






Hi everyone

Let's talk about one of the most important parts of our business the marketing plan and




The Steps to Success, you will discover shortly how by moving up the ladder in Herbalife your income can increase quite rapidly!



The Marketing Plan

As Herbalife Distributors we can earn income by :

1. Developing a Customer Base
(Retail Profit)
2. Teaching others how to develop a Customer Base
(Leads to Wholesale Profit, Royalties and Bonuses)

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This business is very simple, there are really only two main things that we do.

Generate retail profits by developing a customer base – customers who buy from us month after month after month – Lifetime customers.

And secondly – building a team of people who want to do the same.

We are now going to look at the marketing plan in more detail – so that you know how to maximise the amount of money you are earning from your business with as little time and effort as possible.

Retailing Profit

<div style="border: 1px solid black; background-color: #e6f2e6; padding: 5px; margin-bottom: 10px;"> <p>Discount Level 1: Buy IBP and become Distributor</p> <p>25% Discount (based on \$100 sale)</p> <p>Profits = \$25</p> </div> <div style="border: 1px solid black; background-color: #fff9c4; padding: 5px;"> <p>Discount Level 3: Purchase 1,000 VPs and become A Success Builder</p> <p>42% Discount (until End of Month) (based on \$100 sale)</p> <p>Profits = \$42</p> </div>	<div style="border: 1px solid black; background-color: #e6f2ff; padding: 5px; margin-bottom: 10px;"> <p>Discount Level 2: Achieve/purchase 500 VPs and become a Senior Consultant</p> <p>35% Discount (permanent) (based on \$100 sale)</p> <p>Profits = \$35</p> </div> <div style="text-align: center; margin-top: 20px;">  <p>Next Step</p> </div>
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Let's talk first about retailing profit

This occurs when you are developing your customer base.

You can attract a different profit margin depending on where you are positioned in the marketing plan, the higher your volume points are the higher the discount that you will get from the company.

What is a Volume point? it is an international measuring way for the company to count the products we purchase and accumulate every month, instead of counting in all the different currencies from all over the world, makes sense?

So let's take a look

(Go over the slides)

Retailing Profit

Discount Level 4:
Achieve 2,500VPs over 1-3 Months
and become
A Qualified Producer

42% Discount (Permanent*)
(based on \$100 sale)

Profits = **\$42**

Discount Level 5:
Become a Supervisor


50% Discount (Permanent*)
(based on \$100 sale)

Profits = **\$50**



HOW?

* Permanent = Herbalife Fiscal Year

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Go over the slides

Now how do we get there and beyond , let's go over this step by step

Wholesale Profit

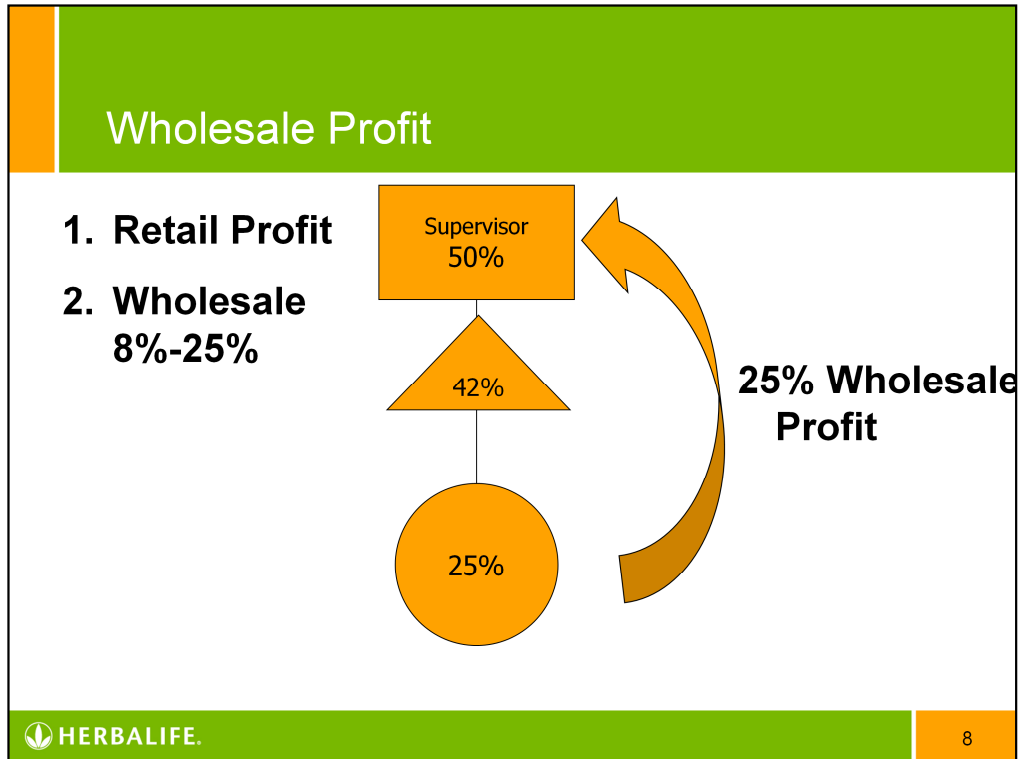
As Herbalife Distributors we can earn income by :

