



HERBALIFE®

Independent Distributor

Success Training Seminar

Marketing Plan



The best
Marketing Plan
in the industry...
just got better!



Marketing Plan

To understand the
Marketing Plan...

Let us introduce the main notion
of **Volume Points**

Marketing Plan

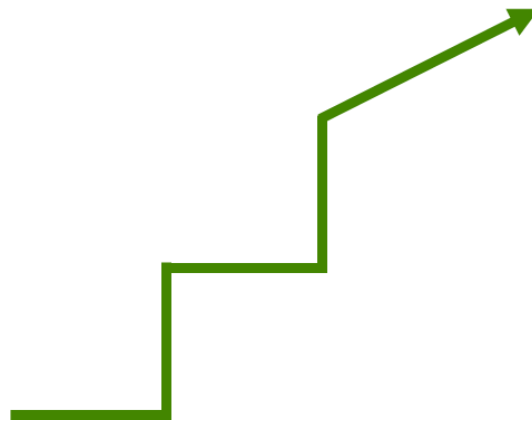
Important concepts:

- What are “Volume Points”?
 - Volume Points (VP) are universal “currency” adopted by our company to indicate a consistent value of the products in different countries around the world.
 - The more VPs you accumulate during a month, the higher your discount, resulting in higher retail profits when selling products to the customer.

Example: 1 F1 Shake = 23,95 volume points

Marketing Plan – Volume Points

- Distributors purchase products at 25-50% discount depending on the VP accumulated in the given month and their level in the marketing plan. The price list provides information on VP, prices and discounts for all products.
- Accumulation of Volume Points (your group's and your own) will enable you to move up the Marketing Plan.



Marketing Plan – What is PPV?

- The volume bought by a Distributor directly from Herbalife on his or her own ID number is called **Personally Purchased Volume** and the abbreviation used on all Herbalife documentation is **PPV**
- The PPV can be Monitored by the Distributor and the Supervisors of an ascendant line on MyHerbalife.com, HerbalifeCentral.com or Bizworks
- To qualify as a Qualified Producer or as a Supervisor with the Cumulative 5K, Distributors may use PPV as well as DLV (Downline Volume)

PPV = Personally Purchased Volume

Marketing Plan – What is DLV?

- The volume bought by a Distributor directly from Herbalife on his or her own ID number who is in your downline and not yet a Supervisor is called **Downline Volume** and the abbreviation used on all Herbalife communication and documentation is **DLV**

DLV = Downline Volume

Ways of earning

1

**PROFIT ON
RETAIL**

25% to 50%

2

**PROFIT ON
WHOLESALE**

Up to 25%

3

ROYALTIES

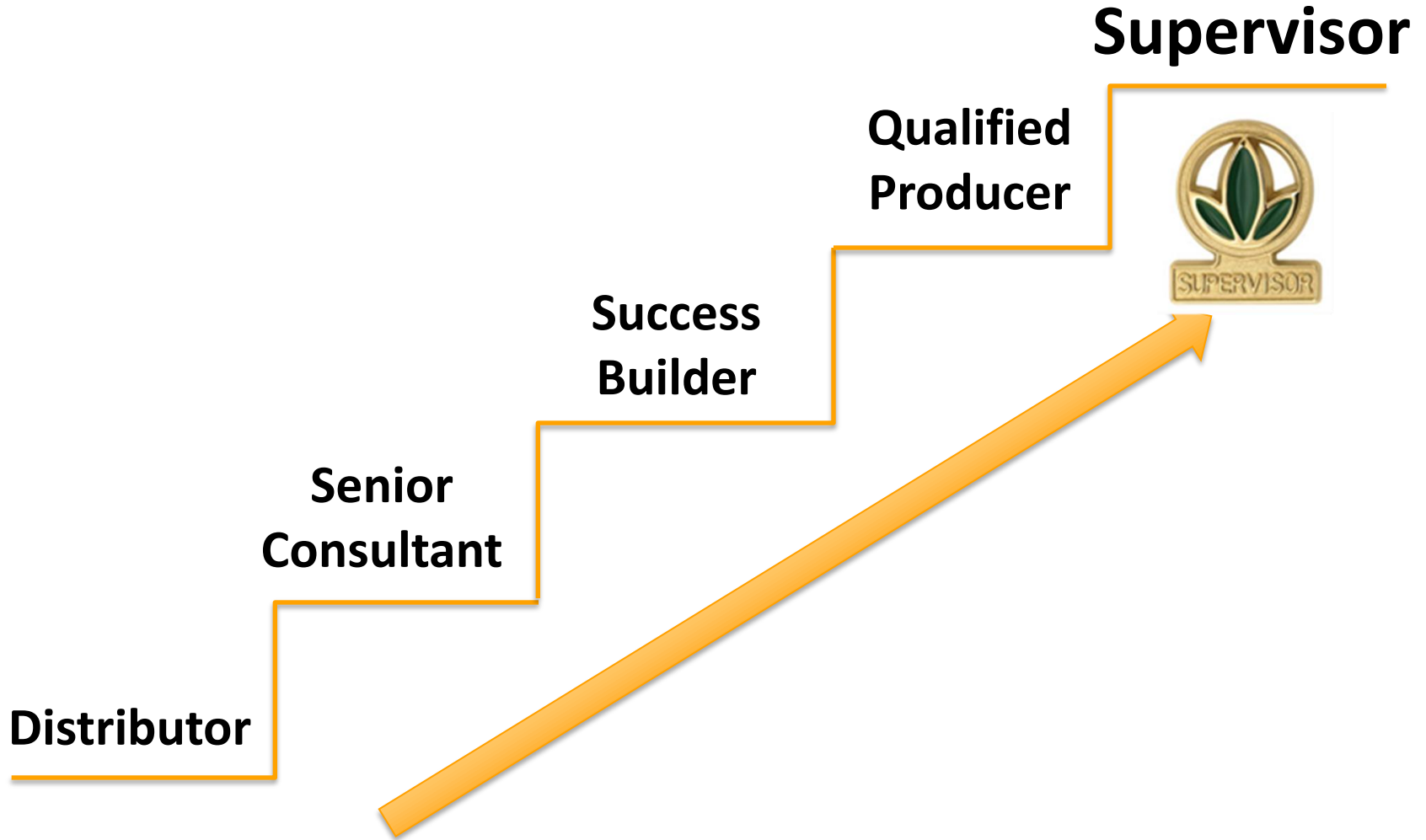
Up to 5% on 3
levels of your
Organisation

4

BONUS

2 to 7% bonus
on the
Organisational
production

Marketing Plan From Distributor to Supervisor



Marketing Plan – Getting Started

How to become a distributor?

