Marketing Plan and Distributor's first steps

Part 1

From Distributor to Supervisor

Our Mission

Our goal is to help more people to improve their nutrition, lose weight, look and feel good

Means to achieve the goal – attracting and training new Wellness coaches who will help us bring the ideas of good nutrition to a larger number of people.

Volume Points

To understand our Marketing Plan, let's introduce the main notion of volume points *(further on VP)*

Volume Points

By accumulating volume points, you will be able to move up the Marketing Plan and eventually achieve the highest level of the first part of the Marketing Plan – the level of Supervisor

Supervisor Level

Supervisor level allows to have the maximum advantages stipulated by the first part of the Marketing Plan.

Supervisor Level

Advantages:

Earn 50% Retail Profit

Earn up to 25% Wholesale Profit

Earn an R.O. of 1% to 5% on their first-level Supervisor

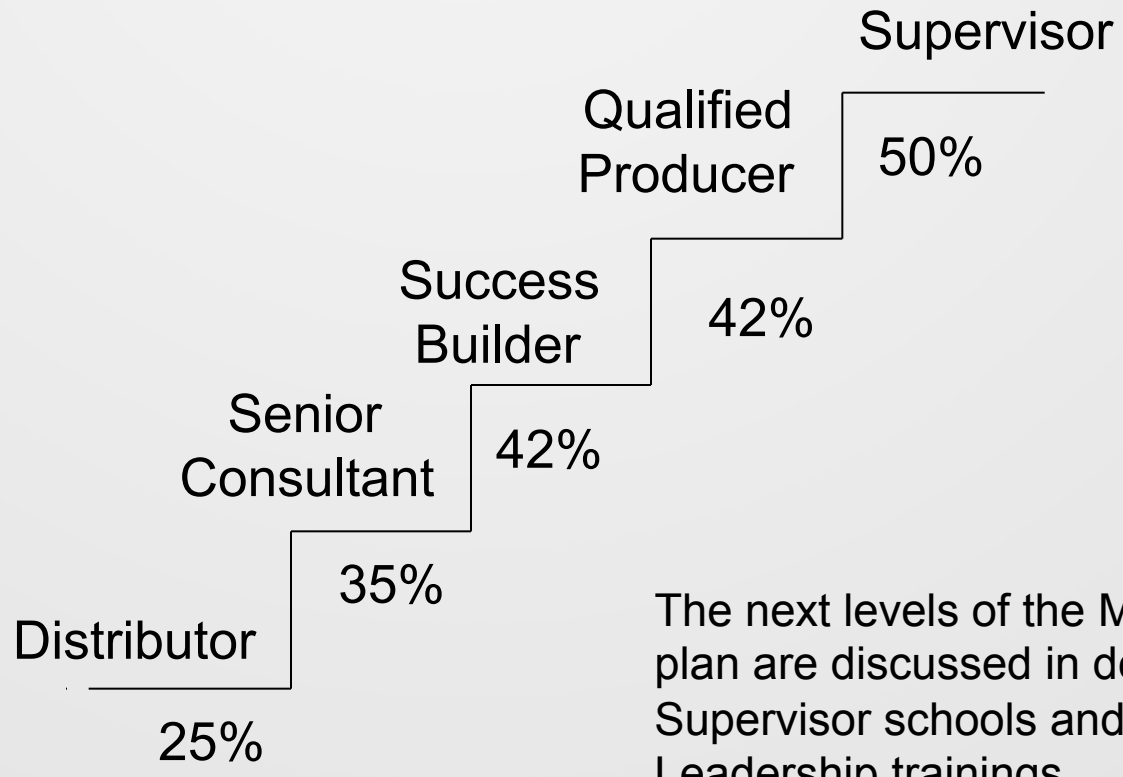
Earn an R.O. of 1% to 5% on their second-level Supervisor

Earn an R.O. of 1% to 5% on their third-level Supervisor

Attend special workshops and trainings sessions

Qualify for special Supervisor recognition

Part 1: Basic Levels of Marketing Plan



The next levels of the Marketing plan are discussed in detail at Supervisor schools and Leadership trainings