1. **Developing a Customer Base**
(Retail Profit)
2. **Teaching others how to develop a Customer Base**
(Leads to Wholesale Profit, Royalties and Bonuses)

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We have covered the profit we can earn from developing a customer base. Now let's talk about the other areas of income that can take place when you start teaching others to do what you do.

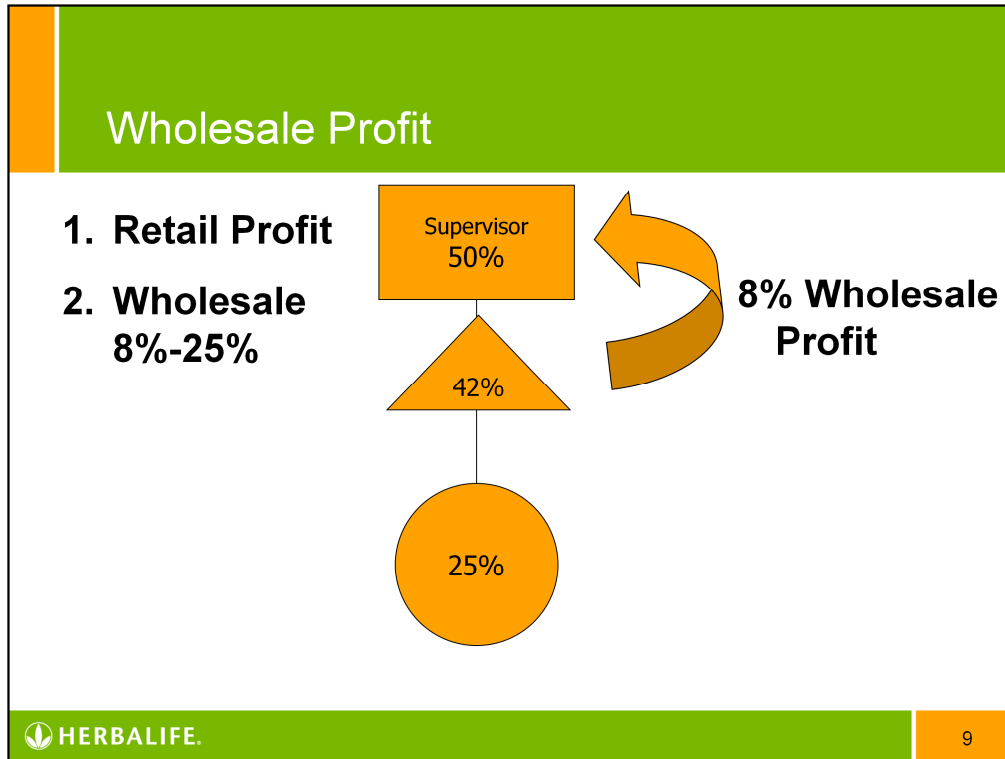


As soon as you become a distributor, not only can you develop a customer base and earn Retail profit, but you can also attract other distributors that can lead to Wholesale profits.

Wholesale Profit is the difference between your discount and your distributor's discount.

For example, as a Supervisor, you are at 50% discount and if you have a consultant at 25% - your wholesale profit is 25%

The more distributors you have, the better it gets!



Or, as a Supervisor, you are at 50% discount and if you have a Success Builder at 42% - your wholesale profit is 8%

