

Marketing Plan



Herbalife 'Volume Points' & Price List



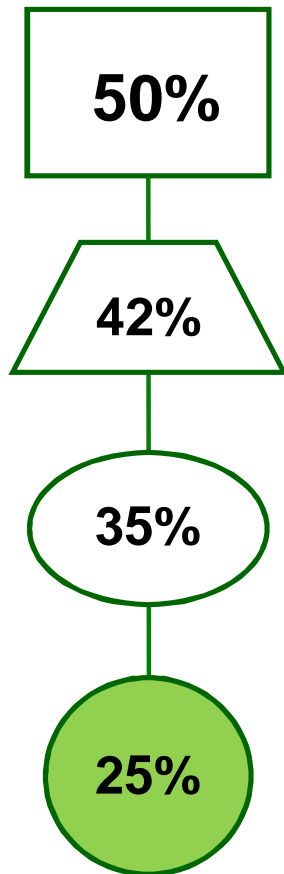
Herbalife
**Universal currency =
 'Volume Point'**

Herbalife 'Volume Point' per product = the same in all countries

Code	Product Name	Qty	VP	Cust Price	Sliding Scale			
					25%	35%	42%	50%
					0-499	500pts	1000pts	4000pts
0141	Nutritional Shake Mix F1- Vanilla	1	23.95	314	249	221	201	178
3114	Fibre & Herbs	1	9.00	131	104	92	84	74
3122	F2 Multivitamin Complex	1	10.00	146	115	102	93	83

Understanding the Sliding Scale

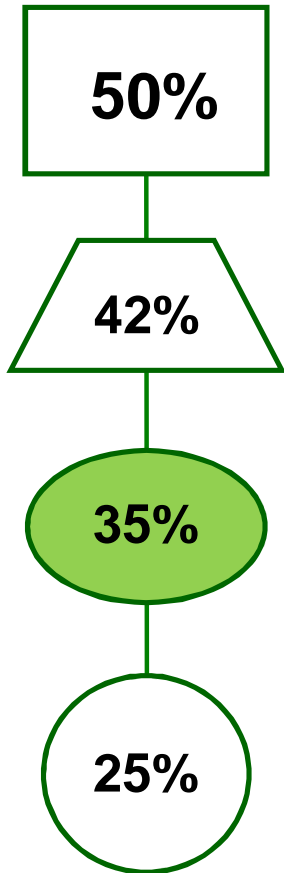
Distributor 25% discount: 0 - 499 pts



- Register as a distributor - Purchases an International Business Pack (IBP) from Sponsor
- Purchases product at **25% discount**
- **25% retail profit** when selling products to the customer
- Volume purchased by a Distributor from Herbalife is referred to as Personally Purchased Volume (PPV)
- PPV can be tracked for Distributors and their upline Supervisors on MyHerbalife.com, HerbalifeCentral.com and/or Bizworks

Understanding the Sliding Scale

Senior Consultant 35% discount: 500pts



- Senior Consultants can achieve a **35% retail profit** in 2 ways:

1. Accumulate 500 Volume Points in 1 month, then your next order is at 35% discount,

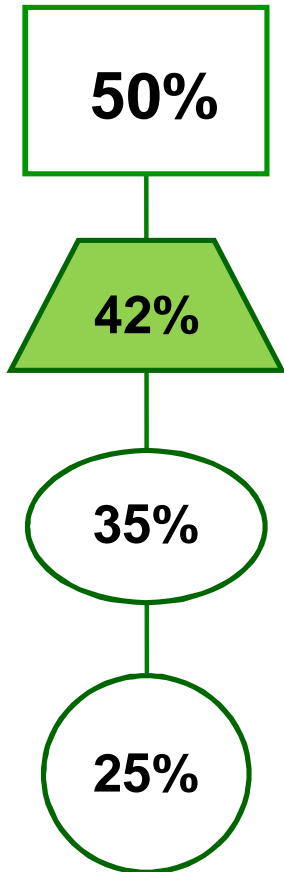
Example: 5 x 100 pts orders in 1 month or
2 x 250 pts orders in 1 month

2. Purchase a 500 Volume Point order at 35% discount

- Once you have qualified to become a Senior Consultant, all orders will be placed at 35% discount until you become eligible for a higher discount

Understanding the Sliding Scale

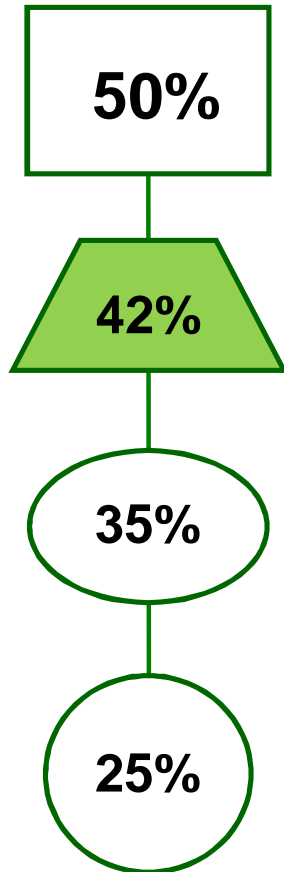
Success Builder 42% discount: 1000pts



- All Distributors and Senior Consultants have an opportunity to place a single order of 1,000 Volume Points purchased at 42% discount
 - This qualifies them to become a Success Builder
- Benefits:
 - Receive **42% discount** on your Success Builder order
 - Receive 42% discount on additional orders purchased during the same Volume Month