- Buying the IBP



Benefits:

- Discounts from 25% to 50% when buying the products, leading to profit on retail sales
- The right to sponsor other distributors, build an organisation and earn commissions on their product sales

Marketing Plan – Getting Started

Different Options Available to get your IBP

1. Buy directly from your sponsor
 2. Distributor Application Online tool available on www.myherbalife.com.
- When you buy your IBP, you sign a contract with the company to become a Distributor and receive your own unique Herbalife Identification Number



Marketing Plan – Getting Started

Distributor Application Online – 2 Options

- 1. Option A** - Applicant does not have an IBP and can follow the step by step guide on how they can fill out their online application via www.myherbalife.com being able to register as a Distributor straight away and having their IBP either delivered to them or ready for collection at one of our South African Sales Centres.

Important: The Application Online needs to be filled out and completed by the new Distributor, not the Sponsor. During the process the new Distributor is asked to agree with the Terms and Agreements.

Marketing Plan – Getting Started

- **Option B** - Applicant does have an IBP in their hands, and their Application Form has an Application ID number AND a corresponding online code. Follow our step by step guide by on how they can register their own Herbalife application form online straight away.

You can begin using the Online Distributor Application site now and start growing your organization immediately with only the click of a few buttons!

Distributor Application Online

- The system immediately generates the following email:



Congratulations!

Karin Botha is now an active Distributor in your downline.

DISTRIBUTOR ID:

PHONE NUMBER:

MOBILE NUMBER:

EMAIL ADDRESS: |

Please welcome them to the Herbalife Family!

Marketing Plan - Getting Started as a new Distributor...

1. USE

Start using the products in your IBP immediately and get your result – feel the difference!

2. WEAR

Wear the brand – use your products in public – let everybody know that you are a Herbalife Distributor.

3. TALK

Tell your story, share your excitement, energy & results with people.



Marketing Plan – let's define our goals

- **What is the next step?**
 - To develop your plan of action, you need to determine your goals for this stage.
 - Your goals may change as you go along and then you will revise your plan of action accordingly

**You can build your own
profitable business with Happy
Customers and Distributors**

Marketing Plan – Variants of Goals

Variant 1

- **For yourself** – improve nutrition, overall health and wellness, lose weight and feel better

What do you do next?

- It's simple – work with your coach and follow instructions to get the results you are looking for.



Marketing Plan – Variants of Goals

Variant 2

- **For your Family** – learn about current nutrition issues to help your family and relatives with overall health and wellbeing, losing weight and feeling better

What do you do next?

- It's simple – join a Weight Loss Challenge where you will learn valuable tips and with the help of your coach be able to choose a nutritional programme for your family.



Marketing Plan – Variants of Goals

Variant 3

- **“Finance” your programme** – with a 35% discount you can easily finance your whole programme by getting 5-6 customers at full customer price.

What do you do next?

- It's simple – compile a list of family, friends and acquaintances – consider everybody who should be told about the programme. Discuss your list with your sponsor and develop a joint plan of action.



Marketing Plan – Variants of Goals

Variant 4

- **Become a Wellness Coach and start earning money in your free time** – being a wellness coach is an occupation and needs to be mastered like any other. With the help of the training system and your sponsor, you will learn how to build and service your customer group. The more customers you have, the more you will earn.

What do you do next?

- It's simple – compile a list of family, friends and acquaintances – consider everybody who should be told about the programme. Discuss your list with your sponsor and develop a joint plan of action. You will need products.

