










70% Rule and Verified Customer Sales

Independent Business Owners (IBOs) must comply with the 70% Rule (Rule 4.12) and Customer Volume Rule (Rule 4.13) to be eligible to receive bonuses, discretionary incentives and recognition. Compliance with these Rules is measured by generation of Verified Customer Sales (VCS). Selling products to customers is the heart of the Amway™ business and it provides simple ways to track and verify each sale. There are no inventory requirements for IBOs.



Do

-  Carefully review Rule 4.12 and Rule 4.13 ([U.S.](#) | [Canada](#) | [Dominican Republic](#)).
-  When you make a sale, capture the customer's name and valid, unique mobile phone number, as well as the product and retail price to qualify for VCS.
-  Each month, ensure your PV meets the requirement of at least 70% customer sales without any personal or family use counting toward the 70% requirement.
-  Each month, ensure a minimum of 60% of your PV comes from VCS.
-  Use your 10% sales support allowance to purchase products to support customer sales, such as products given to customers as samples or used in demos.
-  Consider purchases for personal use, unreported customer sales, products in inventory and products purchased to support customer sales that exceed the 10% sales support allowance as part of the remaining 30% of your PV.
-  Ensure full BV and full BV Pass-Up Volume by achieving 60% VCS each month (if 60% VCS is not generated in a given month, the IBO's BV and BV passed upline will be prorated according to the percentage of VCS achieved).
-  If you generate PV but 0% VCS in a month, ensure you achieve 60% VCS in one of the next six months to avoid Amway ending your IBO Contract.
-  If you no longer wish to be an IBO, consider becoming a Registered Customer instead.

Why?

- These Rules help you effectively serve customers in a timely manner and help you build a healthy sustainable business that leads that lead with customer sales.
 - Protects against overstocking inventory to serve customers that have not yet been identified or customers that may need an an order change.
 - VCS are the most profitable sales.
 - Rule 4.12 and Rule 4.13 help ensure that all IBOs are focused on generating VCS.
 - Transitioning less-active IBOs to customers through Criteria-Based Reclassification (CBR) supports you in building a more profitable and sustainable business because their customer purchases can count as VCS.
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Don't

-  Forget to capture the necessary customer information when making sales from inventory.
 -  Fail to report customer sales promptly.
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Why not?

Accurate reporting of customer sales is required by the Rules of Conduct to be eligible for participation in Amway IBO Compensation Plan income and discretionary incentives and promotions.

Rule 4.13 Customer Volume

- Applies to IBOs who have not yet reached the Platinum level.
- To obtain the right to earn a Performance Bonus on downline volume during a given month, IBOs must:
 - Have at least 50 PV of VCS in sales to any number of retail customers.

OR

- Make at least one VCS sale to 10 different retail customers.

A Verified Customer Sale (VCS) is a sale to a customer:

- Through an Amway channel such as the Amway app or Amway website.
- Through MyShop Digital Storefront.
- From IBO inventory and recorded with Create a Receipt.

Resources:

Visit the Amway website and search “Get Growing”.

Amway Business Reference Guide: amway.com/brg | amway.ca/brg | amway.com.do/brg.

Amway Business Conduct and Rules Department: bcr@amway.com.

Amway Business Support Materials Administration: wwbsm@amway.com.

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