Understanding the Sliding Scale

Qualified Producer: 2500pts within 3 months



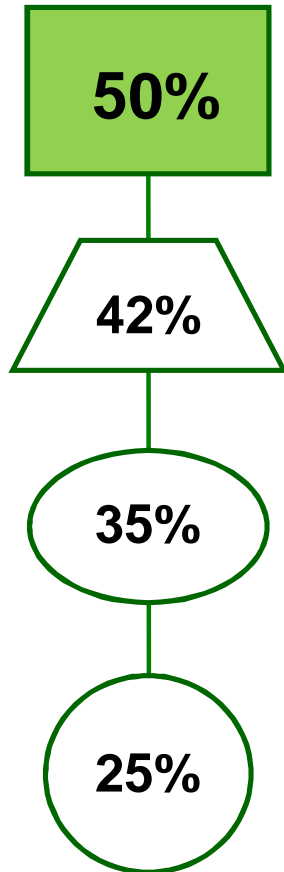
- All Distributors or Senior Consultants have the choice to qualify as a **Qualified Producer** (QP) by:
 1. **Personally purchasing 2500 Pts in 1 month, or**
 2. **Accumulating 2500 Pts within 3 months**

Example: Month 1: 1000 pts (42%)
 Month 2: 700 pts (35%)
 Month 3: 900 pts (35%)
 Total: 2500pts

Or
Example: Month 1: 500 pts (35%)
 Month 2: 900 pts (35%)
 Month 3: 1100 pts (42%)
 Total: 2500pts

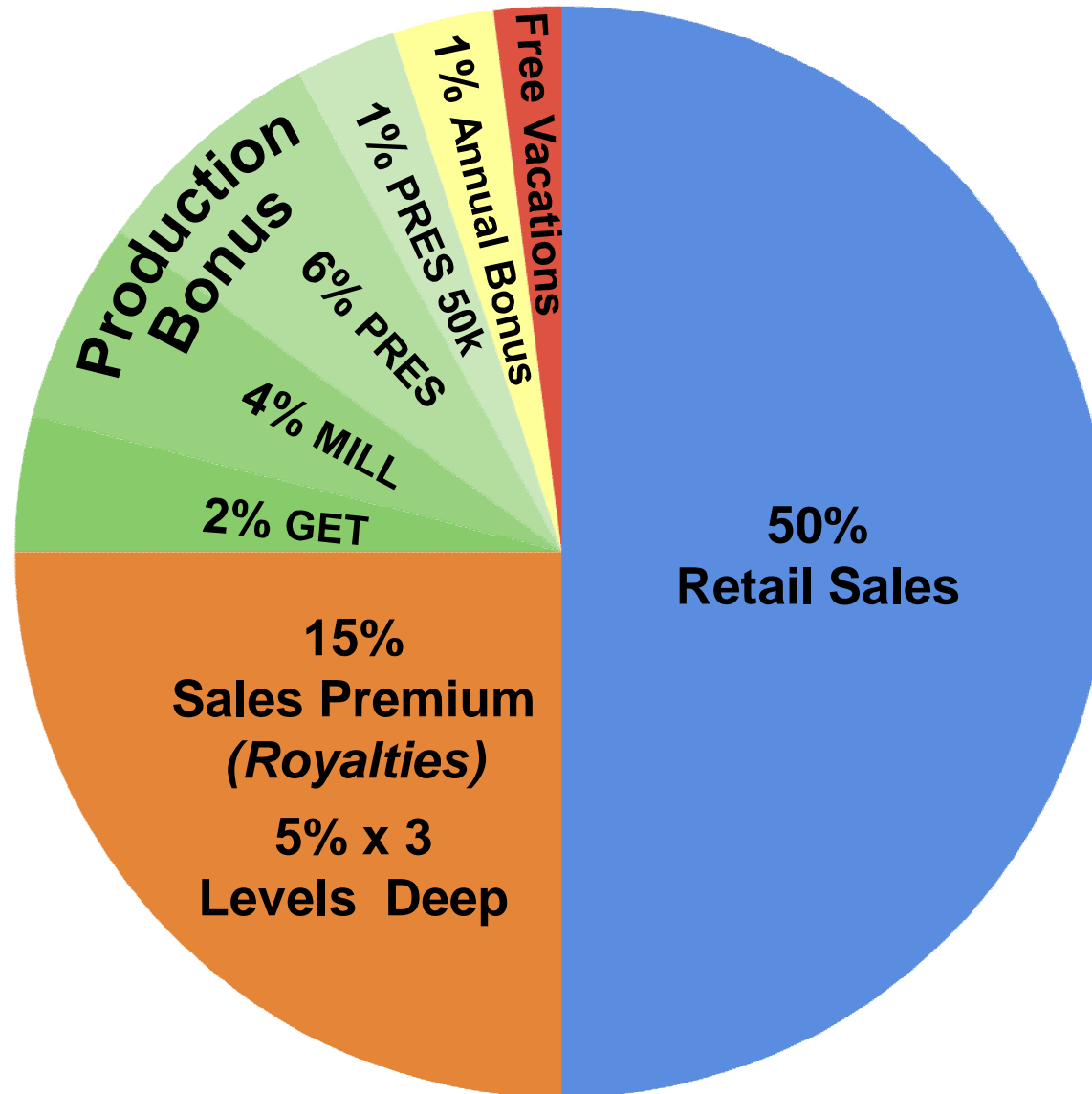
Understanding the Sliding Scale

Supervisor 50% discount



- All Distributors or Senior Consultants have the choice to qualify as a **Supervisor** by:
 1. Accumulating 5000 pts within 12 months or
 2. Achieve 2500 pts 2 months back to back
 3. Personally purchasing 4000 pts in 1 month, or
 4. Buddy up with someone in 1 month

Herbalife pays 73% on Retail value

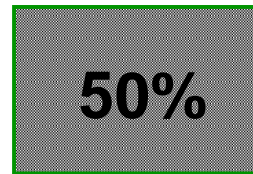


1. Retail Profit: 25% - 50%

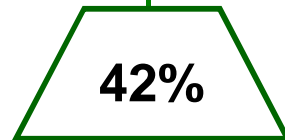
Supervisor

Sale: R700

Profit: R350



20 customers x R350 profit each
= R7000 pm



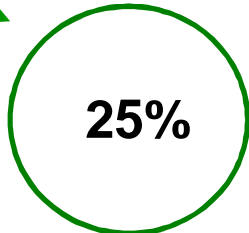
35%

YOU →

Distributor

Sale: R700

Profit: R175



20 customers x R175 profit each
= R3500 pm

2. Wholesale Income: 8 – 25%

Your Retail Income @ 25%:

