Selling to customers

IBO success depends on selling products to customers and, if they choose, building sales teams.

Do

- Sell your favorite Amway™ products to retail customers.
- Make Verified Customer Sales (VCS) when customers purchase directly from Amway through an Amway channel.
- Make VCS out of inventory by reporting sales through the Create a Receipt tool.
- Encourage customers to register for an Amway ID on the Amway website or shop from your MyShop Digital Storefront so VCS are automatically captured.
- Report all customer sales, not just the minimum 50 PV required by Rule 4.13.
- When sharing the Amway IBO Compensation Plan with prospects, always discuss the importance of selling products to customers.

Why?

- Product sales to customers is the foundation of the Amway business.
- VCS are required for Amway IBO Compensation Plan income and participation in all discretionary incentives.
- Customer sales are required in order to be an IBO and failure to comply with VCS requirement will result in the termination of your IBO contract with Amway.

Don't

- Limit reporting of customer sales to the 50 PV required by Rule 4.13.

Why not?

Complete and accurate reporting of all customer sales helps track progress over time and minimizes the risk of errors that could lead to ineligibility for participation in Amway IBO Compensation Plan income and discretionary incentives and promotions.

Resources:

Amway Business Reference Guide: amway.com/brg | amway.ca/brg | amway.com.do/brg.
Amway Business Conduct and Rules Department: bcr@amway.com.
IBOAI®*: www.iboai.com.

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