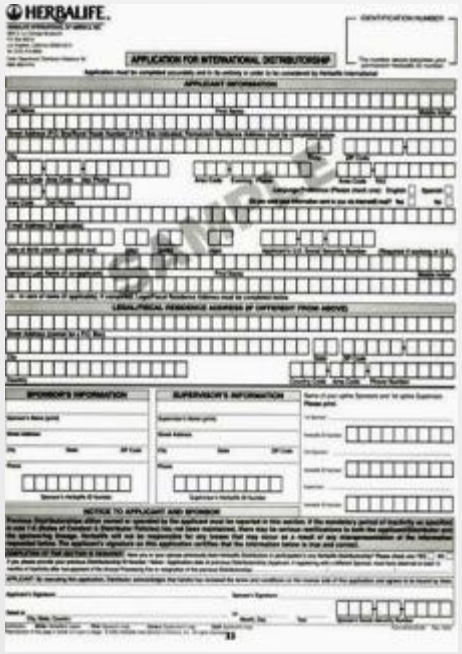
How to Begin

Step 1: Purchasing an International Business Pack

The International Business Pack includes:

- **Forms and Applications**
- **Collateral you need including**
- **IBO Manuals (4)**
- **Variety of Herbalife samples products like Liftoff, F1 instant and others**
- **It also includes a handy Herbalife tote**

How to Begin


HERBALIFE

APPLICATION FOR INTERNATIONAL DISTRIBUTORSHIP

Submit Application for Distributorship to the Company

International Business Pack includes a distributor application which allows you to order products directly from the Company by using the 25-50% discount depending on your status.

This application also allows you to build your own customer and distributor network and earn money.

Step 2: Let's define out goals

To develop a plan of action, you need first to determine your goals for this stage.

At the next stage your goals may change, and then you will revise your plan of action accordingly.

So, variants of goals are:

Step 2: Let's define our goals

Variant 1

For yourself: improve nutrition, lose weight, feel better.

It's simple: work with your coach and follow his instructions

Step 2: Let's define our goals

Variant 2

For the family: learn the nutrition issues and help your family and relatives.

Join a Weight Loss Challenge and a Success Academy. With the help of your coach *(sponsor)* chose a nutritional program for your family members.

Step 2: Let's define our goals

Variant 3

"Finance" your program. With a 35% retail discount you can easily finance your own program by having 4-5 customers at full customer price.

Compile a list of acquaintances and consider who else needs to be told about our program. Discuss your list of acquaintances with the sponsor and develop a joint plan of action

Step 2: Let's define our goals

Variant 4

Become a Wellness coach and start earning money in your free time.

Wellness coach is an occupation and needs to be mastered like any other. Your coach *(sponsor)* will help you to develop your plan of action to build and service your customer base.

More satisfied customers means more money. Working in your free time, you can earn up to $1,500. If you make it full time, you can earn up to $2,000-3,000 a month.

Step 2: Let's define our goals

Variant 5

Build a business and a career. Building a distributor network means much higher income.

More information about it you can get at special Leadership trainings.

How to begin

Step 3: Join a Nutrition club or register for Weight Loss Challenge

Weight Loss Challenge is a 12-week educational and practical course which will help you and your family to learn all the aspects of nutrition.

For those who want to lose weight, Weight Loss Challenge is an ideal solution. An average weight loss in the WLC support groups is 9 kilos and 27 cm accompanied by an improved general well being.

How to begin

Step 4: Enroll in Success Academy

Success Academy is a weekly distributor training where new distributors receive knowledge and skills necessary for building their business.

Between the Academy trainings distributors work with their sponsors to implement the knowledge they acquired. As a result, their knowledge base grows with every passing week, they get their first customers and first profits and the new distributor gradually becomes a coach himself.

How to begin

Step 5: Order products for personal use

Discuss your program with your coach *(sponsor)* and order the products from the Company.

Begin with good breakfast and if you want to lose weight, add the necessary weight loss elements to your basic program.

Ordering products and accumulating volume

Distributors order products from the Company on their registration number *(I.D. – application number)*

Product order and volume accumulation

All the orders placed directly with the Company, are counted for your Supervisor qualification.

Having accumulated 5,000 VP in 3 to 12 months, you automatically achieve Supervisor status with all its advantages.

How to accelerate volume accumulation

- Use more products
- Teach your family and relatives the basics of good nutrition and tell them about our good breakfast and weight control program
- Make a list of acquaintances, and you will see how many people around want to lose weight and improve nutrition. These people will become your customers and you will have more volume and profit from sales.

Distributor / Senior Consultant

And now three questions:

Question #1: Would you like to continue using our products, maintain your weight and feel good?

Question #2: Would you like to have the cost of your products covered so you get your products “for free”?

Question #3: Are you ready to share your own results with your family to help them to improve nutrition, lose weight, look and feel better?

If your answer is YES to all the questions, then you want to become

Distributor / Senior Consultant.