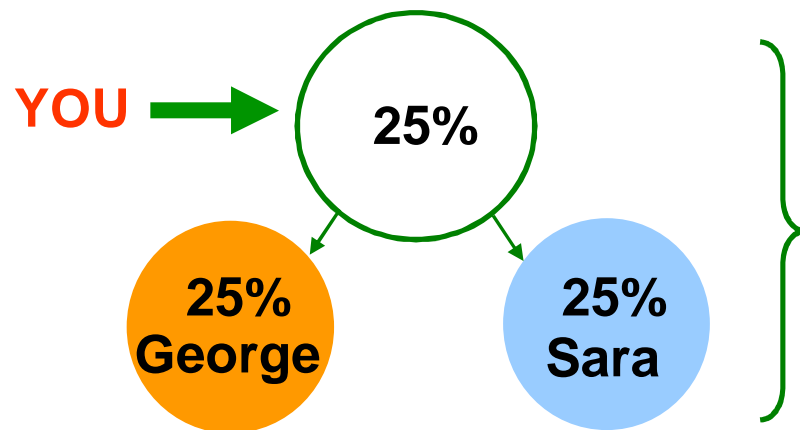
20 x Customers = R3500 pm

George's Retail Income @ 25%:

20 x Customers = R3500 pm

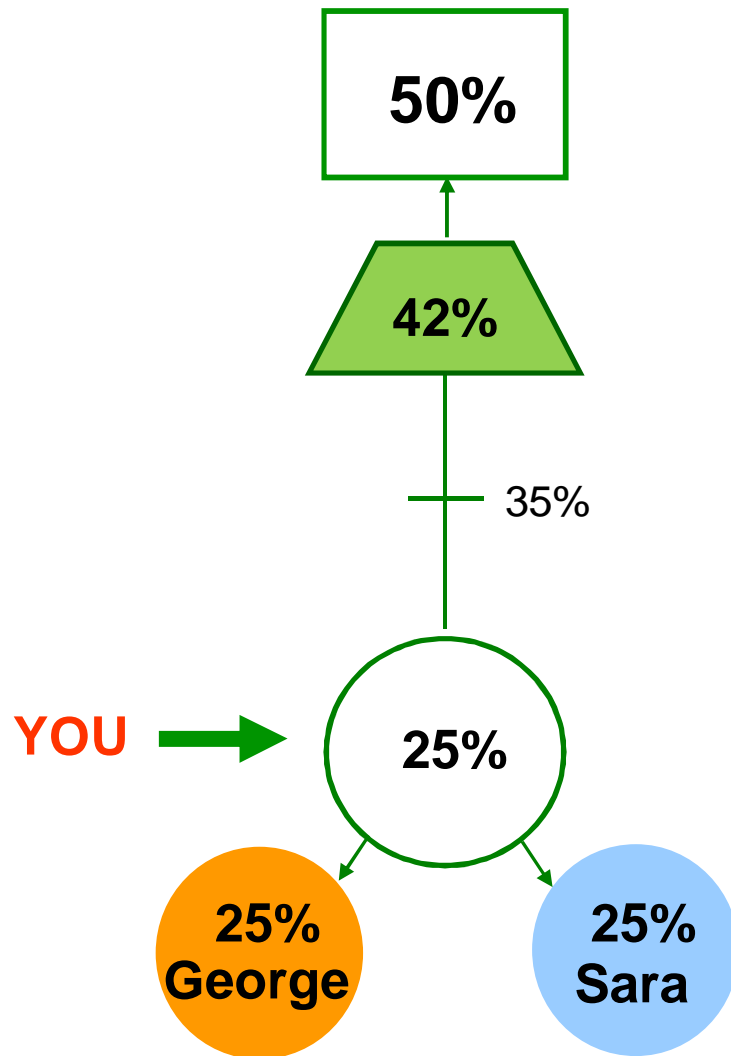
Sara's Retail Income @ 25%:

20 x Customers = R3500 pm



25% - 25% = 0%
(no Wholesale)

2. Wholesale Income: 8 – 25%



$$42\% - 25\% = 17\%$$

(your Wholesale)

Your Income:

R 5900 (42%) Retail (20 Customers)
+ R 2400 (17%) Wholesale (George)
+ R 2400 (17%) Wholesale (Sara)

= R10700 TOTAL Income

George's Retail Income @ 25%:

20 x Customers = R3500 pm

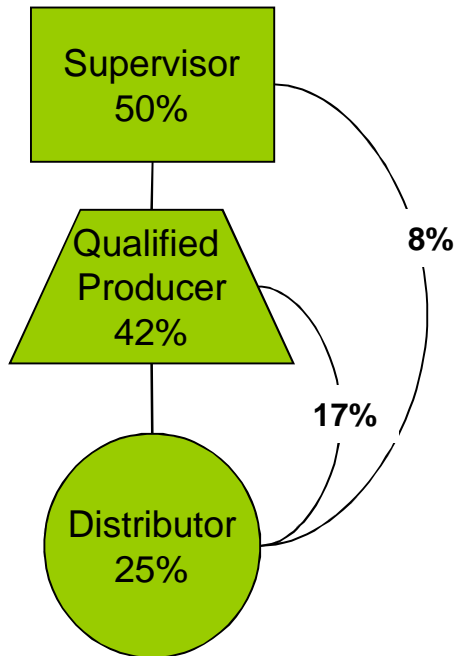
Sara's Retail Income @ 25%:

20 x Customers = R3500 pm

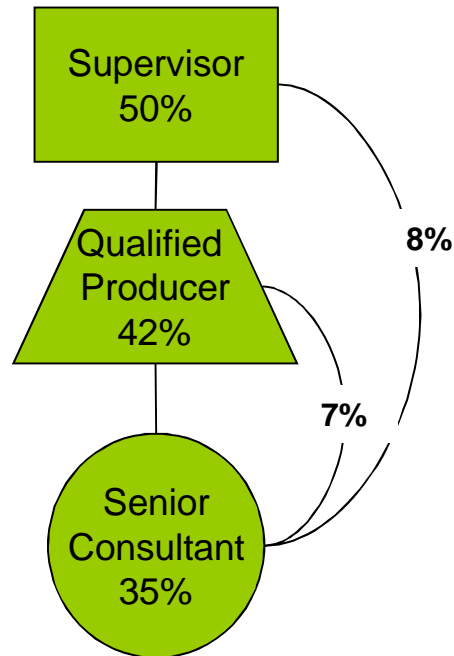
2. Wholesale Income: 8 – 25%

Qualified Producer

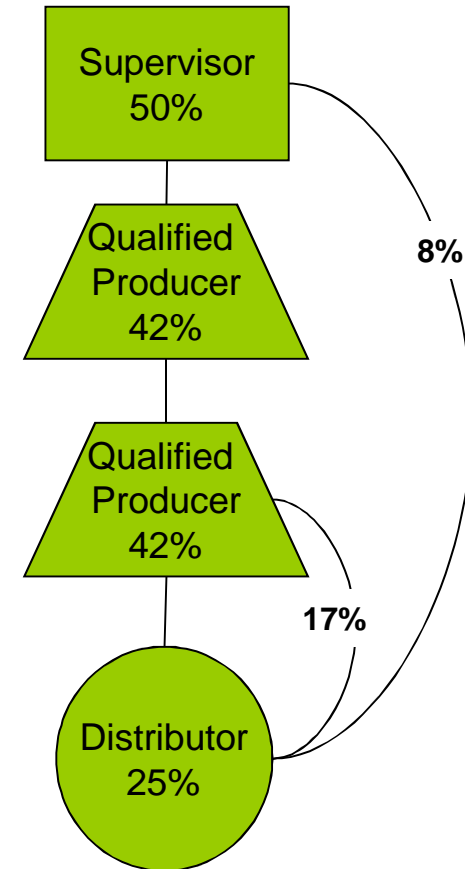
Example 1



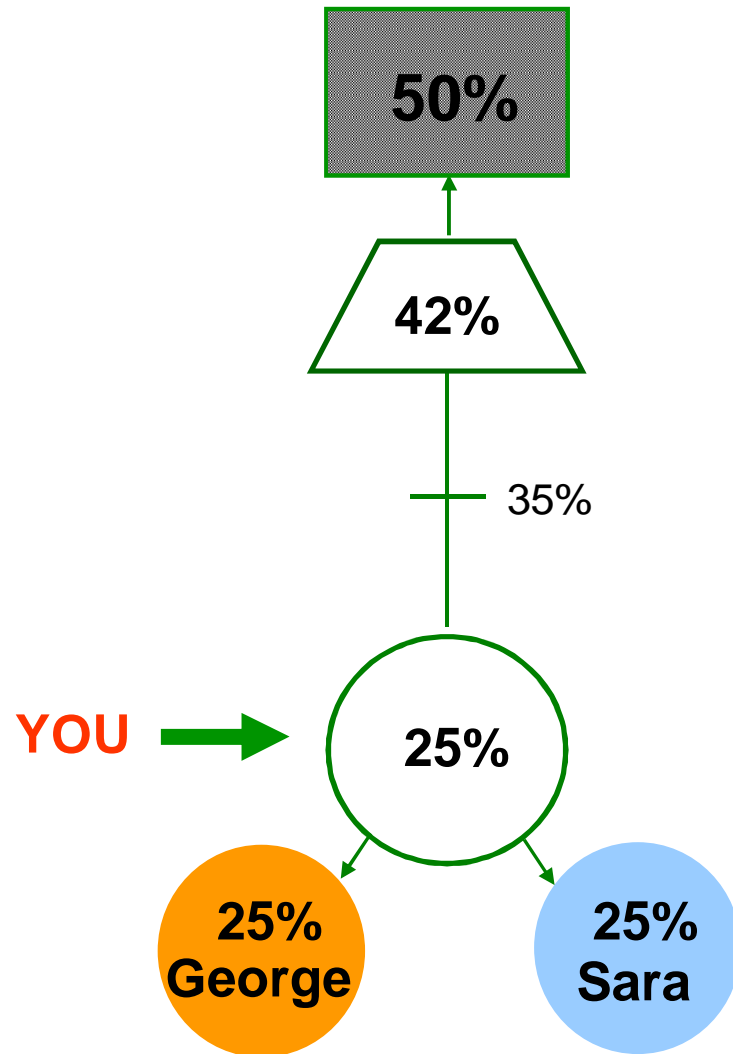
Example 2



Example 3



2. Wholesale Income: 8 – 25%



50% - 25% = 25%
(your Wholesale)

Your Income:

R 7 000 (50%) Retail (20 Customers)
+ R 3 500 (25%) Wholesale (George)
+ R 3 500 (25%) Wholesale (Sara)