Marketing Plan – Variants of Goals

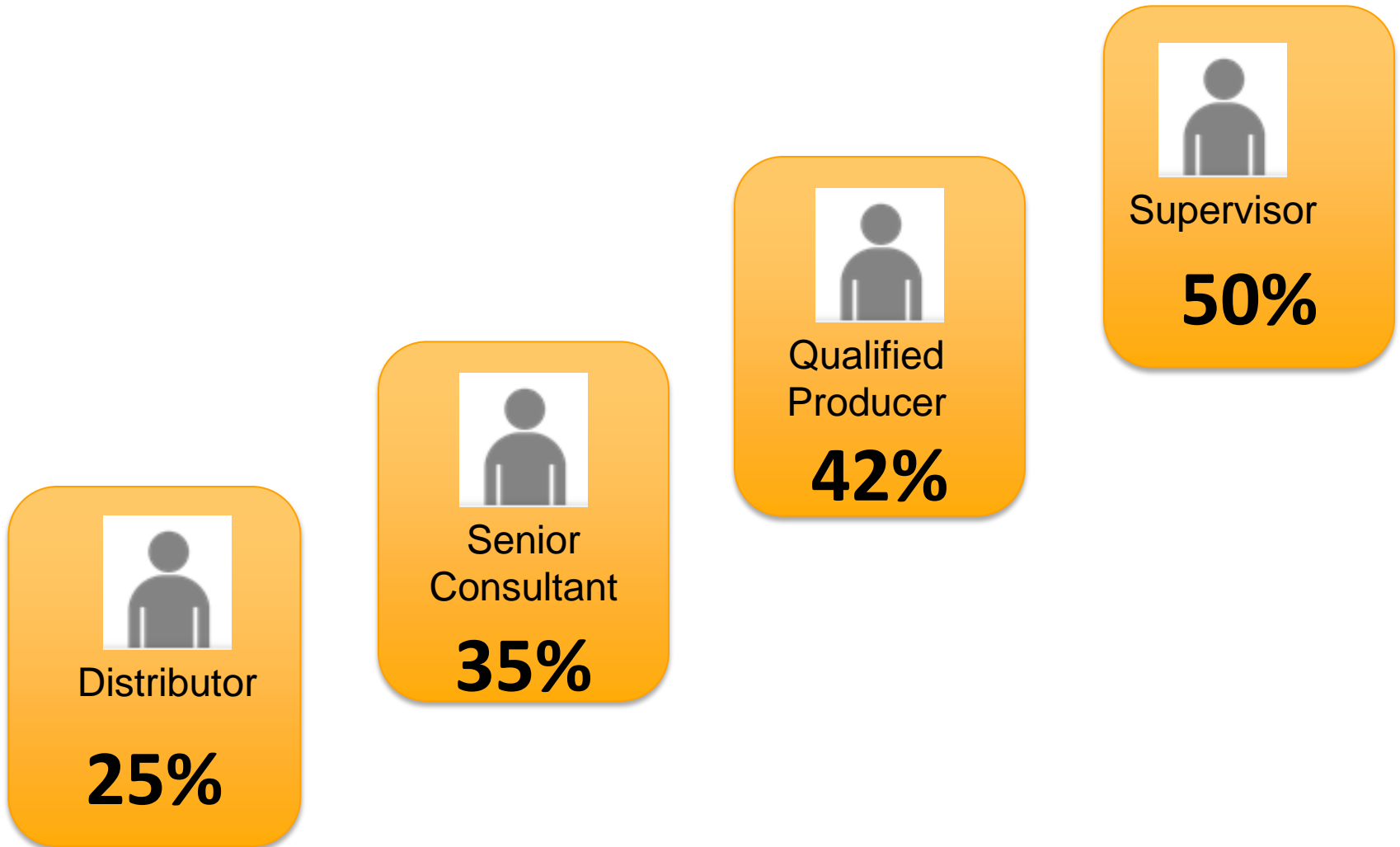
Variant 5

- **Build a business and career level income** – building a distributor network with lots of customers buying products from all your distributors means you can earn a much higher income.

What do you do next?

- It's simple – get started with building your customer and distributor base immediately and you will get much more information at higher level trainings like Success Academies and Leadership Development Weekends.

Marketing Plan Distributor Discount Levels



Marketing Plan

Important !

To qualify for any level of the Marketing Plan, all the volume points accumulated by you and/or your Downline Distributors should be purchased...