Distributor / Senior Consultant

How to become Distributor / Senior Consultant :

One time order of 500 VP (35% discount)

Accumulate 500 VP (at 25%) during a month through your personal orders for yourself, your family and customers

MARKETING PLAN

STS

VIP Distributor / Senior Consultant

What this gives you:

Get products for personal use and the first customers
Get 35% discount (with one-time order)
Cover the cost of your own program
VIP Distributor diploma
Start your supervisor qualification
Now you can train a new distributor yourself
Your next step is Success Builder

SUCCESS ACADEMY
HERBALIFE

HERBALIFE

VIP
500
VIP Distributor
Congratulations!
You have now become a part of our team implementing Mark Hughes' vision of bringing good nutrition into every home and helping people to improve their health.
We wish you great success in this noble work and a fast track to the Supervisor status!
Signature
Date
HERBALIFE.

MARKETING PLAN

VIP Distributor

Congratulations to the new VIP Distributors!

SUCCESS ACADEMY
HERBALIFE

STS

Distributor / Senior Consultant

500 VP is enough for 5 basic nutritional programs: one for yourself and 4 for your customers

Example of 500 VP order and income calculation

(US order not including handling, packaging, shipment and local taxes)

500 vp is enough for 5 programs: one for yourself and 4 for your customers

Program	Products	VP	35%	Customer price	Retail profit
My program	Formula 1 – 3 Thermojetics original 50 g – 1 Aloe – 1 Formula 2 - 1	136.70	**93**		
Customer 1	Formula 1 – 2 Thermojetics original 50 g – 1 Aloe – 1	92.80	63	97	34
Customer 2	Formula 1 – 2 Thermojetics original 50 g – 1 Aloe – 1	92.80	63	97	34
Customer 3	Formula 1 – 2 Thermojetics original 50 g – 1 Aloe – 1	92.80	63	97	34
Customer 4	Formula 1 – 2 Thermojetics original 50 g – 1 Aloe – 1	92.80	63	97	34
Total	**Formula 1 – 11** **Thermojetics original 50 g – 5** **Aloe – 5** **Formula 2 - 1**	**507.90**	**345**	**388**	**136**

In this example your program at 35% discount costs $93. Retail profit from selling 5 programs is $136 which covers the cost of your program and also gives you some income

Distributor

So let's order the products…

FUTURE PRESIDENT'S TEAM RETREAT 2010
SAN DIEGO • DECEMBER 6-8, 2010

Distributor

Get your order –
and get to work!

