

2019 / ENGLISH - EN

F S B

FAST START BOOKLET

VELOCITY
SHARE BUILD LEAD



SYSTEM7

West Europe

Welcome to Your New Business!

In order to give you the best foundation for success, this booklet has been designed to guide you through the first steps of building your Nu Skin business.

OTG is your support organisation, so unlike in traditional businesses, with OTG you are not alone!

NU SKIN



SYSTEM7

West Europe

Who is OTG?

NON-PROFIT ASSOCIATION – LAW 1/2002
OTG West Europe Association

The goal of OTG West Europe Association is to create an environment in which Nu Skin Brand Affiliates with common objectives can leverage the efforts of each other. Thanks to a system of common and unified presentations and trainings, everyone can accomplish more than what would be possible individually.

The Relationship between Nu Skin and OTG

Independent from Nu Skin Enterprises, OTG works exclusively with Nu Skin Brand Affiliates. To help you develop your business OTG has created a training system called System 7 (S7).



NU SKIN

Your Business

- » Develops products
- » Ensures logistics
- » Takes care of administrative and legal procedures
- » Pays your commissions



Your support organisation

- » Teaches the business principles and provides a duplicable system
- » Organises Brand Affiliate sponsored events
- » Develops business material
- » Code of Conduct (see last page in this booklet)

My data

My Sponsor

Name Mobile

FB/Messenger Instagram

Personal Info

My Nu Skin ID



Resources

Nu Skin Enterprises

www.nuskin.com
www.ageloc.com
Nu Skin Facebook pages

Nu Skin Customer Service Centre



(for orders, ADRs, information, questions)

E-mail: use "contact" on your country's

Nu Skin web page.

For administrative questions please



contact your Nu Skin Account Manager.

www.otg.global

Your business support web page
(Log in: name of the current month)

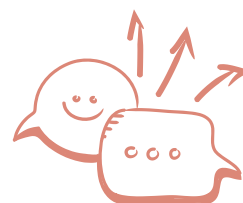
Other websites:

business.otg.global

looks.otg.global

social.otg.global

health.otg.global



facebook

OTG West Europe:

The European platform. Follow the latest news.

OTG "your country":

specific information on Facebook groups (i.e.: OTG UK). Follow the news in those markets that are of interest to you.

The Sign up Process



Your first order

Your initial product order is very important. Not only are you about to experience the wide range of quality products, but it is also going to be part of your future “start-up story”.

Bare in mind that this is a business of duplication; therefore, you should be coachable and think about your order as the first step in your business building.

To ensure the best start of your business it is best to try and experience a variety of products first hand. Your sponsor will be able to help you to find the right selection for your needs and interests.

Nu Skin has put together business builder kits as the optional pre-selected packages to get started.

Getting paid

Download the Bank Info Sheet (MCI), fill it in and send it to Nu Skin.

Signing Up for Your Automatic Delivery Rewards (ADR):

Nu Skin offers a very rewarding loyalty program. By signing up for an ADR, you will have your products delivered to your home on a monthly basis and you will be given 20-30% product points that can be redeemed for free products!

You can change the content of your ADR at any time.

For more information, talk to your sponsor and see ADR terms and conditions at www.nuskin.com.

Online

Go to www.nuskin.com - select your home market: UK (or other) Select “Opportunity” then Select “Join Our Team”.

Select “Sign up as a Brand Affiliate” . You will need to have the ID number of your sponsor to complete the sign-up. Make a note of your ID number.



Getting Started Checklist

Having a checklist is critical to your success.

Register as a Brand Affiliate and place your first product order.

Set an appointment within 24 (maximum 48) hours with your sponsor for your first presentation (off-line, on-line) / product showcase / SoMe posting.

Get familiar with the System7 Workflow, work through this booklet together with your sponsor.

Get connected, subscribe to the OTG-S7 email list on www.otg.global. Join OTG West Europe and local OTG group on FB.

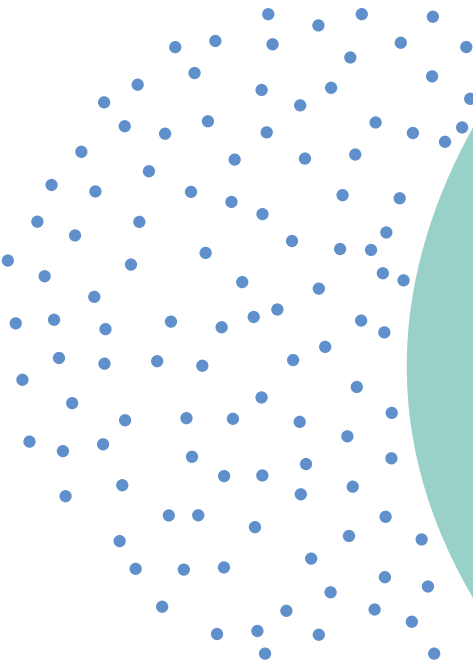
Check the meeting calendar on www.otg.global for upcoming meetings/events in your area (BB, FST, Expand, Product Expo).