- Directly from Herbalife
- On each person's own Distributor Number

Marketing Plan – 2 Ways to get to Senior Consultant

Senior Consultant

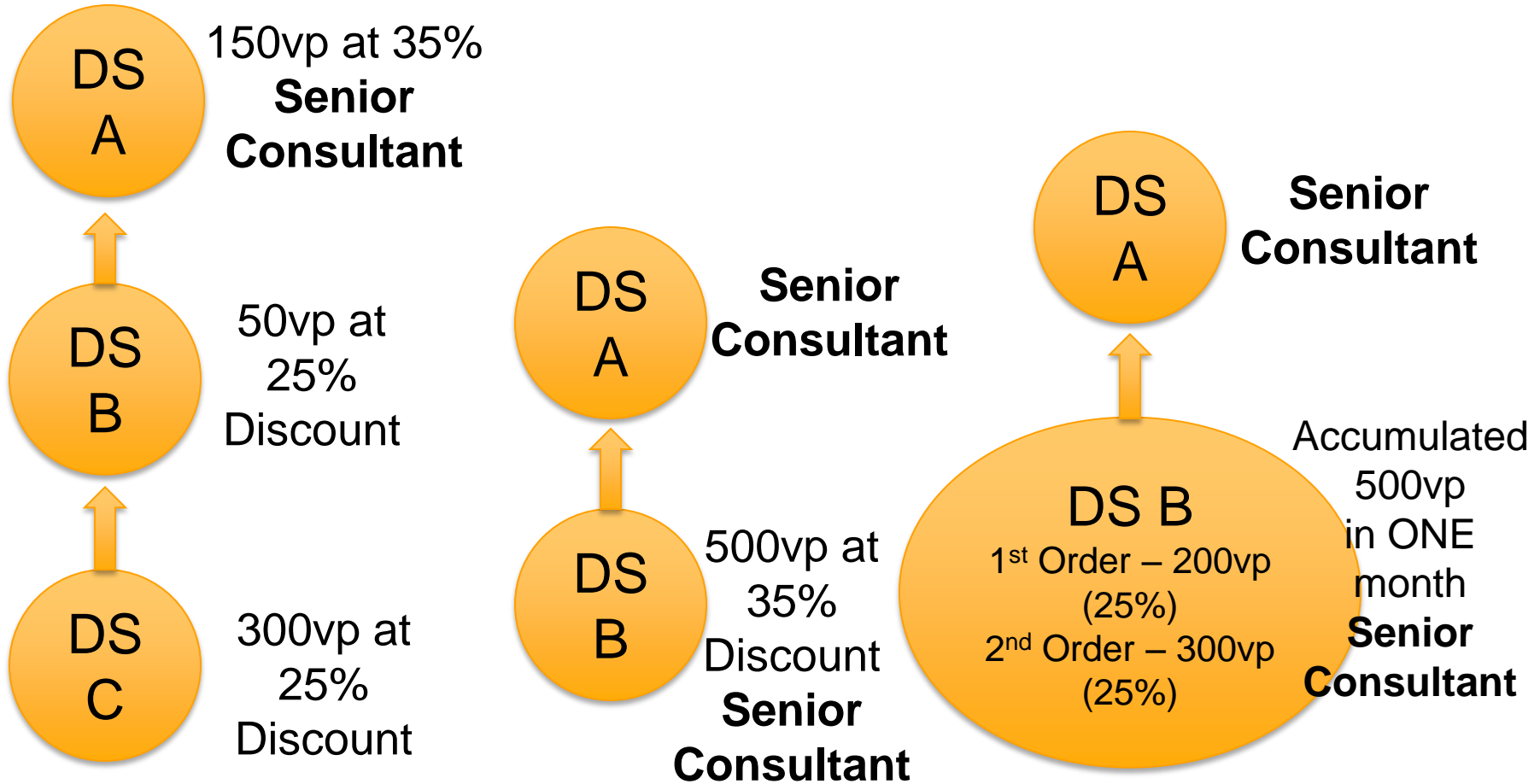
Discount & Retail Profit 35%



Marketing Plan – Senior Consultant

Examples of how to qualify

Examples of how to use your Downline Volume



Marketing Plan – Senior Consultant Benefits

- Higher Discount on purchasing Herbalife products – from 35%
- Retail Profit – from 35%
- Participation in advanced Distributor Trainings
- Use of Herbalife sites
- Recognition and Pin



Marketing Plan – Economics of the Senior Consultant Five Customer Order

Person	Products	VP	35%	Customer Price	Profit
Mine	2 x F1 Shakes 1 x 50g Thermojetics 1 x Herbal Aloe	92,80	R836.30		
Customer 1	2 x F1 Shakes 1 x 50g Thermojetics 1 x Herbal Aloe	92,80	R836.30	R1202.52	R366.22
Customer 2	2 x F1 Shakes 1 x 50g Thermojetics 1 x Herbal Aloe	92,80	R836.30	R1202.52	R366.22
Customer 3	2 x F1 Shakes 1 x 50g Thermojetics 1 x Herbal Aloe	92,80	R836.30	R1202.52	R366.22
Customer 4	2 x F1 Shakes 1 x 50g Thermojetics 1 x Herbal Aloe	92,80	R836.30	R1202.52	R366.22
Customer 5	2 x F1 Shakes 1 x 50g Thermojetics 1 x Herbal Aloe	92,80	R836.30	R1202.52	R366.22
Total		556.80	R5017.80	R6012.60	R994.80



HERBALIFE®

Independent Distributor

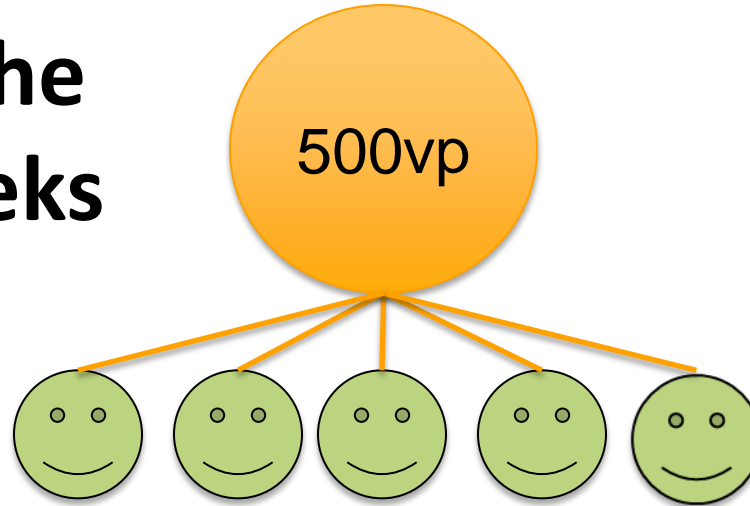
Marketing Plan – Senior Consultant

Get your order and get to work



Marketing Plan – Senior Consultant

Plan for the first 2 weeks



- Compile a list of acquaintances
- Together with your sponsor, schedule & conduct meetings
- Aim : Get 5 Customers

Marketing Plan – Senior Consultant


Plan for the second fortnight

- Repeat the success of the first 2 weeks – find 5 more customers yourself **OR** from referrals
- Generate demand for 1000vp of products (10 customers + your own programme)
- Amongst those customers (or acquaintances) find one person who also wants to have your first 2 weeks success and become a 500vp Senior Consultant.

Marketing Plan – Success Builder

Success Builder

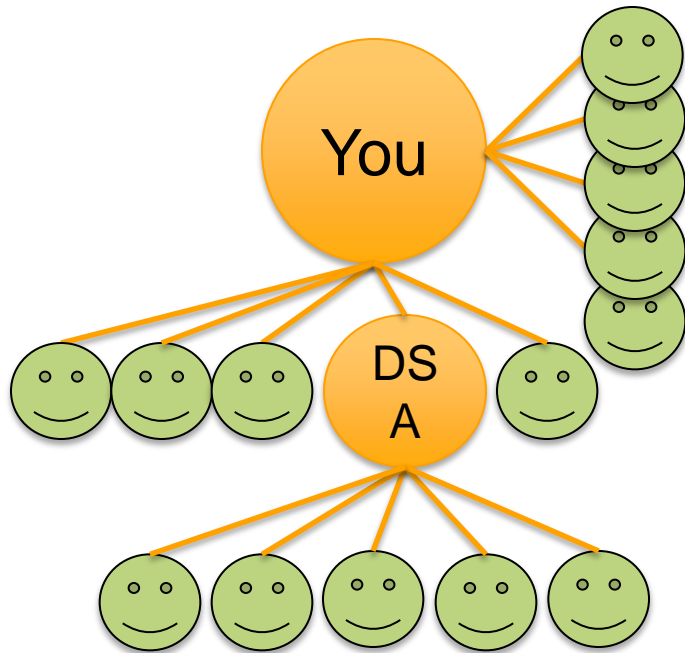
Discount & Retail Profit 42%



**Single Order of 1000
Volume Points
with temporary 42%
Discount on this order
and next orders for that
month only**

Marketing Plan – Success Builder Ten Customer Programme

- Find 5 new Customers
- Provide the first 5 customers with products for the 2nd month
- Find a potential distributor and teach them to do the same



It will give you:

1. 500 vp for the first 4 customers for their 2nd month consumption
2. Another 500vp for 4 new customers for their 1st month consumption.
3. You will have a 1st line Senior Consultant who has their own 4 customers.