= R14 000 TOTAL Income

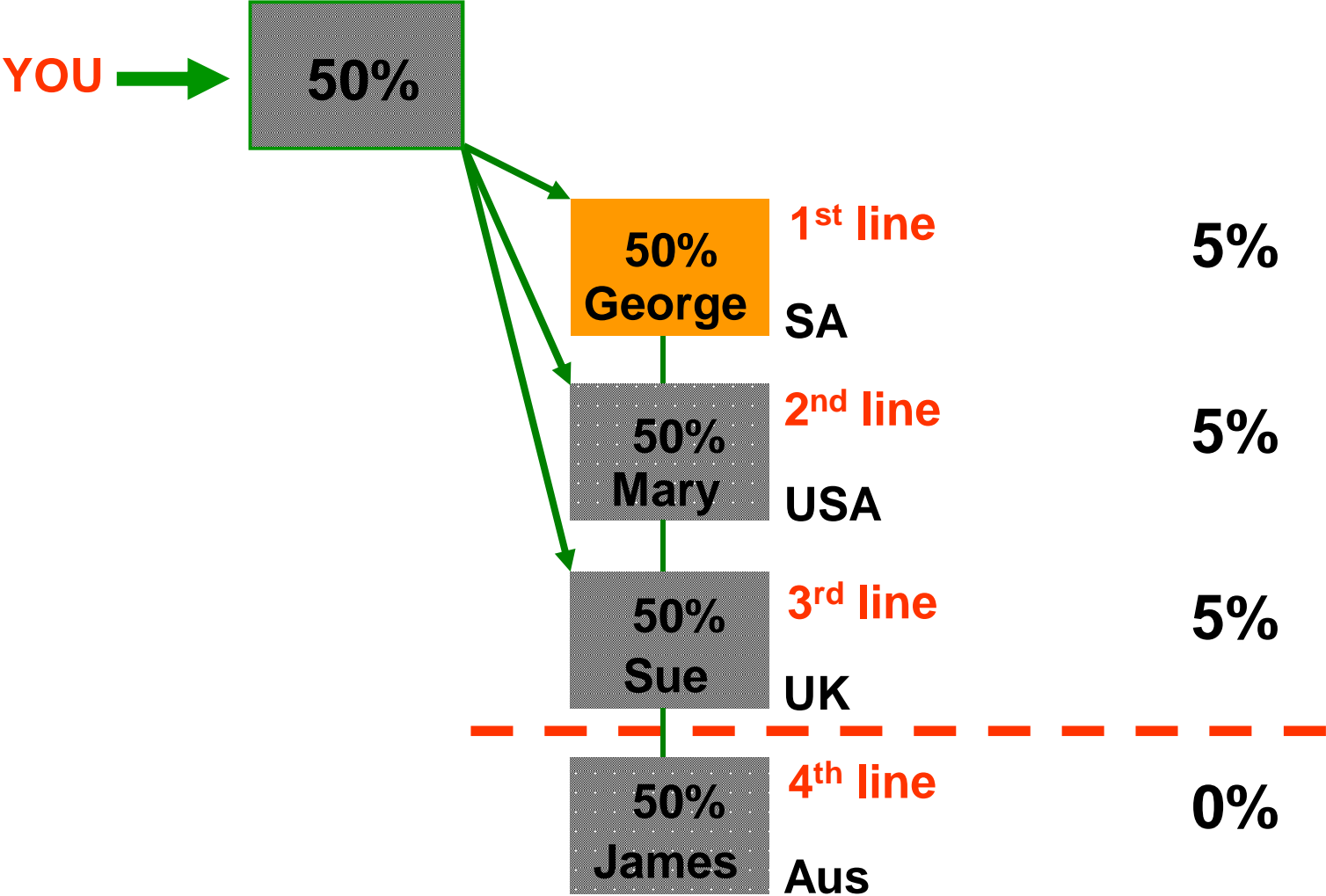
George's Retail Income @ 25%:

20 x Customers = R3500 pm

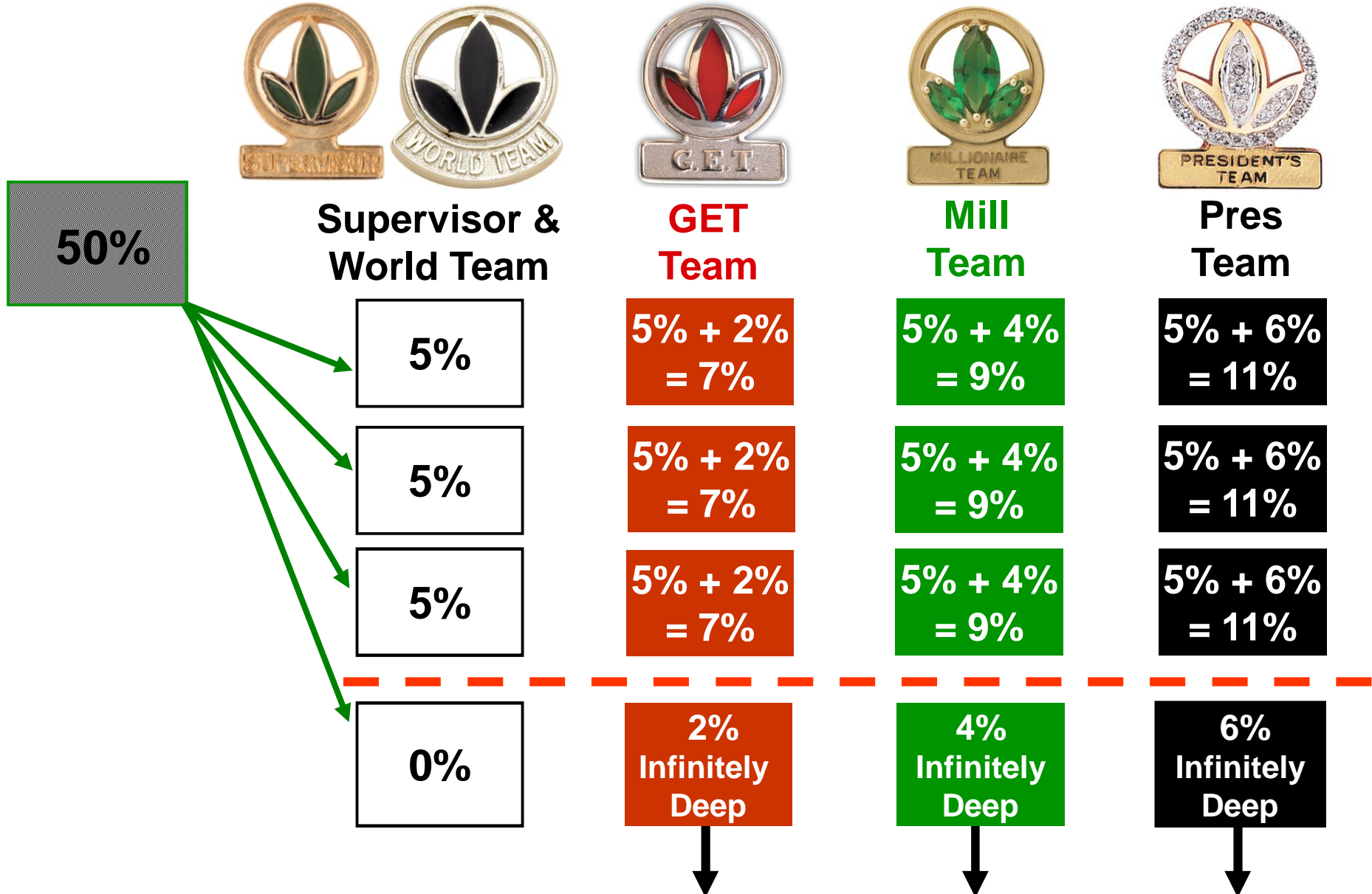
Sara's Retail Income @ 25%:

20 x Customers = R3500 pm

3. Sales Premium (Royalties)



4. Production Bonus



Get Stock on Hand

- 1. Treat like any other Business**
Example: a shoe shop would not open without shoes
- 2. Purchase at a higher discount on the sliding scale (35% - 50%) and earn more profit**
Eat for half and sell for double
- 3. Stock on hand = confidence and commitment**
- 4. Ability to supply to customer** *(Immediate service)*
- 5. Save time and money**
Frequent trips to (or shipping products from) warehouse
- 6. Decide on a starting point...**

Senior Consultant

500 Volume Point Order

@ 35% discount

Cost: ± R4 500

Retail Value: R6 500

Retail Profit: R2 000

Note:

- **Stock for ± 6 customers**
- **Re-invest to get better discount and increase your profit**

Success Builder

1000 Volume Point Order

@ 42% discount

(Least capital outlay for maximum discount & profit)

Cost: ± R 8 500

Retail Value: R13 500

Retail Profit: R 4 000

Note:

- **Stock for ± 12 customers**
- **Re-invest to get better discount and increase your profit**

Half Supervisor

2500 Volume Point Order

(2 Consecutive Months)

@ 42% discount

Cost: ± R20 000

Retail Value: R32 000

Retail Profit: R12 000

Note:

- **Stock for ± 35 customers**
(can be 15-20 repeat customers over 2 month period)
- **Re-invest to do 2nd month**

Full Supervisor

4000 Volume Point Order

(1 Month)

@ 42% discount



Cost: ± R32 000

Retail Value: R50 000

Retail Profit: R18 000

Note:

- **Stock for ± 50 to 60 customers**
(can be 20-30 repeat customers over 3 month period)
- **Re-invest and expand your business**

How to Become a Supervisor

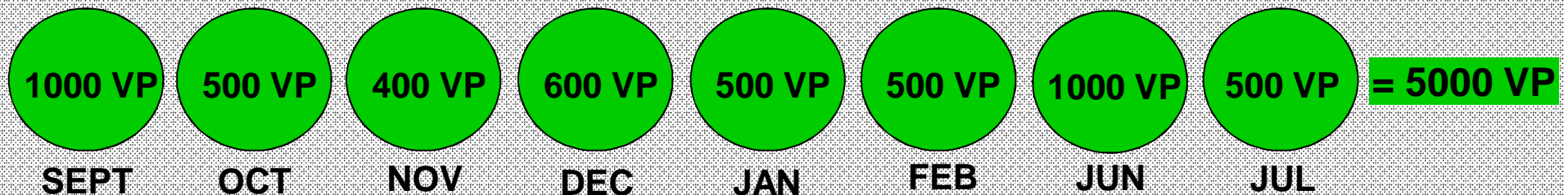
OPTION 1: (New)

Accumulate **5000**
volume points in a
12 month period

How to Become a Supervisor

OPTION 1:

Accumulate **5000** volume points in a **12 month** period



- All orders must be placed with the **Herbalife warehouse** (cannot get stock from your upline)
- Ideal for slow starters
- Volume producers

5K Accumulated Supervisor Qualification

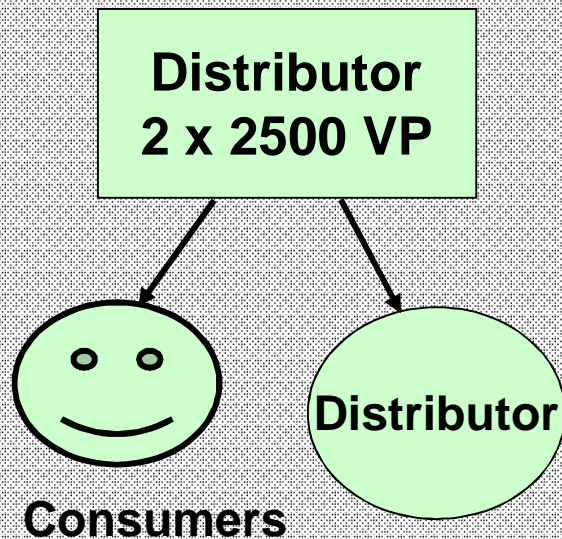
OPTION 1:

Accumulate **5000** volume points in a **12 month** period

Example	Feb	Mar	Apr	May	Jun	Jul	Aug
#1	500	500	900	1,200	1,900	SP	→
#2	3,000	2,000	0	SP			→
#3	1,500	500	0	1,000	2,000	SP	→
#4	1,500	500	1,500	1,500	SP		→

How to Become a Supervisor

OPTION 2:



2500 VP in
2 x months
± R20 000 each pm

- Total of **5000** volume points over **2 x consecutive** calendar months
- Minimum **2500** points per month at 42%, thereafter everything at 50%
- Start to **Retail & Recruit** –
Use Retail volume & volume from new Recruits (a team) to qualify