Royalties

1. Retail Profit

2. Wholesale
8%-25%

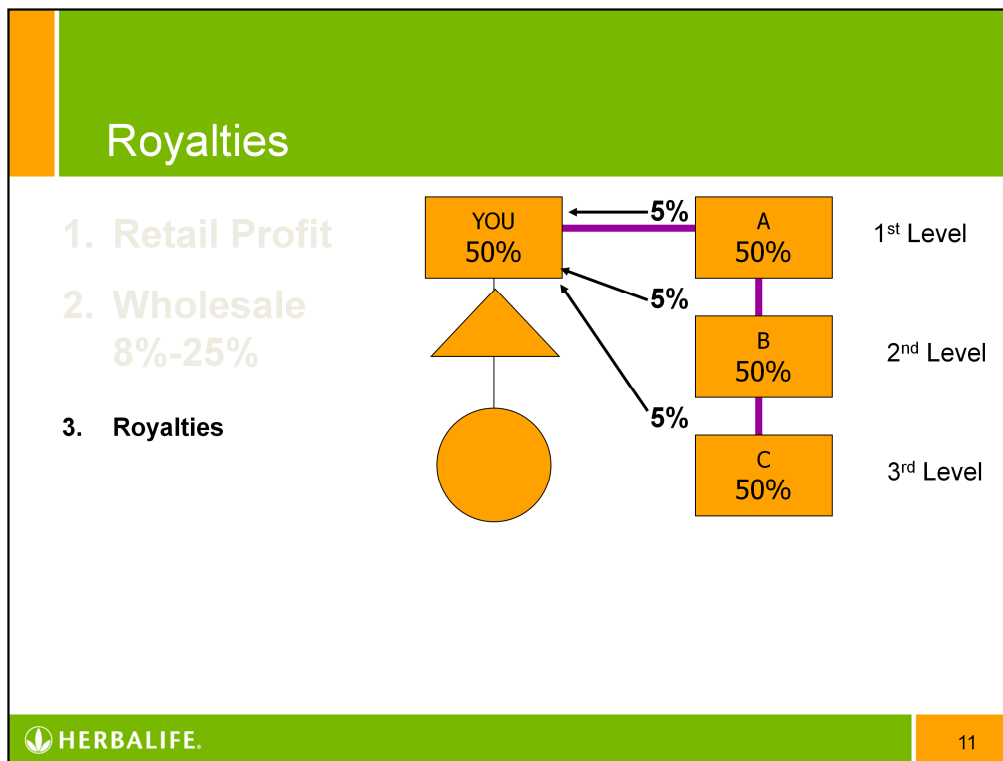
3. Royalties

The diagram illustrates the flow of royalties. At the bottom is a circle labeled '25%'. A vertical line connects it to a triangle labeled '42%'. Another vertical line connects the triangle to a box labeled 'Supervisor 50%'. A horizontal purple line connects the 'Supervisor 50%' box to a box labeled 'A 50%'. A thick black arrow points from the '25%' circle directly to the 'A 50%' box.

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What happens when one of your distributors becomes a Supervisor?

As you are both at the 50% Discount level, there is no wholesale profit.



Herbalife now pays you Royalties on the production of your Supervisors.

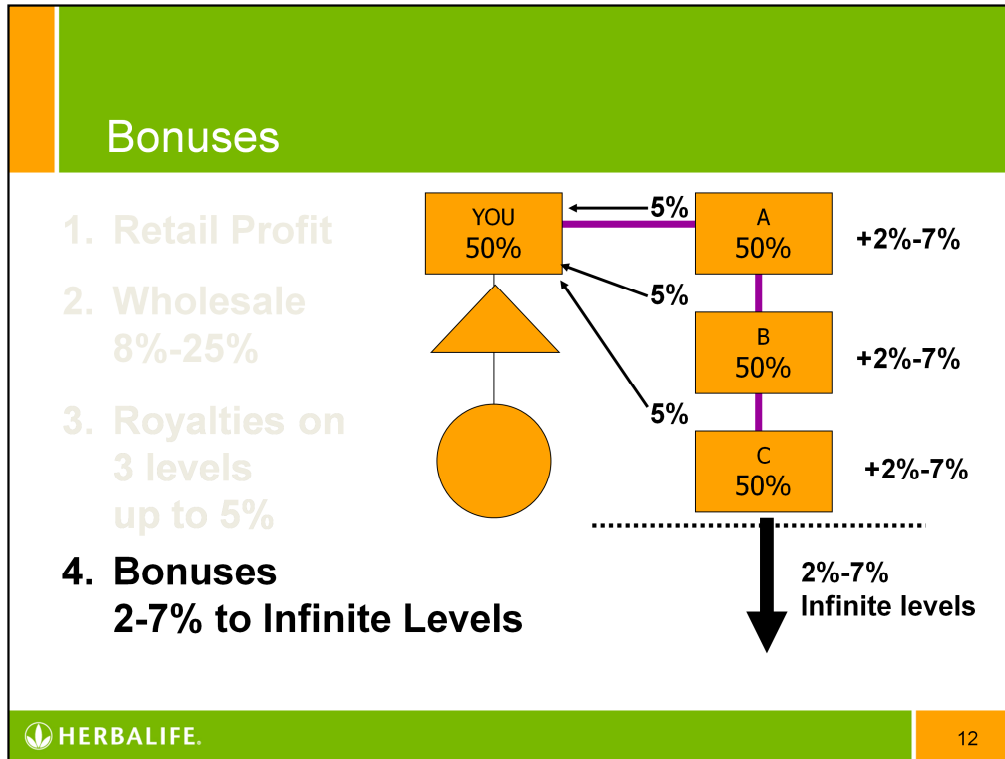
You get 5% of all the volume of your First Level Supervisors

Now – If that supervisor also has a distributor – that becomes a supervisor...