Marketing Plan – Your first 6 weeks

Plan for the third fortnight

- Repeat the basic amount of the first 2 weeks of work yourself – and help your Distributor/s to do the same.
- In this way you will have downline Distributors as well as Downline Volume starting to happen.
- As a result, you have a growing number of consumers, Distributors, Income and also Volume.
- And....what is most important, you become a coach and a sponsor yourself!

In the first 6 weeks you will have achieved the following results :

- You will have your first product results
- Achieved 35% or 42% discount (income)
- Got customers and are helping them to achieve results
- You will be working with and helping a new Distributor in your own downline to achieve the same results and to achieve 35% or 42% discount
- You are mastering the role of becoming a Coach
- Your volume will be accumulating towards your Supervisor qualification

Marketing Plan – 2 Approaches to get to Qualified Producer

Qualified Producer

Fixed Discount & Retail Profit 42%

1

Accumulate 2500 vp in 1 to 3 months with just your own customers & get a fixed 42% discount on all your next orders



OR

2

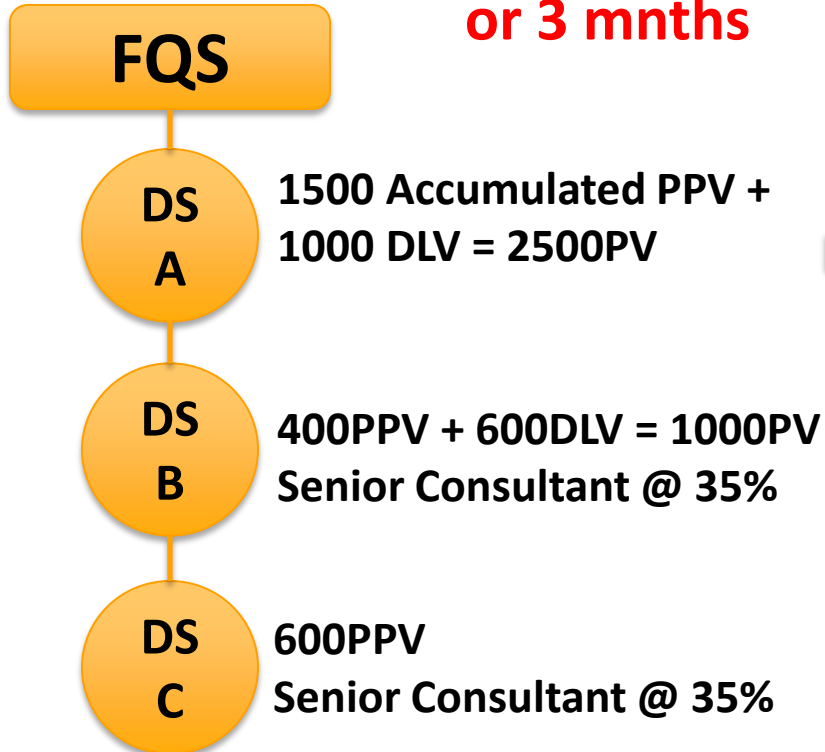
Accumulate 2500 vp in 1 to 3 months with your own customers as well as your downline's customers & get a fixed 42% discount on all your next orders

Marketing Plan – Qualified Producer

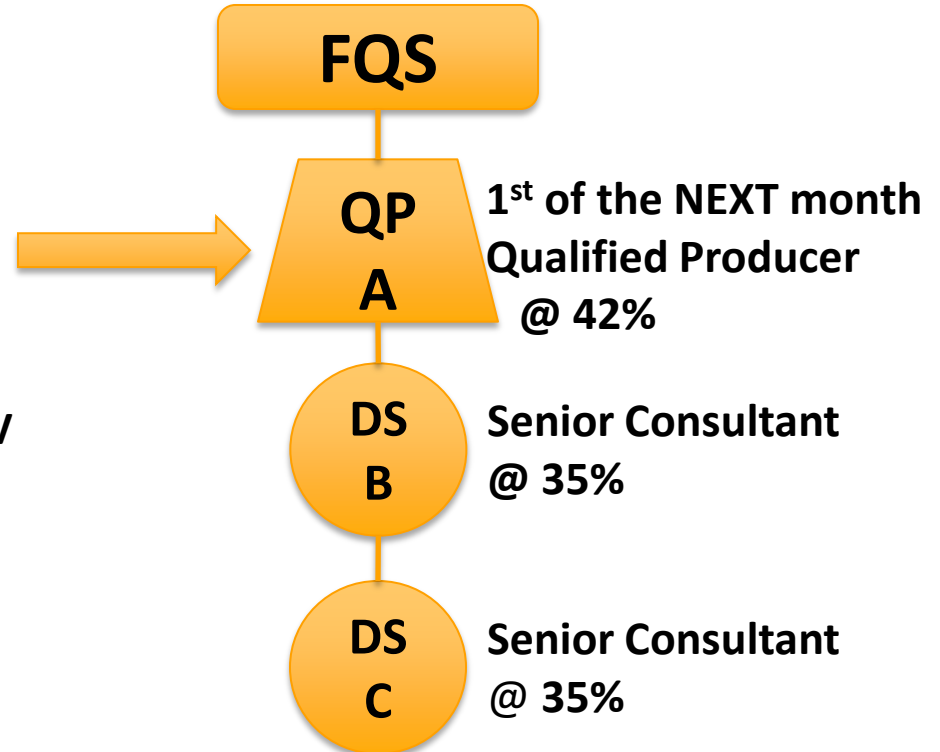
Example of how to qualify

Distributors can use up to 1000 DLV (Downline Volume) in 1-3 months toward qualification for Qualified Producer with 42% discount for one year:

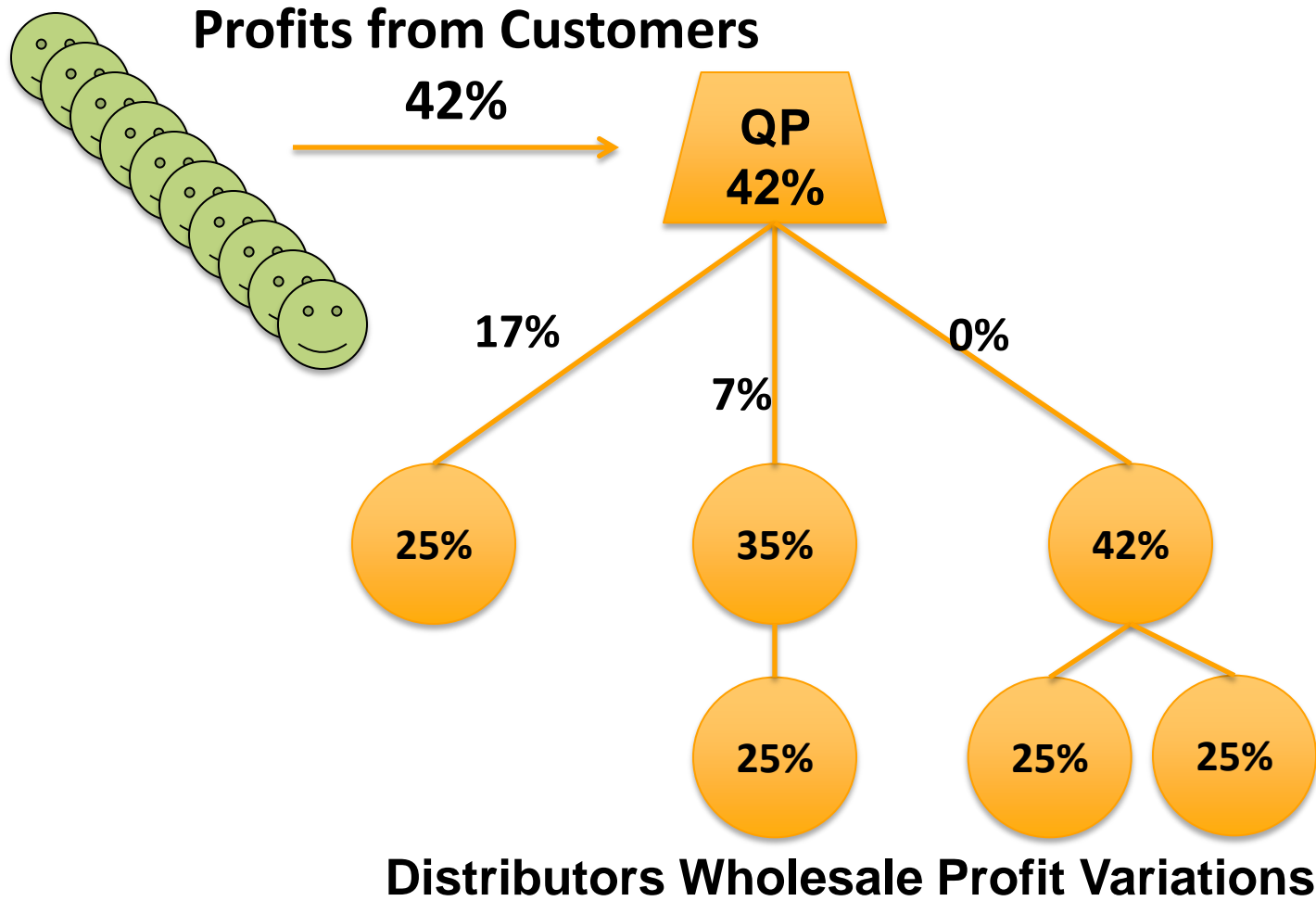
Qualification VP done in 1, 2 or 3 mnths



Result of Volume Done



Qualified Producer – Profit Chart



Marketing Plan – Qualified Producer Benefits

- Higher Fixed Discount on purchasing Herbalife products – 42%
- Fixed Retail Profit – 42%
- Participation in advanced Distributor Trainings
- Use of Herbalife sites
- Recognition and Pin



Note: No Royalty Earnings

Supervisor

Fixed Discount & Retail Profit 50%



**There are a few ways to get
to Supervisor with
Customers and Distributors!
The next few slides will
explain how...**



Marketing Plan - Distributor Volume Accumulation for 5K Supervisor

- **Distributors can use Downline Volume (DLV) toward qualification for 5K Supervisor**

Note:

Using this method, you may use **up to 1000 DLV** toward the accumulation of 5000 Volume Points within 3 to 12 consecutive Volume months

Marketing Plan - Distributor Volume Accumulation – 5K Supervisor – Example A

Month	PPV	DLV
Month 1	500vp	
Month 2	1500vp	500vp
Month 3	2000vp	500vp

Accumulate 5000vp within just **3 months** when you build a Customer and Distributor organisation on multi levels!