How to Become a Supervisor

OPTION 3:

Distributor
4000 VP

4000 VP in
one month
± R32 000

- **4000** volume points in 1 calendar month
- 1st 4000 points at 42%, thereafter everything at **50%** discount

How to Become a Supervisor

OPTION 4:

Distributor
4000 VP
R32 000

Distributor
1000 VP
R8500

5000 VP
± R40 000
Between 2 people
± R20 000 each

- Use a team to qualify (**Buddy System**)
- **You and the team** qualify to supervisor level, as long as it is all done in **one line** and in **one** month
- **2 people** in a line needs a total of **5000** volume points in 1 calendar month
- Could be:
2000+3000 or 1000+4000 or 2500+2500
as long as **5000** total is achieved

The Buddy System

2 People in 1 line

Distributor
2500 VP

Distributor
2500 VP

Total: 5000 VP

± R40 000

± R20 000 p/p

3 People in 1 line

Distributor
2000 VP

Distributor
2000 VP

Distributor
2000 VP

Total: 6000 VP

± R48 000

± R16 000 p/p

4 People in 1 line

Distributor
1750 VP

Distributor
1750 VP

Distributor
1750 VP

Distributor
1750 VP

Total: 7000 VP

± R56 000

± R14 000 p/p



Why Qualify Supervisor?

As a Fully Qualified Supervisor:

- **50% Retail Profit**
- **Up to 25% Wholesale Profit**
- **5% Sales Premium (Royalties)**
- **Qualify for Monthly Bonuses**
- **Qualify for Holidays**
- **Attend Special Workshops and Trainings**



Ideas to obtaining capital



Credit Card

Check your Budget facility

Borrowing

Extension against bond

Overdraft

Insurance policies

Friends and Relatives

Personal Loans

Your bank

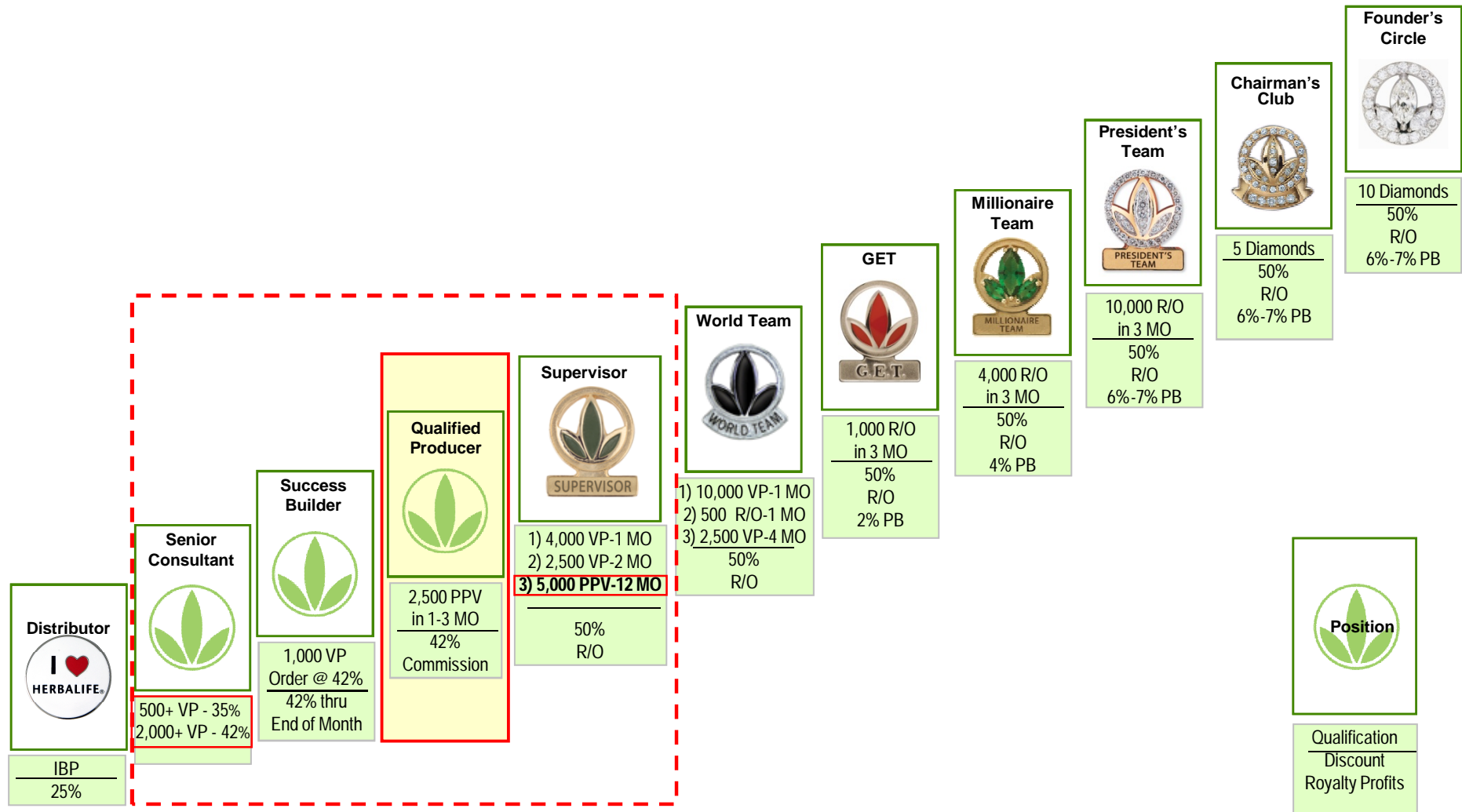
Direct Axis

NB Look after your capital-reinvest.

Summary

Qualify	A New Distributor	B Qualified Producer	C Supervisor
Retail Profit	25%	42%	50%
Wholesale		7% – 17%	8% – 25%
Sales Premium			5%
Production Bonus			2%
			4%
			6%
			7%
Vacations			YES
Corporate Training			YES

What is your next level?