Check the OTG Store on www.otg.global for business material.

We try and use Nu Skin products to get to know them and better advise our customers. That means we use as many products as reasonably possible. We are loyal 'products of the products'. We set the example in our businesses by using Nu Skin products in our home.

Set up your monthly ADR order.

TTP – Talk To People!





Entry Points

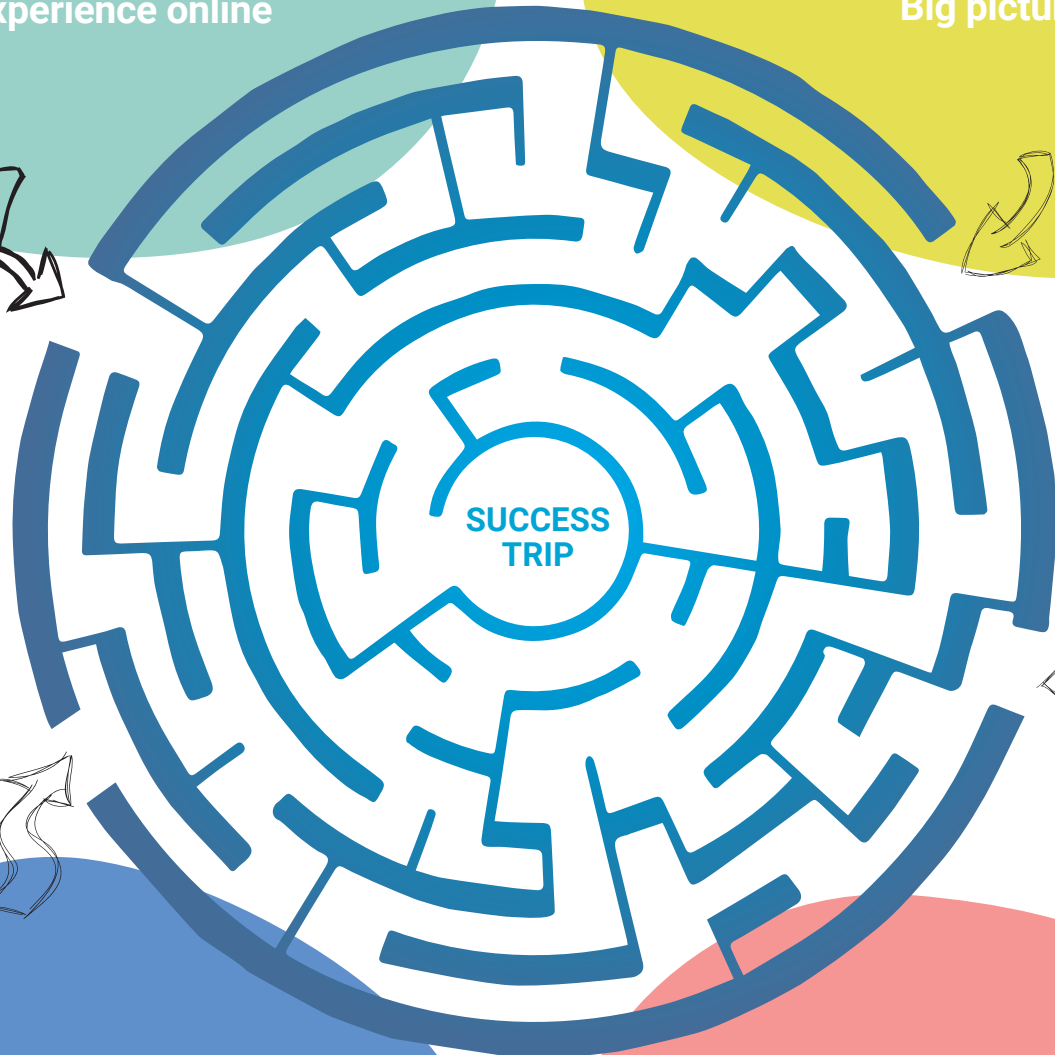
There are various ways for you to enter the business. Whichever one works best for you, the basic principles remain the same

SOCIAL MEDIA

Share your product experience online

BIG BUSINESS

Business Briefing
Big picture



PHARMANEX/ SCANNER

Scanning sessions

PRODUCTS

Demos / Showcases

System Workflow 7

Get into action.
There are seven steps in System 7
- "The Workflow"

1 Goals



Set your initial goals, both short and long term. Put them in writing with a clear deadline.

2 Contacts

Write your contact list.