You also earn 5% on your Second Level of Supervisors

And.. – If that supervisor also has a distributor – that becomes a supervisor...

You also earn 5% on your Third Level of Supervisors



As your royalties grow, you can also earn Bonuses of between 2 and 7 percent.

That is an additional 2% to 7% on top of the 5% Royalties for three levels of supervisor.

But wait, there is more! – The Bonuses do not stop at 3 levels like the Royalties. They go on for Infinite levels.

So, for levels 4, 5, 6 and so on, you are earning between 2%-7%

Becoming a Supervisor

Benefits:



Earn a 50% Retail Profit

Earn up to 25% Wholesale Profit

→ Royalty-Income!

There are three ways to qualify as a supervisor:

- One-Month 4000 VP Qualification ...or
- Two-Month 2500 VP Qualification.....or
- 3 – 12 Months Accumulated 5000 VP Qualification

So clearly the benefits of being a Supervisor at a glance are 50% retail profit and up to 25 % wholesale profit plus Royalty income

And there are 2 ways to get there

Go over slide


Becoming a Supervisor

Different Ways to Do it

1. On your Own

- a) Place a single order for 4000 VPs at 42%
- b) Place a Success Builder order - 1000 VPs at 42%
Accumulate 3000 VPs throughout the month
- c) Retail your way to one order at a time
(4000 1 month, 2500 x 2 months, 5000 VPs over 3-12 months)

d) In a Team...

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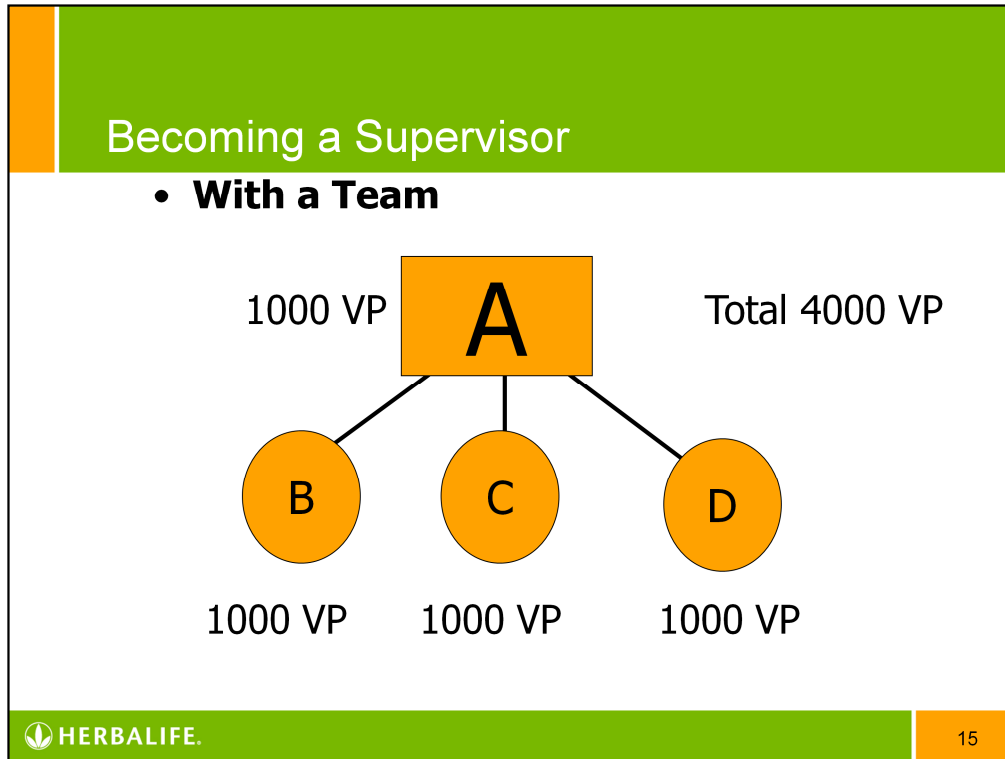
You can do it on your own, by accumulating 4000 Vps in a single calendar month. You could do this by selling an order, getting another one from Herbalife, selling that, making another order and so on.. That's a lot of visits to Herbalife to pick up orders, but it can be done – and has been done.

One of the most popular methods is simply to place single order for 4000 Volume Points at 42% discount.

There is also a cost effective method by making a 1000 Volume point Success Builder order at 42% at the start of the month. Retail the order throughout the month and reinvest the money you earn back into 3000 Volume points of product at the end of the month.

If you can't manage to achieve the two fastest Supervisor Qualifications, you can still qualify as Supervisor by accumulating 5000 Volume Points over a period of up to 12 months. As soon as you reach 5000 Volume Points, you are a Supervisor the next month. Note – All Volume MUST be purchased direct from Herbalife.