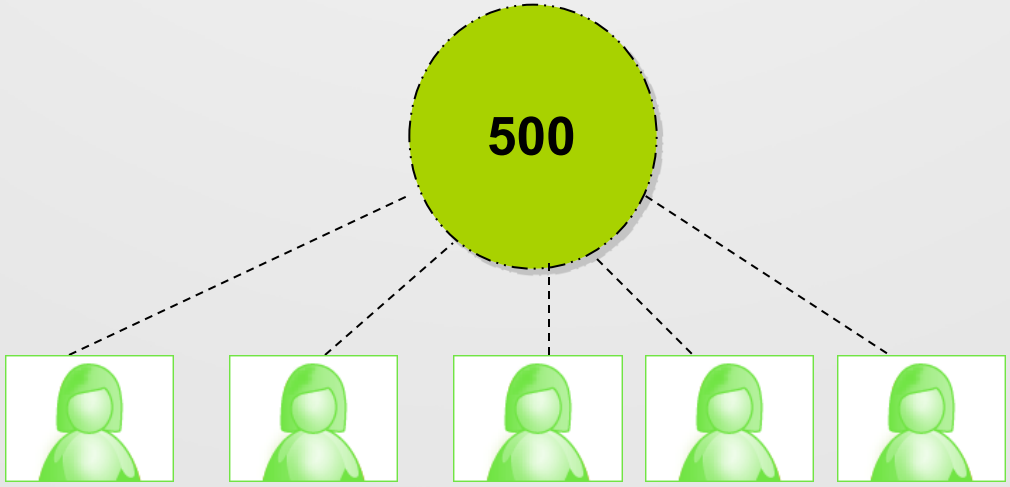
Distributor

Plan for the first 2 weeks

Compile a list of acquaintances

Together with the sponsor schedule and conduct meetings

Aim: find 5 customers



Distributor

Plan for the second fortnight

Repeat the success of the first two weeks – find 5 more new customers

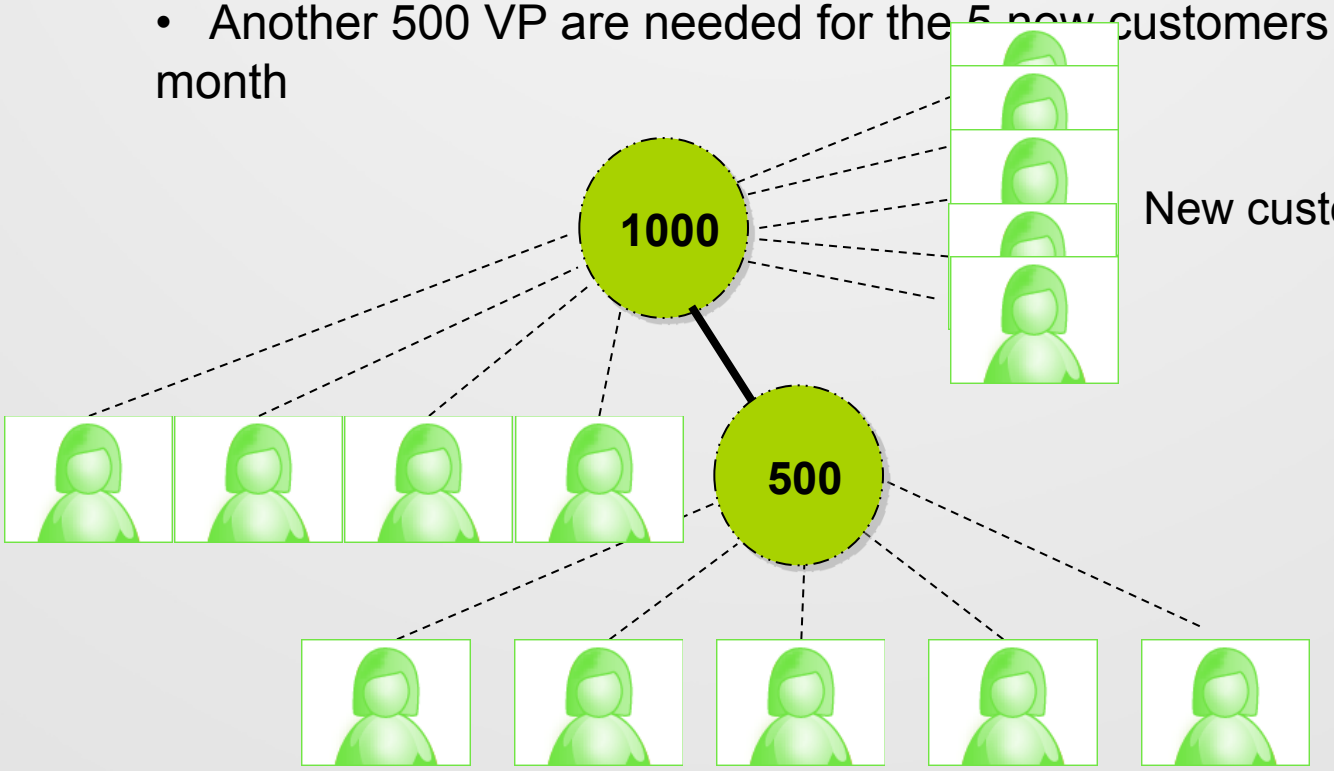
Generate demand for 1,000 VP of products *(10 customers + your own program)*

Among those customers *(or acquaintances)* find one person who will also want to repeat your first two weeks and become a VIP Distributors

Here's how it looks…

Plan for the second fortnight – repeat your success

- You will need 500 VP for the first 5 customers for their second month
- Another 500 VP are needed for the 5 new customers for their first month



Plan for the third fortnight

Plan for the third fortnight – repeat the basic amount of the first two weeks of work yourself and help your distributor do the same. In this way you will have a downline VIP distributor

As a result, you have a growing number of consumers, Distributors, income and volume.

And what is most important, you become a coach and a sponsor yourself!

Success Builder

So the next logical step of your progress is the level of Success Builder.

Qualification: one-time order of 1,000 VP

Discount (or profit from sale to the end consumer) is 42%

Success Builder

Example of 1,000 VP order and calculation of income

(US order not including handling, packaging, shipment and local taxes)

1,000 VP is enough to create 10 programs: one for yourself and 9 for the customers. You will be able not only to cover your own program *(a very good one)* but also earn more than $250.