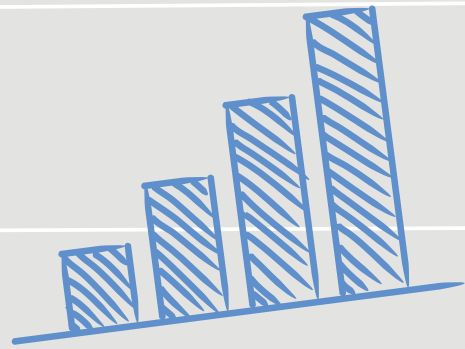
3 Invite



Inviting is like a movie trailer – create curiosity!

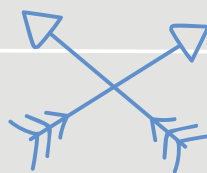
4 Present

5 Follow up



6 Getting Started

7 Team work



These are the stepping stones to your success and each one focuses on driving your business forward.



1. Goals



Most people set goals for themselves, but only successful people follow them through. Knowing your goals is one of the main differences between a thriving and a struggling business. We will show you how you set your goals and put them to action.

Why Nu Skin? What is (are) your motivation(s)?

.....
.....
.....
.....

What do you want?

- Additional income (retailing)
- Leveraged income (build a network)

WHAT ARE YOUR FINANCIAL GOALS?

How much do I **NEED** to make from my Nu Skin business per month?

This month	In 4 months	In 1 year	In 5 years

How much do I **WANT** to make from my Nu Skin business per month?

This month	In 4 months	In 1 year	In 5 years

How much time am i willing to invest per week in my business to achieve what I **NEED** to make?

This month	In 4 months	In 1 year	In 5 years

How much time am i willing to invest per week in my business to achieve what I **WANT** to make?

This month	In 4 months	In 1 year	In 5 years

Share this information with your sponsor and/or other OTG uplines. They are there to support you achieve your goals. Remember that there has to be a combination of the time you are willing to invest in your business and your goals. Success comes through hard work, dedication and patience.

This is not a get rich quick scheme – it’s a working program where you can build your long-term revenue **through selling premium products.**



VELOCITY
BY NU SKIN®

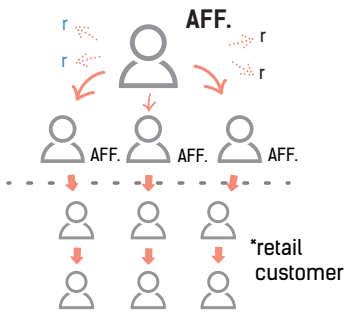
Stepping stones

There are several stepping stones towards your goals, defined by the Nu Skin compensation plan and each one helps you to focus on driving your business forward.

SHARE Brand Affiliate

calculated daily

START BUILDING A TEAM
*Retail: Up to 38% markup
Retail and Sharing Bonuses



HOW TO QUALIFY AS A BRAND REPRESENTATIVE

1 block = 500 points of sales volume

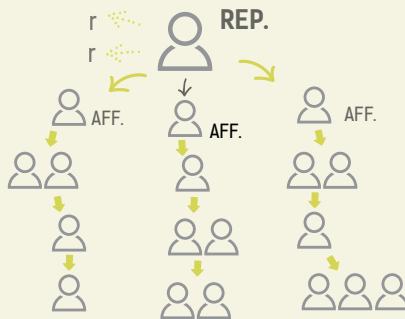
- 8 BUILDING BLOCKS
 - 4 SHARING BLOCKS Level 1
- TOTAL 12 BLOCKS**

OBTAIN A TOTAL OF 6000 GSV
IN 1 WEEK TO 6 MONTHS

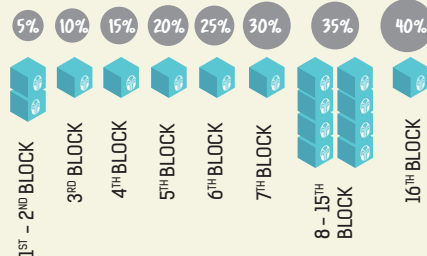
Minimum 2 Building Blocks per month

BUILD Brand Representative

paid weekly



% PAID ON BUILDING BLOCKS



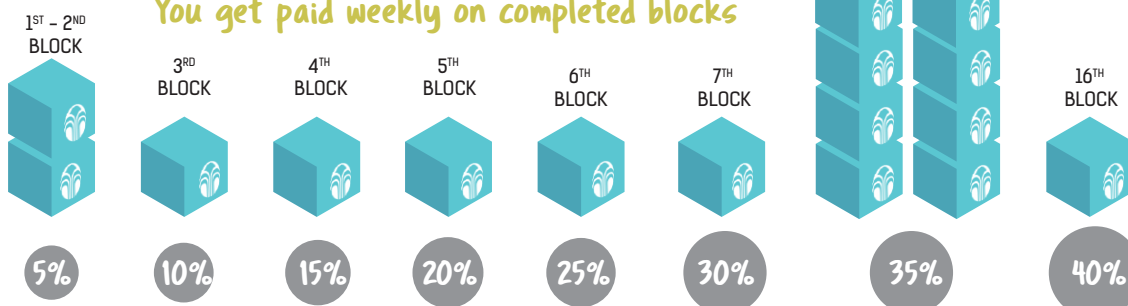
Building Bonuses are paid on the commissionable volume of completed Building Blocks.

