply that the AP is the only source of education, training or support available to help IBOs grow their business.
-  State or imply that Amway or the AP offers a mentoring business, mentoring opportunity, marriage counseling, spiritual counseling, financial counseling or life coaching.
-  Equate participation in the AP or purchasing BSM to a college degree or college education.
-  Conceal your relationship with Amway or with an AP.
-  Conceal that you have a financial interest in the promotion and sale of BSM.
-  Encourage or require IBOs, as a condition of receiving assistance building their business, to purchase a specific amount of Amway or non-Amway products or services or maintain a specified inventory of Amway or non-Amway products or services (see Rule 5.9).
-  Require an IBO or prospect to budget or reserve funds for future purchase of BSM as a condition of being supported or sponsored.
-  Suggest that an IBO must follow all the steps of the AP's system or purchase all recommended BSM to succeed in the Amway business.
-  Present the purchase of BSM as an investment that will result in achieving a certain pin level or gaining a higher income or otherwise expected to result in financial gain.
-  Guarantee a specific result.
-  Encourage IBOs to be financially irresponsible with business-related expenses.
-  Share stories of financially irresponsible decisions to encourage purchase of BSM or attend an event.
-  Group or bundle the cost of any type of BSM or AP-provided products, services or support with the cost of renewing an Amway business.

Why not?

- These are not accurate descriptions of the role of the AP.
- AP participation and purchase of BSM is optional and IBOs should make financially responsible decisions for their business.
- Bundling optional items with the cost of the Amway renewal could be confusing or misleading.

Resources:

Quality Assurance Standards, Content Standards, Section VIII: amway.com/qas | amway.ca/qas | amway.com.do/qas

Amway Business Reference Guide: amway.com/brg | amway.ca/brg | amway.com.do/brg

Amway Business Conduct and Rules Department: bcr@amway.com

Amway Business Support Materials Administration: bsm@amway.com

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