But you can also do it using the power of a team of people. This is a team business after all!



Let's say you have a team of 3 distributors who have joined you in the business.

Each of you purchases a Success Builder Order of 1000 Volume Points in the same month.

As they are all distributors, their volume "Rises" to become Your Volume too. This means that you have 1000 volume points of your own plus 3000 Volume points from them – that totals 4000 Volume points – which qualifies YOU as Supervisor.

The actual numbers don't matter – they don't have to be 1000 each - as long as they total to 4000 or more Volume Points.

Becoming a Supervisor

- Syndicate Method

```

graph TD
    A[A] --- B[B]
    A --- A_L[2500 VP]
    A --- A_R[1000 VP]
    B --- B_L[2500 VP]
    B --- B_R[4000 VP]
    B --- Total[Total 5000 VP]
    
```

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The second most popular method is actually quite simple.

Working as a syndicate or what some may call the “buddy method” , this is where more than one distributor in a line can all become supervisors at the same time with a reduced Volume point qualification for each person.

As long as the Herbalife computer sees Distributor B ordering 4000 Volume Points and Each Distributor above them in the syndicate ordering an additional 1000 Volume points, Everybody becomes a Supervisor.

In this example, Distributor B orders 4000 VP and Distributor A orders 1000 VPs. Making a grand total of 5000 VPs. Of course, if the members of the syndicate are friends, and want help each other the usual arrangement would be for of A, and B to order 2500 VPs each and they both become supervisors at the same time with equal shares!

Don't worry about the details, your Sponsor will sort those out for you if you need help!

The Important question here to ask yourself is , who do you know?

Becoming a Supervisor

- Syndicate Method

```

graph TD
    A[A] --- B[B]
    B --- C[C]
    A --- A_L[2000 VP]
    A --- A_R[1000 VP]
    B --- B_L[2000 VP]
    B --- B_R[1000 VP]
    C --- C_L[2000 VP]
    C --- C_R[4000 VP]
    C --- C_R2[Total 6000 VP]
    
```

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Let's look at the example when we have 3 people in a line – Once again, We need 4000 Volume Points at the bottom plus 1000 for each extra distributor above them – This equals 6000 VPs – which could be 2000 VPs each.

You can obviously have more people in the line – all you need to do is for each person to add an extra 1000 Volume Points. – And ALL become Supervisors at the same time.

[Who is a Supervisor in the room? – raise your hands


How did you become a Supervisor?

Get a couple of stories from the room to validate.



Why Become a Supervisor?

- A. Take full Advantage of the Marketing Plan having access to ALL areas of income
- B. Set a good example for your future Distributors
- C. Qualify for special Supervisor Schools

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That's HOW you get to Supervisor, but why would you?

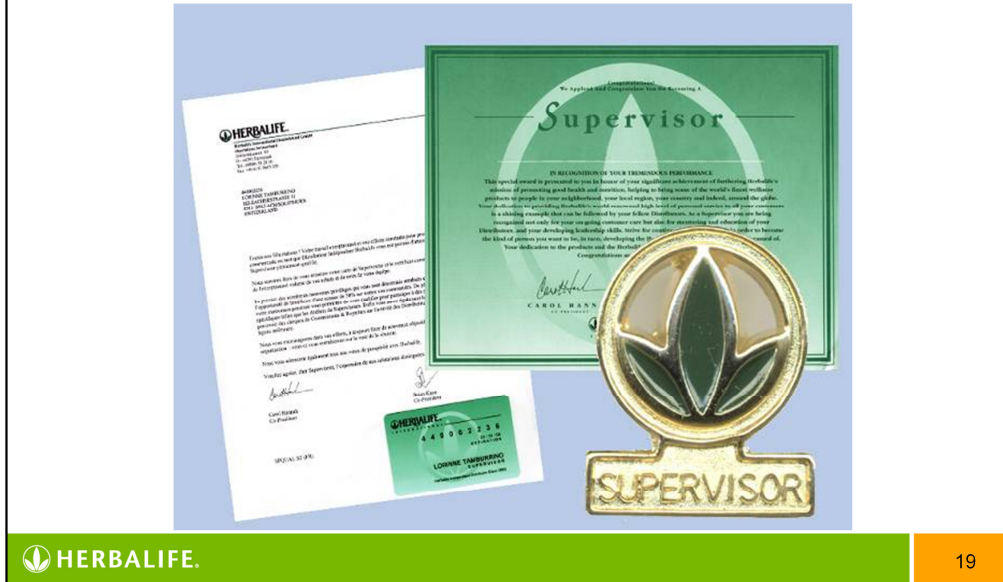
Well, we saw the benefit in the retail scenario – Twice the profit for the same amount of work. But also, when you are a Supervisor, the other income streams of the marketing plan begin to open up for you – Royalties, Bonuses etc.