Building Bonus percentages only apply to a single, completed Building Block.

They are not applied to previously completed Building Blocks.

BRAND REP= YOUR BUSINESS UNIT

You get paid weekly on completed blocks



LEAD Brand Partner/Director

paid monthly

CREATED BY HELPING OTHERS TO BECOME BRAND REPRESENTATIVES

	Brand Partner	Senior Brand Partner	Executive Brand Partner	Brand Director	Senior Brand Director	Executive Brand Director	Presidential Director
Lines	1	2-3	4	4	5	6	6
LEADERSHIP TEAMS				10K	10K+20K	10K+20K+30K	10K+20K+30K+40K
GEN 1	5%	5%	5%	5%	5%	5%	5%
GEN 2		5%	5%	5%	5%	5%	5%
GEN 3			5%	5%	5%	5%	5%
GEN 4				5%	5%	5%	5%
GEN 5					5%	5%	5%
GEN 6						5%	5%

4 BLOCKS/m to maintain title

6 BLOCKS/m to maximize plan

2017 Sales Compensation in EMEA (amounts in USD)

Monthly Average	\$35	\$90	\$62	\$408 REP	\$674 BRAND PARTNERS	\$1,156	\$2,083		\$3,985 BRAND DIRECTORS	\$8,377	\$24,005
Annualized Commissions	\$420	\$1,080	\$744	\$4,896	\$8,088	\$13,872	\$24,996		\$47,820	\$100,524	\$288,060
Average Percentage of Active BA	4,41%	1,74%	0,30%	2,37%	0,87%	0,61%	0,26%		0,10%	0,08%	0,04%
Average Percentage of BR and above level BA	n/a	n/a	n/a	54,73%	20,04%	14,07%	5,97%		2,31%	1,90%	1,00%

- The table only includes Brand Affiliate who qualify to receive commissions. Brand Affiliate who only purchase products for personal use do not qualify to receive commissions and hence, they are not included in the table.

- Note that these figures do not represent a Brand Affiliate's profit, as they do not consider expenses incurred by a Brand Affiliate in the promotion of his/her business and they do not include retail markup income. The annualized average Brand Affiliate commissions set forth in this column are simply the average monthly commissions multiplied by 12. For more information: https://www.nuskin.com/content/dam/office/EMEA_new/shared/en/business_material/2017-EMEA-Distributor-Compensation-Summary.pdf.

WHERE DO YOU SEE YOURSELF?

DECIDE WHAT BRAND REPRESENTATIVE PIN LEVEL YOU WILL HAVE IN:

In 120 Days	In 1 Year	In 2 years	In 5 years

Create a Plan of Action

With your financial goals defined, it's time to develop your plan of action. In this process you will work closely with your sponsor and your up-lines to get started on your journey towards your goals.

For example:

- How many new names on my list?
- How many business presentations?
- How many product demos?

Your Road to Success Starts with becoming a Brand Representative



To qualify as a Brand Representative, all you have to do is make sure you complete 12 building blocks (4 being sharing blocks) within 6 consecutive calendar months.

Consult with your sponsor / up-lines on how to start your qualification as fast as possible!

You will find more details about the qualification and the compensation plan in the Appendix - Compensation plan glossary in the end of this booklet and in Nu Skin's Sales Compensation Plan.



As an Executive Brand Partner you will be able to earn Nu Skin Success Trips!*

*For more information, see the Terms and Conditions for the Success Trip

Strong Brand Representatives maximize their commissions by having monthly volumes of at least 6 blocks, and we recommend that you aim to have as much as possible of this volume generated by ADRs.

Strong business building requires a combination of developing leaders and a solid customer base. Helping your new leaders to secure a steady 6 blocks from their first Brand Representative month will help both you and them to build a solid business.

Focus on the activities that grow your business and drive you closer to your goals. To keep you on a steady track, it's a good idea to set goals for the activities that drive volume and people into your organisation. You can then divide this into weekly and daily goals.

Drive to success

Reaching the level of Executive Brand Partner is for many the first major step on the way to reaching their ultimate goals. Talk to your sponsor about setting up a "Success Plan" for you. A popular tool is the Success Planner.

2. Making your contact list (FFBC)

Creating a valuable contact list is very helpful for setting the foundation for success. At this stage, write down all the names of everyone in your FFBC (Friends, Family, Business and Community) network including your Social Media contacts and think about who could benefit from your business and/or your products. You may find people who like to take care of themselves and their appearance, people who are concerned about ageing or specific skin problems, or people who would like an extra income. And you will come across contacts who are looking for a big career change and are ready for serious action.

Within your circle of influence, there might be multiple ways (whether financial or personal) in which Nu Skin can improve many of these people's lives.