Note: October 2009 is the first volume month that counts towards QP and 5K SP Qualification. The DS Discount Scale (25%,35%,42%,50%) is effective on orders placed as of November 1. QP level does not apply in Korea or China.

MyHerbalife.com Tracking (as of November 2009)

- Distributors can easily track their progress towards Qualified Producer and 5K Accumulated Supervisor qualifications
- Once a Distributor qualifies to Qualified Producer level, only the tracking towards 5K Accumulated Supervisor status will be visible

My Account

Print this page

Overview

Volume

Orders

Payments

Statements

Submit Ten Customer Form

Lineage Reports

Account Maintenance

My Account Overview

My Volume for this Month

Below is your current unaudited volume for June 2009 .

You have achieved 2,000 PPV towards your 5,000 Volume Point Accumulated Supervisor status. [info](#)

You have achieved 2,000 PPV towards your Qualified Producer status. [info](#)

Personally Purchased Volume: 2000.02

Personal Volume: 0.00
Group Volume: 0.00
Total Volume: 0.00

[View Volume History](#)

My Most Recent Orders

Order Date	Order No.	Volume Pts.	Status
06/21/2009	1056455428	102.10	ORDER COMPLETE (03)
06/20/2009	1056455218	778.10	ORDER COMPLETE (03)
06/15/2009	J156398299	698.57	ORDER COMPLETE (03)
06/15/2009	J156397527	421.25	ORDER COMPLETE (03)
05/22/2009	1056969389	32.05	ORDER COMPLETE (03)
05/15/2009	1056916949	66.00	ORDER COMPLETE (03)
05/12/2009	0440277623	1.04	ORDER COMPLETE (03)
05/11/2009	0421072163	10.26	ORDER COMPLETE (03)
05/05/2009	1056856737	101.78	ORDER COMPLETE (03)
04/28/2009	1056789749	98.17	ORDER COMPLETE (03)

[View More](#)

My Contact Information

Below is your contact information.

To update this information, [Click Here](#)

Name: BOB LOBLAW
Mailing Address: 990 W 190TH STREET
TORRANCE CA 90502

Daytime Phone: 1 310 4109600
Evening Phone:
Fax Number:

Primary Email Address : bobloblaw@hotmail.com (primary)

My Most Recent Payments

No checks were found for the last 2 months. Please click on "View More" below to search for checks from prior months .

[View More](#)

HERBALIFE

149

Changing people's lives

Promotions

Next Leadership Development Weekend:

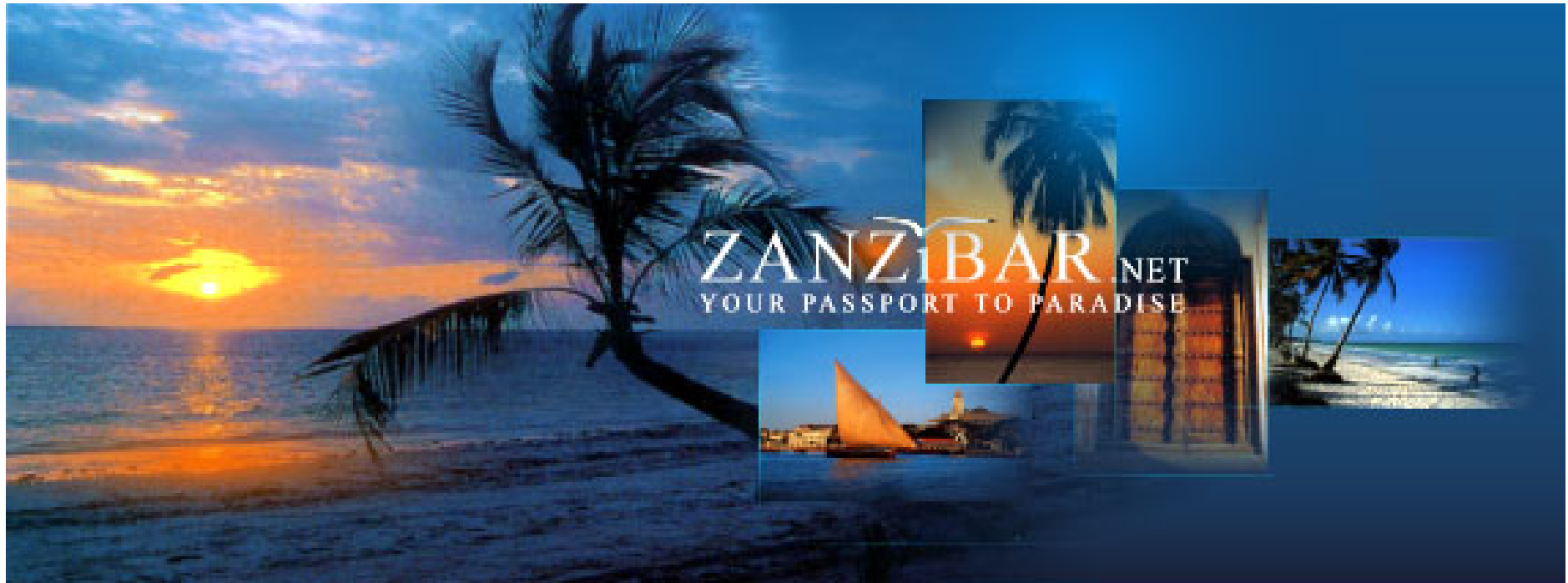
19th, 20th & 21st February 2010

**INTERNATIONAL CONVENTION CENTRE
(ICC) DURBAN**

Promotions

Zanzibar Vacation Qualification:

Jan 2009 – April 2010



Promotions

EMEA -PEARL VACATION

NEW MEDITERRANEAN CRUISE

PROMOTION: April 2011

Qualification period Dec 2009 to Nov 2010

Minimum 2500 TVPS accumulate 60 000 TVPS

Open to all Fully Qualified Supervisors

What is your next level?

Your Career Steps: The TAB Team