Program	Products	VP	42%	Customer price	Retail profit
MY PROGRAM	Formula 1 – 3 Thermojetics original 50 g – 1 Aloe – 1 Formula 2 – 1 Protein powder - 1	165.20	**101**		
Customer (9 programs)	Formula 1 – 2 Thermojetics original 50 g – 1 Aloe – 1	92.80x9	57x9	97x9	40x9
Total	Formula 1 - 21 Thermojetics original 50 g - 10 Aloe - 10 Formula 2 – 1 Protein powder - 1	**1,000.40**	**614**	**873**	**360**

So in the first 6 weeks you will have achieved the following

- Got your first product results
- Achieved 35% or 42% discount *(income)*
- Got customers and are helping them to achieve results
- Learned how to finance your program and earn profit
- Got referrals which will help you to find new customers
- Are helping a new Distributor to achieve the same results – become VIP Distributor
- Your volume is accumulated towards your Supervisor qualification

Now let's answer the question:

Do you think it would be achievable to do the following simple actions (working together with your sponsor):

Create a list of acquaintances

Conduct several meetings with them (together with your sponsor) and tell about healthy breakfast

Invite them to Nutrition club or Weight Loss Challenge or Success Academy

… and as a result, find 5 customers among your acquaintances or even strangers

If the answer is YES:

Then your next step is Distributor

or Success Builder

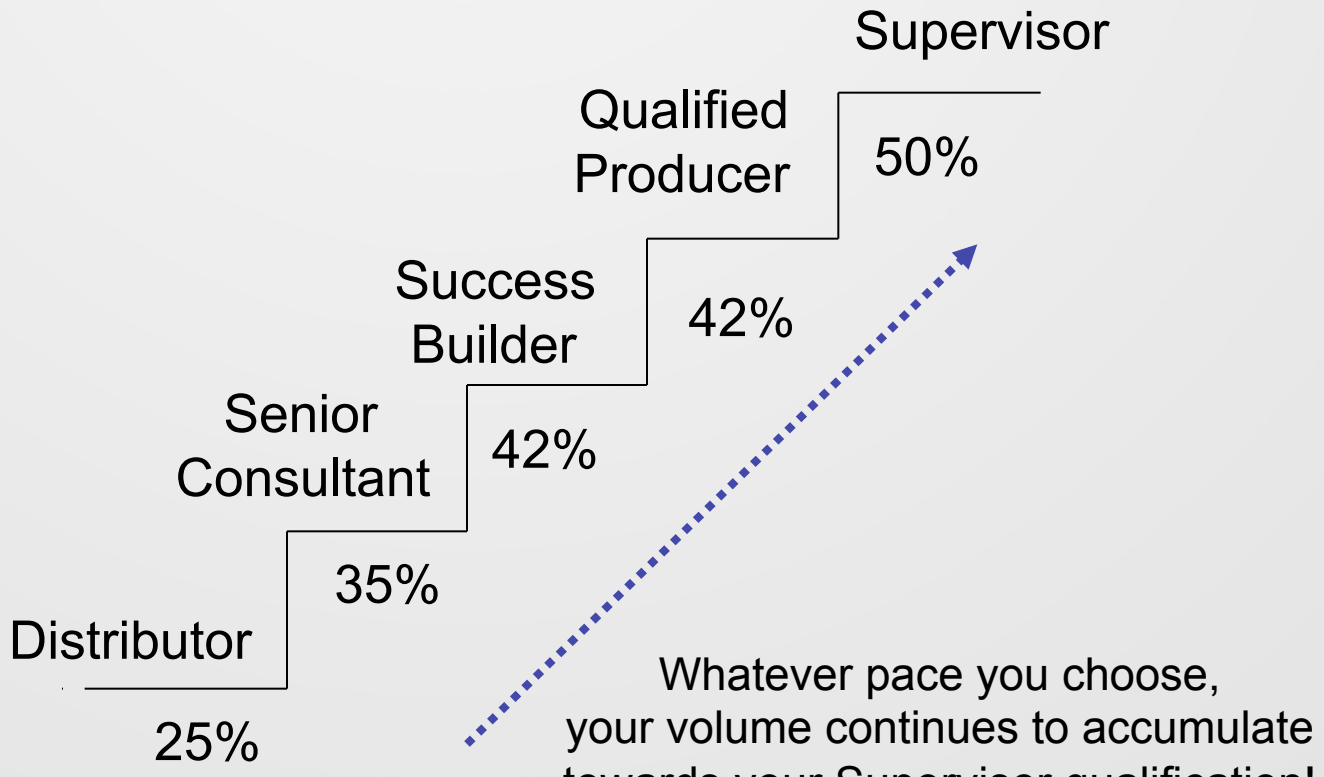
If the answer is NO:

There is no need to hurry.

In this case here is your plan:

Focus on achieving your own result
Help your family improve their nutrition, start good breakfast and weight loss program
Create a list of acquaintances and think who else might need your help
Join a Nutrition club or register for Weight Loss Challenge, Success Academy and attend STS

Basic levels of the Marketing Plan



Choose your pace and get to work!

Identify your goals

Choose your own pace

Follow the plan

Work with your sponsor