Remember that creating your contact list is an action-orientated activity, and people who implement their plans are the ones who enjoy success.

Do it today!

TIME TO GET STARTED - FFBC

Contact the most dynamic people in your networks



List the most influential contacts in your four main networks:

FAMILY

FRIENDS

BUSINESS

COMMUNITY

Draw up a list of all the people in your network, and preselect people for the business and/or the products. Identifying: Who is he/she? Why did you think of him/her? Business and/or products? What did he/she say?





3. Invite

The purpose of inviting is to make your prospect curious enough to want to know more about what you have to offer him/her. Imagine your invitation to have the effect of a movie trailer that makes you want to see the full movie.

Put yourself in the situation of the person you want to invite to learn more of what you have to offer. What might they be unhappy about? An insecure job situation, wrinkles, low on energy, or perhaps they need some extra money?

Remember: You always remain focused on the other person's needs and on how you and your opportunity can offer a solution to their problems.

Decide what you are going to invite a person for:

- To learn more about the products?
- A product showcase?
- Your customer group on Facebook?
- A Scanning with the Biophotonic Scanner?
- A LumiSpa demo at your kitchen table?

To learn more about the business opportunity?

- An open BB in a hotel?
- A BB video online or a webinar?
- A one-to-one meeting over a cup of coffee?

Here are some tips:

Be brief in this phase: do not get into the details, the objective is to get them to commit to set aside some time for a presentation.

Only invite nice, honest people who are open to take action.

Be enthusiastic (but not overwhelm them with your enthusiasm).

Listen more than you talk!

Don't be afraid of questions – they will be answered in the next phase, the Presentation.

The 5 Cs of inviting:

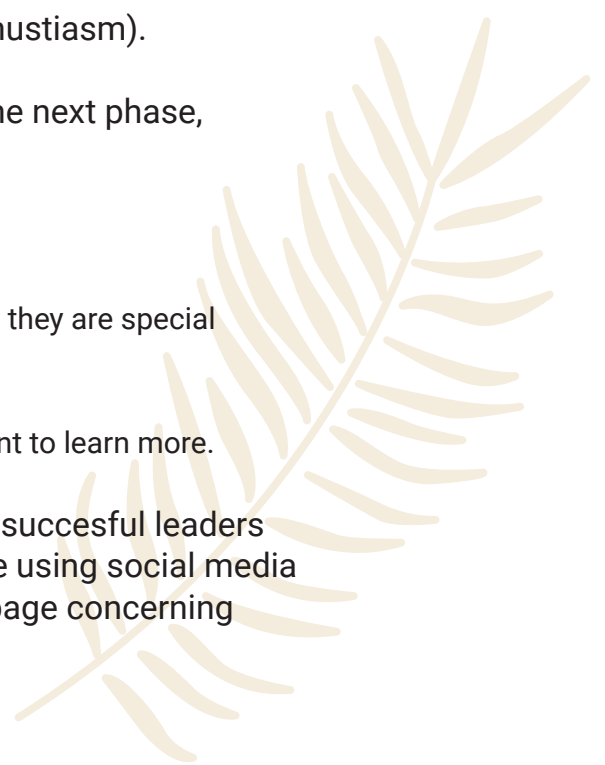
- Courtesy – Open the dialogue
- Compliment – Everybody likes a compliment, tell them why they are special
- Curiosity – As described above
- Commitment – Confirm the appointment
- Control - Be brief, do not get into details, make him/her want to learn more.

You find more advice on inviting from some of the most successful leaders in the "Get Started" section on www.otg.global. If you are using social media in your business you find more information on the next page concerning "Attraction Marketing".

A wise person once said: "Sell the problem you solve, not the product!"



The same principles apply whether you work through Social Media, Product Showcases or Business Presentations when offering a business opportunity or a product.



Become familiar with attraction marketing



“Attraction Marketing is the use of marketing techniques specifically designed to teach the customer what you are doing and how a service or product will benefit them well before they purchase it.” - Facebook

Attraction marketing is about attracting prospects to you rather than you going to them. Attraction marketing should be well thought through, not automated. Familiarize yourself with Nu Skin’s Social Media Guidelines (see YouTube video “Nu Skin EMEA Social Media Guidelines”).

People often wrongly think that we should promote our products or our Nu Skin brand on social networks, while in fact what you should promote is YOURSELF: the real product is YOU.

To have people “buying” you, first they must know, appreciate, and trust you. Start by creating an audience, adding people who share your interests (not only your friends or Nu Skin Brand Affiliate).

You must have a strategy and stick to it when you communicate by adding interesting content. Stay authentic and build your own brand: be inspired by others, but do not copy them. Be the best version of yourself, not the second best version of someone else!

When posting on social media, alternate different types of posts: personal posts (you, your social circle, your lifestyle), business-oriented posts, informative posts, posts describing the effects of our products, and fun posts (a picture of you and your Brand Affiliate having fun).