Secondly, By getting to Supervisor as soon as you possibly can, you set an example for your distributors to do the same. By being committed to the business yourself, your distributors are more likely to be equally as committed and enthusiastic. Isn't that something we all want?

Thirdly, you can qualify for special schools and classes only open to Supervisors like the one we have coming up next month where you learn how to make your business grow even faster!

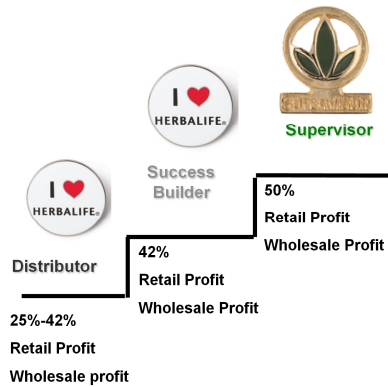
There are lots of good reasons to become Supervisor – evidently, if you are not a supervisor yet, you want to get there as soon as you possibly can.

Fully Qualified Supervisor



Apart from all the Benefits after you complete your qualification you will get a beautiful Pin and a certificate

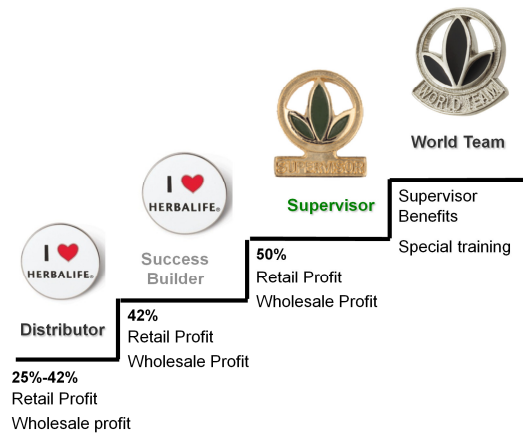
Steps to Success



It is all pretty Exciting, isn't it?

So , so far we've covered how to go from distributor to Supervisor, from here on we can start climbing the ladder of Success to New levels

Steps to Success



The Next level up is WORLD TEAM this will qualify you for more recognition and Leadership level training

World Team



How to Qualify:

- 2,500 Total Volume Points in four consecutive months
- or
- 10,000 Total Volume Points in one month
- or
- 500 Royalty Points in one month

This is how you can qualify
Go over slide

Qualified World Team



And of course you will get a beautiful Pin and a certificate plus a very nice World Team Journal



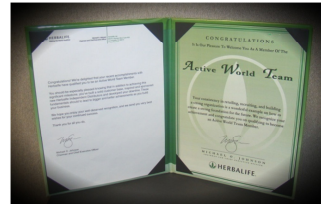
2011 Active World Team

Award: Certificate and AWT pin

Period : 10~2010/12-2011

How to Qualify :

- **2,500 Total Volume Points in four consecutive months AND**
- **10,000 Total Volume Points in one month AND**
- **500 Royalty Points in one month**



The Next level up is ACTIVE WORLD TEAM , and this is very exciting because you are now half way to the Global Expansion team where the infinite bonus are.

To qualify you simply need to (go over slide)

So you are now developing all 3 basic skills: you are retailing , recruiting and teaching your distributors how to grow like you!



2011 Active World Team

Extra Bonus : USD\$ 500

First-time Bonus qualifiers receive
USD **\$500**, plus stage **recognition**
at next regional event



On top of your pin and certificate you will also qualify for a one of US\$500 bonus!

DUPLICATION

**It's all about Duplicating yourself
effectively!**

In order to get to the Active world Team and beyond you need to start duplicating yourself effectively, all you need to do to get to the Next levels is to **keep doing more** of what got you to the AWT!

DUPLICATION

Why duplicate ourselves:

- You can't do everything by yourself!
- **Other people's:**
 - **Time**
 - **Contacts**
 - **Talents**
 - **Experience**
 - **Skills**



So let's talk about Duplication for a moment here:

Why duplicate ourselves, this is simply called leverage.

- When you duplicate yourself you attract other people's **Time, Contacts Talents Experience & Skills**

This is where your business can go into new territories you could not go to on your own or even expand to different countries where your business could grow!

DUPLICATION

- Tell, Show, Try, Do
- Duplication by Example
- You duplicate the actions, decisions and steps that you take.
- Lead with conviction.
- Committed people attract committed people.



