Business support materials and other support for your business

You're in business for yourself, but not by yourself. Training and support are available to New IBOs, and also throughout the journey of growing your business.

Business Support Materials (BSM) offer optional training and motivation. The use of BSM, including attendance at meetings, may help you reach your goals.

Do

- Share with prospects the variety of support provided by you, your upline and Amway™.
- Ensure the tools and teachings you offer are impacting the Amway business and the businesses of IBOs in a meaningful way.
- Only sell BSM to other IBOs in accordance with the Rules of Conduct and Quality Assurance Standards.
- Refrain from selling BSM to, or collecting revenue of any kind from IBOs in their first contract year.
- Carefully review Rule 7 of the Rules of Conduct for more information about the creation, promotion, use and sale of BSM.
- Make it clear that the use of BSM does not guarantee success – building a successful and sustainable business requires consistent time and effort.
- IBOs who choose to purchase BSM must ensure the quantity and cost of BSM are reasonably related to sales volume and profits of the purchaser's IB.
- Promptly communicate to Amway and your upline any changes or updates to your personal or business information to ensure you do not miss any important communications.

Why?

- Knowing support is available can build confidence in prospects so they can see themselves as successful business owners.
- Different types of support may matter to different prospects, depending on their preferences and needs.
- What works for one person may or may not work for another.

Don't

- State or imply that the use of BSM will guarantee success.
- Pressure other IBOs to purchase BSM.

Why not?

- Purchase of BSM does not guarantee success.
- Purchase of BSM is optional and each IBO must choose the type of support that is best for their business, taking into account cost.

Available support

- **Team and Upline** – someone who has been in your shoes and knows what it takes to build an Amway business.
- **Approved Providers** – offer optional training and motivation.
- **Quality Products** – a wide range of products designed, developed and manufactured by Amway for you to sell and use.
- **Amway-provided Education** – online and in-person training resources to teach you how to make money, sell products and other business essentials, all included at no additional cost.
- **MyShop Digital Storefront** – customizable website to help facilitate customer sales.
- **Mobile Apps** – track your business from your phone or tablet.
- **Customer Service** – ready to answer questions you or your customers have about orders.
- **Amway employees** – a team whose job is to help IBOs.
- **The Independent Business Owners Association International, Inc.®* ("IBOAI")** – an advocacy organization for North American Independent Business Owners.

Rule 7 requires:

- Buyers of BSM are entitled to 180-day refund period from the purchase of BSM if they are not satisfied with it.
- Tickets to functions have a 30-day satisfaction guarantee on the purchase price of the ticket, but the purchaser of ticket must attend to elect the 30-day satisfaction guarantee refund.

Resources:

Quality Assurance Standards Content Standards, Section I: www.amway.com/qas | www.amway.ca/qas | www.amway.com.do/qas
Amway Business Reference Guide: www.amway.com/brg | www.amway.ca/brg | www.amway.com.do/brg
Amway Business Conduct and Rules Department: bcr@amway.com
IBOAI: www.iboai.com

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