To learn how to prepare your profile and yourself for using social media to build your business, you can go to www.social.otg.global (password: current month in English).

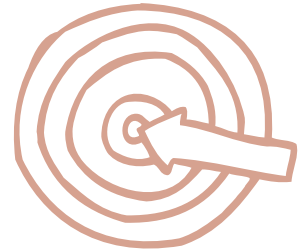
Attraction
marketing

You will attract people who will identify with how you are and how you work: people sharing your philosophy will be attracted by your lifestyle, and basically, by WHO YOU ARE!



Handling objections

Objections are simply a signal to you that your prospects need more information: it's a good thing! You will more often than not be faced with objections, it is a completely natural part of our business. Be professional and never take them personally.



The best way to answer questions which come up during an invite is to simply say "great question, that's why I would like to meet/connect online when we both have some more time and I can present the project for you / demonstrate the product / show you more"... This way you can turn someone sceptical into a curious person committed to an appointment.

Never be afraid of questions: there is always an answer. If you cannot answer there and then, be honest and tell them you don't have the answer but that you will find out for them. Check with your sponsor / up-line / the company, and return to the prospect with the answer when you have it.

THE FOUR MOST COMMON OBJECTIONS:

I DON'T HAVE TIME

What you're saying is:

"You're busy, but if I could show you a way to be successful with the time you have, you'd be interested?"

Leverage
System

Part-time
Team

MLM

What you're saying is:

"May I ask what your experience is with network marketing?"

Don't get defensive / Positive facts about Nu Skin

Awards
Forbes

NYSE
35 years

I DON'T HAVE MONEY

What you're saying is:

"You really want to do this business, but you're concerned about the investment?"

It's about making money, not spending money!

NO SALES EXPERIENCE

What you're saying is: PERFECT!!!

Most of our most successful leaders had no sales experience.

We have a proven system that works.

For specific answers to objections, learn from your sponsors and take advantage of the many various trainings.

4. The art of presenting

Presenting the business to your contacts must be simple. We use the standardized and authorized presentations which you can download from www.otg.global.

Work with your sponsor!



“THE MONEY IS IN THE FOLLOW-UP”

The various options of presenting include:

Meeting personally with the prospect, alone or with your sponsor.

Inviting your prospect to an open OTG meeting (BB).

Posts in social media.

Skype, FB Messenger, etc.

Product Demo / Showcase / Expo.

Inviting your prospect to an online presentation, using a recorded presentation in your language.

www.business.otg.global - Business prospecting page

www.social.otg.global - Social selling

www.looks.otg.global - Nu Skin product focus

www.health.otg.global - Pharmanex / Biophotonic scanner focus

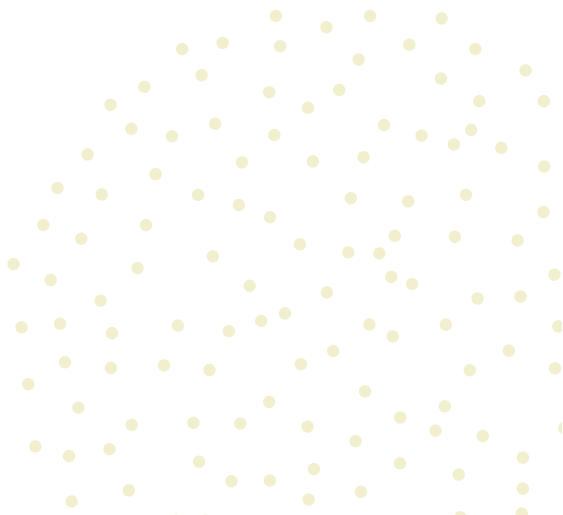
We strongly recommend that your sponsor is present during your first few presentations. This is a great way to “earn while you learn” and is simply the best way to jumpstart your business.

Closing

After a Business Briefing - use the “BB part II” as an aid to close and clarify (you find it on www.otg.global).

Ask questions that confirm and clarify.

NB! Always schedule a follow-up meeting no later than 48 hours after your presentation/ demo - if possible together with your sponsor/partner.

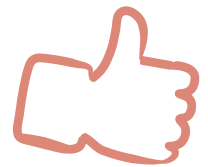


5. Follow-up

“The money is in the follow-up”

The best way to follow up is to ask when and how your contact wants to proceed. You should always stay connected and make sure you have appointments for the next steps (whether it will be a personal appointment, a phone appointment, or a Skype call). Two or more follow-up contacts or meetings may be required with the person before he/she is ready to join the business, so be patient. If your contact seems open but not ready, make sure he/she is ok to be followed up (“Can I keep you informed...”).

It is also important that you stop the follow-up if a person is not interested. Ask if it is ok if you take up the contact with them again at a later stage to check if the timing is better for them then. You offer a great opportunity, but your success does not rest on a single person joining your team or not. A "no" can actually be better than a "maybe" (and save you time), so don't be afraid to ask for a clear answer.