It is all about leading by example and teaching others effectively

GO OVER SLIDE

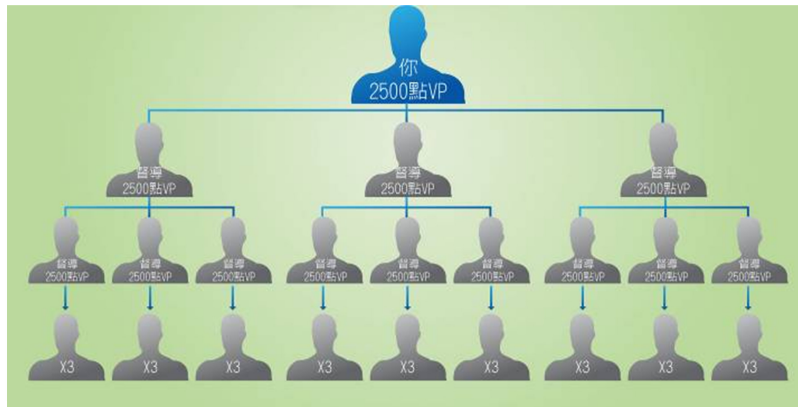
DUPLICATION

- Helping others grow!



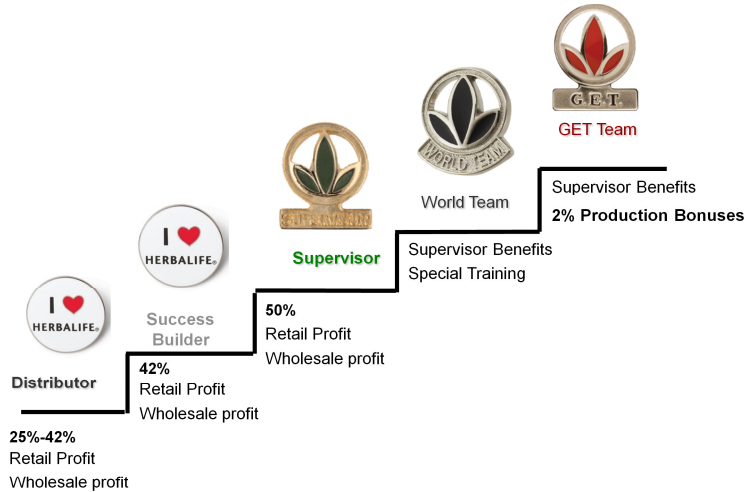
This is a business of Helping people climb and grow with you, so we all can benefit from all that Herbalife has to offer, isn't that fantastic?!

Power of Duplication



Let's look at what the power of duplication can do when you have a team of Supervisors producing 2,500vp each

Steps to Success



This is when we start tapping into the TAB team levels where the Production Bonuses get paid.

TAB means Top Achiever Business

Global Expansion Team



How to qualify :

Achieve 1,000 Royalty Points each month in 3 consecutive months.

Production Bonus : 2%

READ the slide

Power of Duplication

Example :



$$2,500VP \times 14 \text{ Supervisors} = 35,000vp$$

This is a great example when you find 2 people to duplicate what you do and they do the same.