4000 PPV + 1000 DLV = 5000vp

**5K Supervisor as of the next month which is April
in this example! All done in 3 months!**

Marketing Plan - Distributor Volume Accumulation – 5K Supervisor – Example B

Month	PPV	DLV
Month 1	500vp	
Month 2	800vp	
Month 3	1000vp	500vp
Month 4	1000vp	
Month 5	1000vp	200vp

4300 PPV + 700 DLV = 5000vp

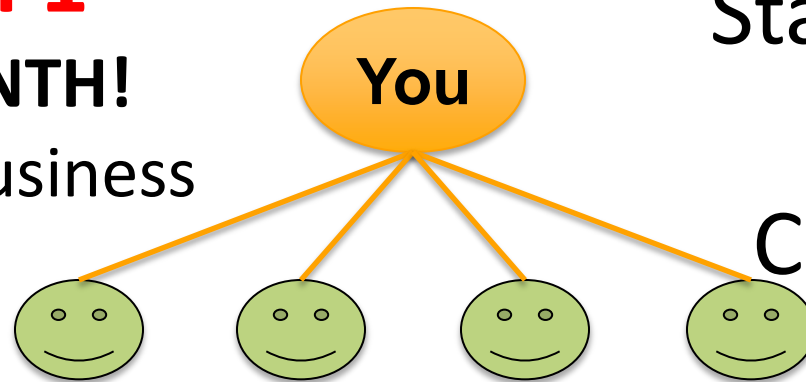
**5K Supervisor as of the next month which is June
in this example! All done in 5 months!**

Marketing Plan – how you can develop your organisation in the next few months

Month 1

THIS MONTH!

Your new business



Starting with

4 - 5

Customers

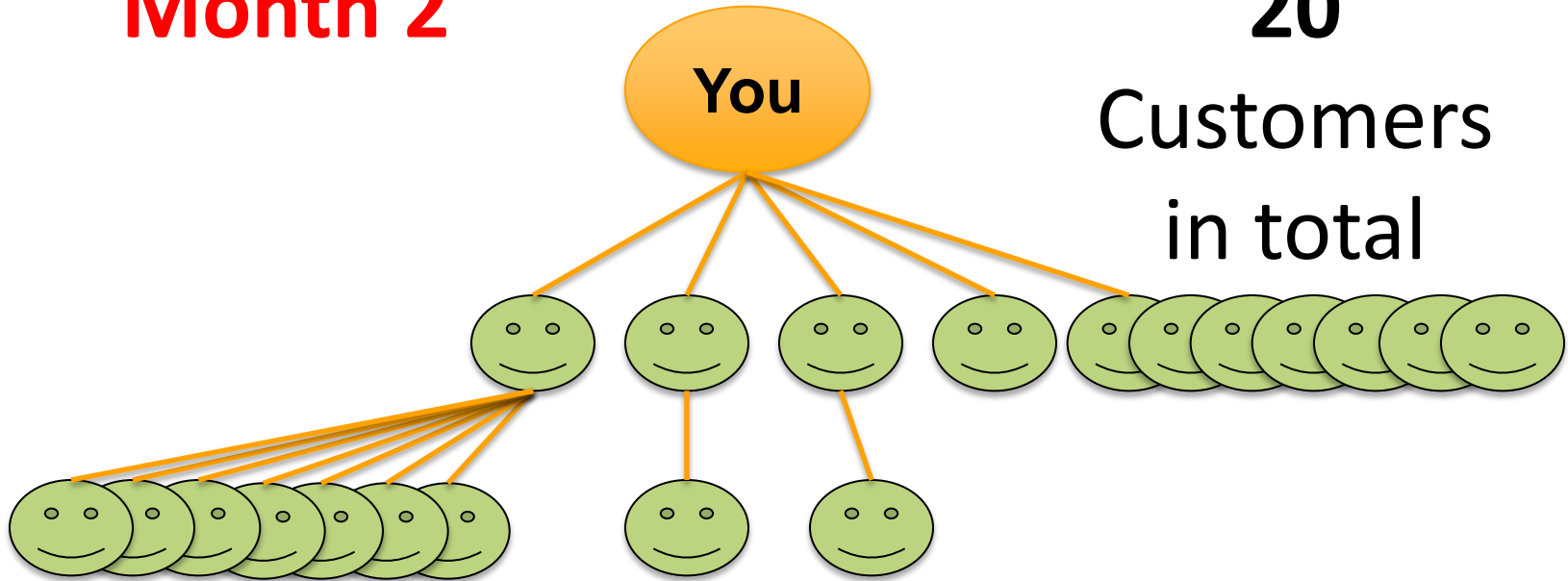
This example is based on a true story of what happened to a 61 year old lady called Nina who started just as a customer – she got great product results which led to her getting her first customers as a Distributor