Help your new partner to start the business in a CLEAR and SIMPLE way.

When your contact is ready, hand out this little grey Fast Start Booklet and start going through the initial steps of signing up and placing the first order. Make sure you schedule a business presentation that your new Brand Affiliate can invite prospects to, and the next local OTG S7 FST event to receive basic training and meet other OTG team players. Show them www.otg.global and the meeting calendar.

Know your upline. They are there to help you:

UPLINE BRAND REPRESENTATIVE CONTACT INFORMATION

	Name	Phone	Email
SPONSOR			

UPLINE BRAND DIRECTOR

	Name	Phone	Email
SPONSOR			

UPLINE EXECUTIVE BRAND DIRECTOR

	Name	Phone	Email
SPONSOR			



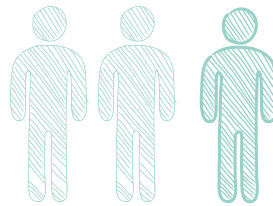
Now you are ready to start your business and to get the first Brand Affiliate and customers in place!

6. Getting Started

When you have enrolled a new business partner do the following:

1. Help him/her place the first order.
2. Teach him/her how to move these high quality products to an end consumer through social media or meetings.
3. Teach him/her about the ADR and help them establish an ADR order (preferably at least 100 PV/month).
4. Make sure he/she gets a copy of this Fast Start Booklet.
5. Show the OTG website and help your prospect register for the OTG mailing list, and invite him/her to the local OTG Facebook group.
6. Work through the 7 Points of this FSB together (start working on goals and contact list).
7. Schedule your meeting, and show how to find out where the next OTG meeting will take place (the OTG meeting calendar) Explain what BB, Product Expo, FST are
8. Invite your new partner to watch the "BB II – Getting started" training, online or offline.

7. Teamwork



We all win working together.

Build the depth of your business by driving deep within your circle of influence. Respect fellow Nu Skin Brand Affiliate at every meeting and training and at all time. We follow the Code of Conduct and the four principles of being an OTG Team Player.



Duplication: Learn, apply, and teach the system. Put into action the Principles of Success and do what others can duplicate. Don't ask yourself if it works, ask yourself if it duplicates.

Edification: Become familiar with speaking in positive terms to emphasize how much you value the different components that help you towards your success.

Respect crosslines: We are all in the same "family", so let's respect and encourage each other. Talk positively to your crosslines and edify their upline.

When you have a problem or a challenge, however, remember to approach your own upline or the company.

Consulting: provide guidance to your Brand Affiliate along the way. This involves goal setting and follow-ups on what actions have been taken.

This is how we prosper together with Nu Skin!



7 CORE HABITS for Success

1. Be a product of the product
2. 15 presentations a month
3. ADR 200 SV
4. Achieve min. 2 blocks per week
5. Feed your mind
6. Stay connected/attend OTG meetings

7. Be a team player
 - Duplication
 - Edification
 - Respect Sidelines: - No Crosslining
 - Consultation



These are the habits of a CORE leader.
Are you a CORE leader?

System 7 recommended reading / listening list

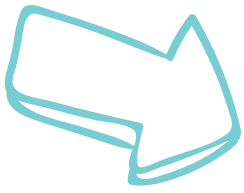
Conference Calls / Webinars

- In English, Spanish and French. See schedule and program on www.otg.global under 'Webinars'.

Books

- The Success Formula, by Chris Taylor
- Think and Grow Rich, by Napoleon Hill
- The Greatest Salesman in the World, by Og Mandino
- Rich Dad, Poor Dad, by Robert Kiyosaki
- 7 Habits of Highly Effective People, by Stephen Covey
- Aspire, by Kevin Hall
- Awaken the Giant Within, by Anthony Robbins
- The Slight Edge, by Jeff Olson
- As a Man Thinketh, by James Allen
- Peaks and Valleys, by Spencer Johnson
- It's Not About the Money, by Bob Proctor
- The Leader Who Had No Title, by Robin Sharma
- Think Rich to Get Rich, by T. HarvEker
- How to Win Friends and Influence People in the Digital Age, by Dale Carnegie
- The Monk Who Sold His Ferrari, by Robin Sharma
- Magnetic: The Art of Attracting Business, by Joe Calloway





This Code of Conduct has been independently produced by OTG and only Brand Affiliates joining OTG are abide by it.