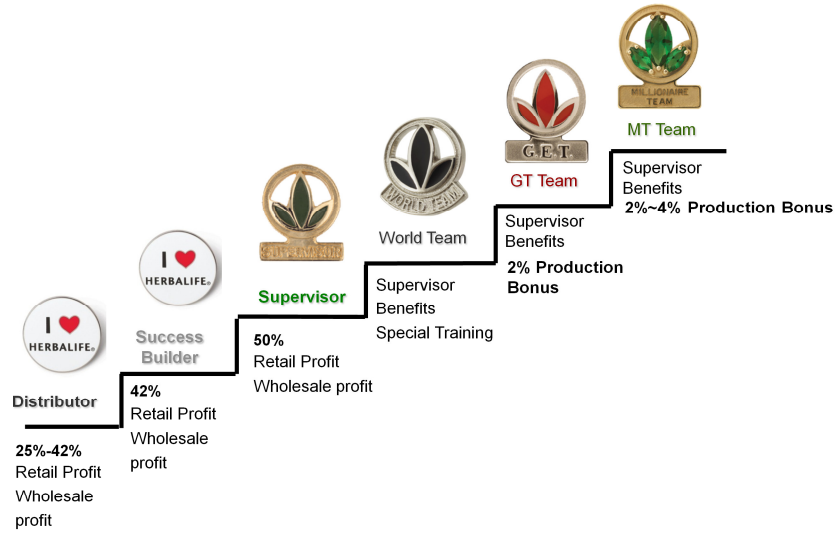
Read the slide's results

Global Expansion Team



And you get a beautiful plaque and pin

Steps to Success



How about the Next Step – The Millionaire team

Millionaire Team



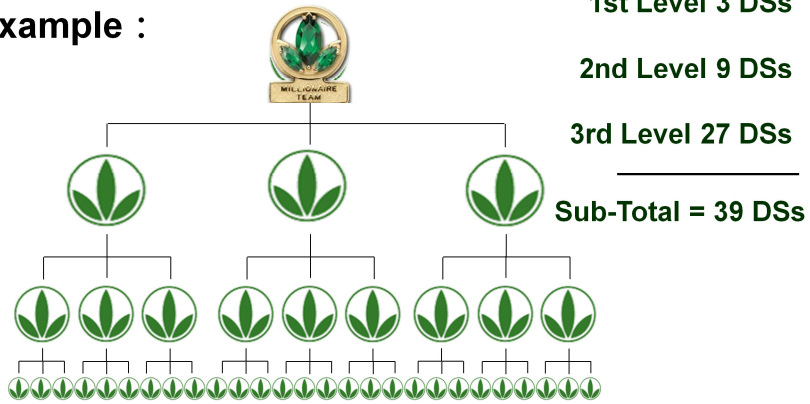
How to qualify:
Achieve 4,000 Royalty Points each month
in 3 consecutive months.

Production Bonus : 2%~4%

Read slide

Power of Duplication

Example :



$$2,500vp \times 39 \text{ Supervisors} = 97,500vp$$

This is a great example when you find 3 people to duplicate what you do and they do the same.

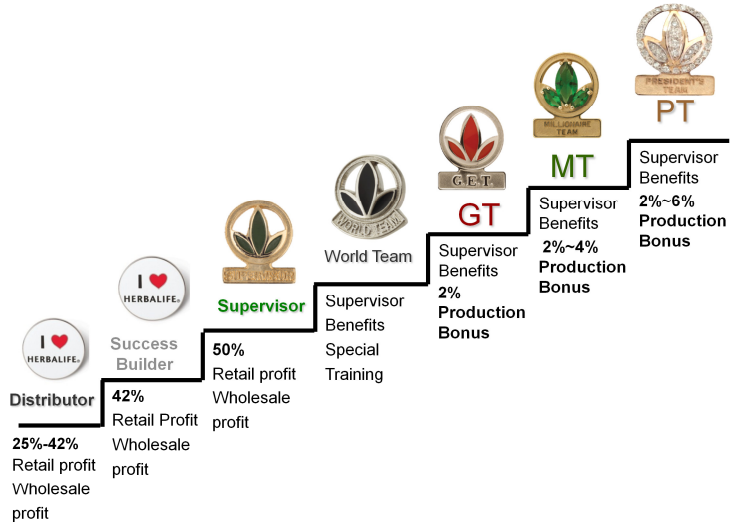
Read the slide's results

Millionaire Team



And you get a beautiful plaque and emerald pin

Steps to Success



President's Team



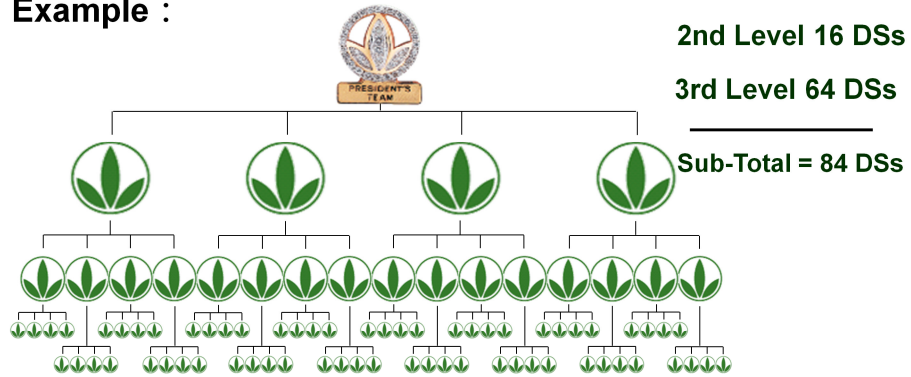
How to qualify:

Achieve 10,000 Royalty Points each month in 3 consecutive months.

Production Bonus : 4%~6%

Power of Duplication

Example :



$$2,500vp \times 84 \text{ Supervisors} = 210,000 \text{ VP}$$

This is a great example when you find 4 people to duplicate what you do and they do the same.

Read the slide's results

President's Team



And you get a beautiful plaque and diamond pin!

Extra Benefits

Along the way you will also qualify for:

- FANTASTIC VACATIONS!
- Special Trainings Nationally and Internationally
- Plus
- You will get to mix and mingle with the all the Elite Herbalife distributors from all over the world!



Apart from all the benefits and income growth that you will have throughout your journey with Herbalife, you will also be able to qualify for incredible Vacations in the most exotic places in the world and you will also be able to attend more advanced training nationally and internationally, and this is something we all appreciate because every time you move up the ladder you need to learn new skills that can help you grow and get to the next level, and that's very exciting.

This brings me to the end of my section.

And now to talk about the up coming events and promotions let me bring up to the stage....