Marketing Plan – how you can develop your organisation in the next few months

Month 2

20

**Customers
in total**



11 first level customers

9 second level customers

- You have started developing **MULTI-LEVEL CUSTOMERS!!**

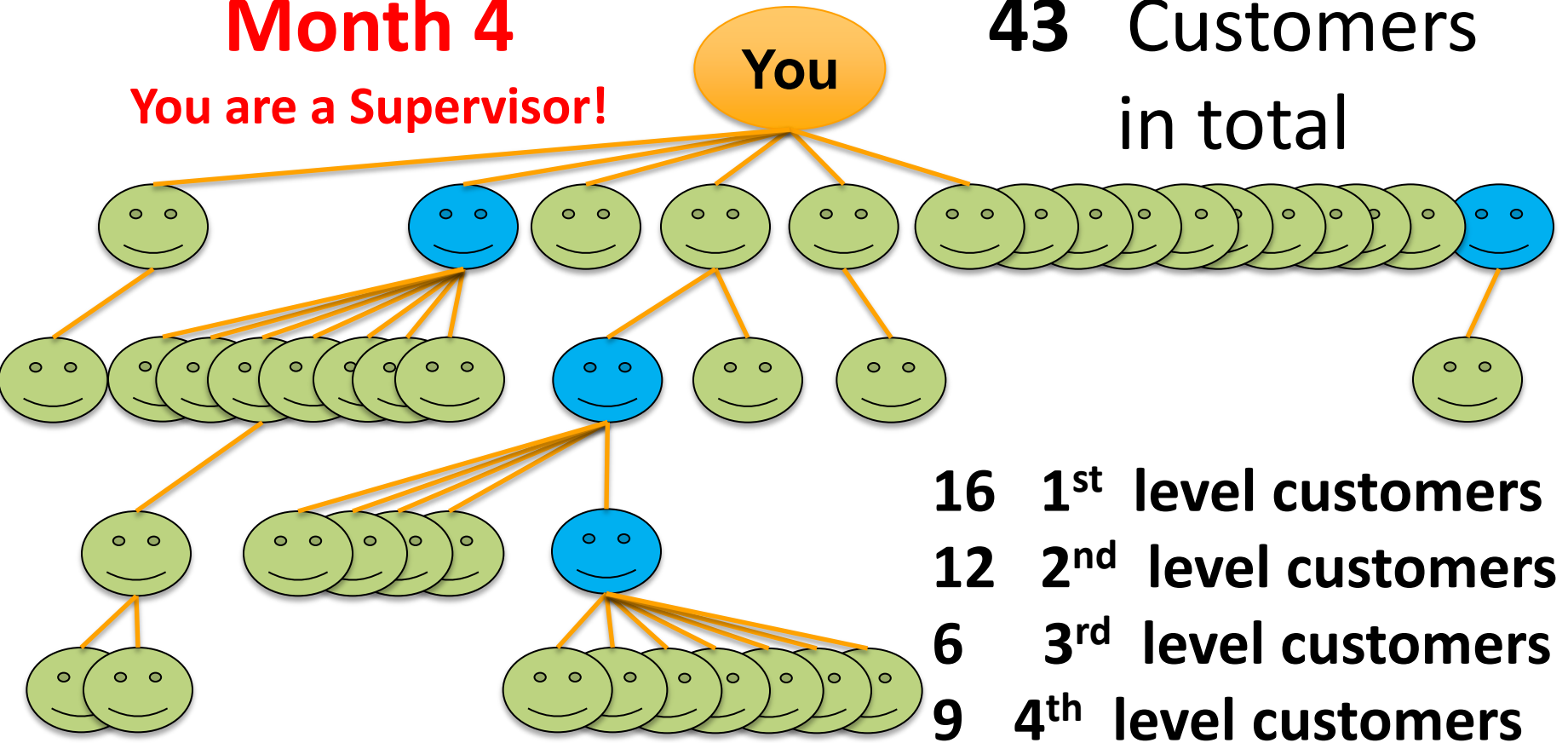
Marketing Plan – how you can develop your organisation in the next few months

Month 4

You are a Supervisor!

You

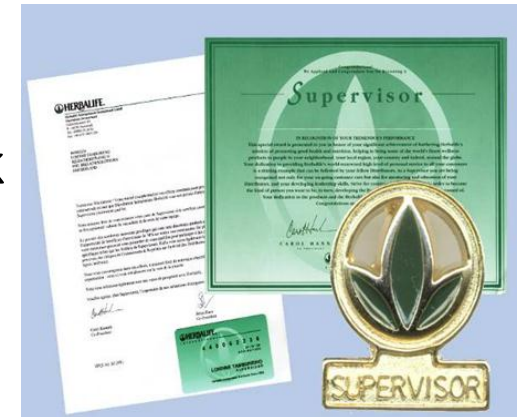
43 Customers in total



AND... there are 4 Senior Consultants in this organisation

Marketing Plan – Supervisor Benefits

- Highest retail profit(50%)
- 50% fixed discount, whether we buy 1 or 100 products a month
- Highest wholesale profit with Distributors (8% - 25 %)
- Earn Royalties - up to 3 Active levels deep
- Organisational vision - grow a royalty check
- Special Recognition
- Special Trainings – Supervisor Workshop
- International vision of the Business at Extravaganza



Marketing Plan – Everybody can do it!

So the principle for success is simple:

- Profound training, education & confidence in our products and our company first
- Use the products, get your result, get customers and start making profits
- Build your customer base and distributor base
- Developing the circle of influence, putting the family on products and supporting people through education, friendship and fun.
- Start building a multi-level structure within your personal volume



Marketing Plan – Elements of Success



Can everybody build an organization?

YES !

- But everything starts at the distributor level and everything starts within your personal volume
- Is your personal volume single-level or multi-level?
- The Marketing Plan allows us to develop each and every Distributor through his/her circle of influence without any pressure.
- Nobody loses volume points, so your distributor can grow and develop to become a Supervisor within your personal volume at their own pace, teach them and help them to create a Customer and Distributor base of their own.



Summary

What is a successful Distributor or Supervisor Operation ?

1. Use the products & get results – constant daily consumption
2. Educate family and friends – products, health, results
3. Then go to Circle of Influence – focus is on education, fun, daily consumption, results

Happy & Profitable Operation – Why is it so critical? It's like a stamp of quality....

Retailing, **R**etention, **R**ecognition, **R**eputation, **R**ecruitment

Also... Ethics, Leadership, Attitude, Personal Example and Teamwork

Building Your Organisation

Royalty Building:

- First few months is the process from Distributor to Supervisor – 5K – focus on multi level customers, referrals and getting new distributors
- Next stage is creating an **Active World Team** organisation – this stage is 6 months. Everybody can build an organisation and in the process of building an AWT organisation you will be developing and expanding your potential to earn from all levels of income in the Marketing Plan.

Building an Active World Team Organisation

Why Active World Team?

- **First Ultimate Leadership Position**
- **It combines 3 inseparable parts of the Herbalife Business**



You will learn much more about this position in the Marketing Plan at the Success Academy

Why Active World Team?

QUALIFY FOR AN
**UNFORGETTABLE
EXPERIENCE**



Building your organisation – 3 parts



It is like a tricycle – all 3 wheels must be well oiled and turning at the same time, to create

DUPLICATION

Marketing Plan

Choose your pace and get to work

- Identify your goals
- Choose your own pace
 - Follow the plan
- Work with your sponsor

And there is more...

Participate on the
next supervisors
Workshop to learn
about the next
Levels in the
Marketing Plan