OTG Code of Conduct

1. I conduct business in line with our OTG Vision & Mission.
 2. I treat all team members and their contacts with respect at all times.
 3. I aim to set an example by being a 100% product user and have Nu Skin products in my home.
 4. I maintain a positive and encouraging attitude that reflects OTG. I show respect for others by avoiding the use of de-edifying (negative) words and actions.
 5. I edify sponsors and leaders of other Brand Affiliate and groups. I encourage colleagues to work towards growth and success with their leaders. I act responsibly. I teach and lead by example. I support and encourage all Brand Affiliate who demonstrate commitment to this business.
 6. I continue to learn and develop by following the guidelines outlined in the OTG training materials, found at www.otg.global. For duplication purposes I use only the official standardized material from OTG.
 7. I never sell or buy Nu Skin products on Ebay, Amazon, personal websites, or other similar online environments.
 8. I only recruit those who are not currently active in Nu Skin. I never encourage active Brand Affiliates or prospects to switch groups. I acknowledge that this is not acceptable behavior under any circumstances.
 9. I do not engage in or recommend other network marketing businesses or products, and never make use of OTG or Nu Skin contacts to promote such businesses or products. Additionally, I certify I will not personally profit from any training programs, online or offline courses, tapes, CDs, videos, books, etc.

Please be advised that this regulation (point 9) is NOT in Nu Skin's Policies and Procedures.
 10. I agree issues or conflicts should only be discussed with my upline or the company, never with downlines or sidelines.
 11. I maintain a clean, neat, and professional appearance and dress code.
 12. make an effort to attend, when reasonably possible, all OTG recommended System 7 events, including business briefings, System 7 Workshops, Regionals, Success Summits/ Success Olympics and Nu Skin events.
- I hereby certify that I have received the OTG CODE OF CONDUCT and that I have read, understood and will abide by it. I will refer to the OTG CODE OF CONDUCT GUIDE with questions.

Date

Signature



Appendix

Compensation plan glossary

BRAND AFFILIATE – Any person authorised to sell Nu Skin’s Products pursuant to a Brand Affiliate Agreement (BAA). All Product purchases are optional.

BRAND REPRESENTATIVE (BR)—An individual who has completed Qualification, as well as a generic term used to refer to all Brand Representatives and above, regardless of Title. To maintain Brand Representative status, you must complete at least 4 Building Blocks each calendar month (or use Flex Blocks to substitute for missing Building Blocks). If you fail to maintain your Brand Representative status, any Brand Representatives on your Team will be moved to the Team of your direct Brand Representative. You have the option to Restart for a limited time, and, if successful, you may regain the Brand Representatives that were on your Team, along with any Flex Blocks previously accrued. Please see the Additional Details – Restart, or contact your account manager for more information.

LETTER OF INTENT (LOI)—A document or online notice that a Brand Affiliate signs to notify Nu Skin of their intention to enter Qualification and become a Qualifying Brand Representative. Once submitted and accepted by Nu Skin, a Brand Affiliate is referred to as a “QBR1” for their first month of Qualification, “QBR2” for their second month, etc. If a Brand Affiliate has been a Qualifying Brand Representative in the past and wishes to enter Qualification again, that Brand Affiliate must submit a new Letter of Intent.

QUALIFYING BRAND REPRESENTATIVE (QBR)—A Brand Affiliate who has submitted their Letter of Intent and begun, but not finished, Qualification. Please see Build – Qualification for more details

SALES VOLUME—A point system Nu Skin uses to compare the relative value of Products across various currencies and markets. Each Product is assigned a specific amount of points of Sales Volume. Sharing Blocks, Building Blocks, and Leadership Team Sales Volume are all comprised of Sales Volume. Sales Volume is different from Commissionable Sales Value.

BUILDING BLOCK—A measurement of Sales Volume. A Building Block is only considered complete when it has 500 points of Sales Volume. A Building Block with less than 500 points of Sales Volume is referred to as incomplete.

RETAIL CUSTOMER—A Retail Customer is anyone who is not a Brand Affiliate or Member who purchases Product either from a Brand Affiliate or directly from Nu Skin.

RETAIL PROFIT—Retail Profit is the difference between your total costs (including the Member Price, cost of shipping, etc.) and the price you sell a Product for.

TITLE—Refers to Members, Brand Affiliates, Qualifying Brand Representatives, and Brand Representative Titles. Brand Representative Titles are determined by the number of G1 Brand Representatives and Leadership Teams and are used to determine the number of Generations you can be paid a Leading Bonus on. Please see the Lead – Titles and Leading Bonus chart for each Title’s specific requirements.

LEADERSHIP TEAM (LT)—A Leadership Team is a G1 Brand Representatives that has achieved certain Leadership Team Sales Volume milestones (10k, 20k, 30k, 40k) in a calendar month.

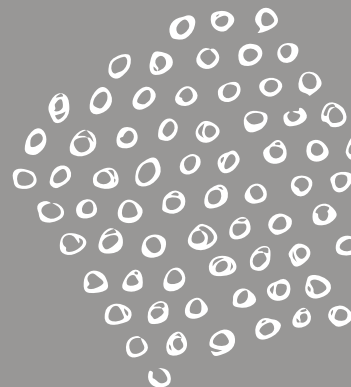
LEADERSHIP TEAM SALES VOLUME (LTSV)—A G1 Brand Representative’s LTSV is the sum of all your G1–G6 Sales Volume from that G1 Brand Representative.



Notes

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FSB



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