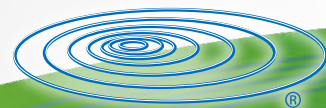


# *Leadership Success Program*



**Norwex**<sup>®</sup>  
improving quality of life



*Dear Norwex Leader,*

*It gives me great pleasure to congratulate you on becoming a Norwex Leader. It is our sincere hope that Norwex will provide the tools you need to lead and empower your team and gain the confidence that comes through caring and sharing with others. This Guide is specifically designed to clearly outline the “Leadership Success Program” and to help you set your goals in building your business.*

*Please remember that Home Office and your Leader are here to support and help you achieve your dreams and goals.*

*Once again, congratulations!*

*Sincerely,  
Debbie Bolton, CEO*

## *Our Core Values*

**Integrity** is the quality of being honest and morally upright.

**Trust** is the expectation or belief that one can rely upon another person’s actions and words.

**Respect** implies you hold the person in high regard. All human beings deserve respect just because they are human beings. To receive respect confirms the person’s worth as a human being.

**Honesty** is an integrated and underlying part of all these values - if you prefer, you could therefore say Norwex has 4 core values.

# Leadership Success Program

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PR - Personal Recruit

SC - Sales Consultant

TC - Team Co-ordinator

## *Our Company Mission*

“ to improve quality of life  
by radically reducing the use of  
chemicals in personal care and  
cleaning.”

# TEAM CO-ORDINATOR

## Qualifying Requirements

- Minimum of 3 engaged personal recruits
- Must have \$250 in personal sales in qualifying month

## Team Co-ordinator Benefits

- **35%** retail commission on personal retail sales
- **3%** commission on sales of personal recruits
- \$300 in free product for each new qualified personal recruit
- an opportunity to earn gifts and awards from sales and recruiting promotions

## Requirement to Retain Status and Commissions

- Must do \$250 in personal sales in each calendar month to receive commission on personal recruits sales.
- Must maintain a minimum of 3 active personal recruits at all times

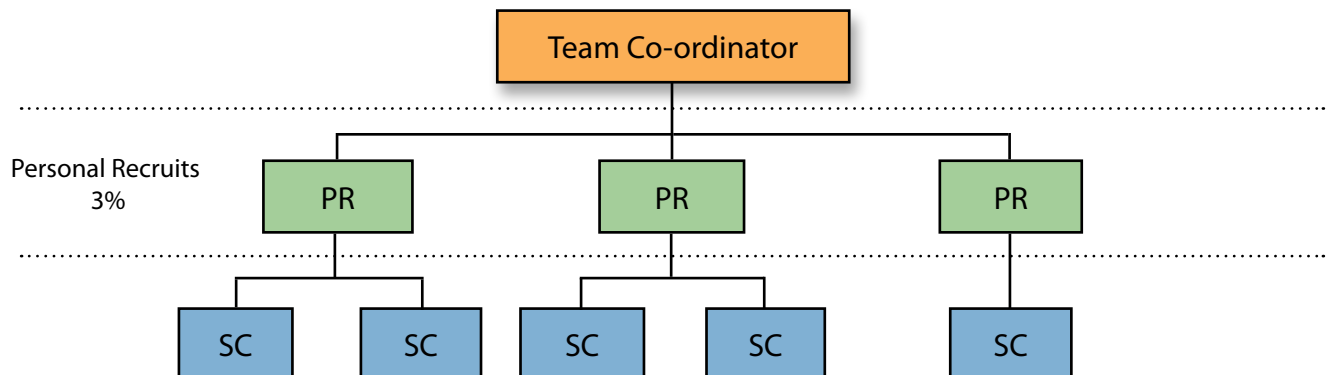
## Guidelines

When a Team Co-ordinator fails to meet the requirements for the month they would then drop level to a Sales Consultant for that month but do not lose their status of Team Co-ordinator.

As a result of not meeting the requirements of a Team Co-ordinator for a period of six consecutive months they will lose their status of Team Co-ordinator and have to re-qualify for that level again.

\*As a Team Co-ordinator you earn commission only on your personal recruits sales. When qualifying for the next level of Sales Leader you are allowed to count your personal recruits and their downline up to the point of breakaway. That is when your personal recruit becomes a Team Co-ordinator they stay your personal recruit but their downline becomes your 1<sup>st</sup> level.

Sample of Team Co-ordinator's Group:



# SALES LEADER

## Qualifying Requirements

- 5 engaged personal recruits
- Minimum of 10 engaged consultants in your group (personal recruits included)
- Must have **\$250** in personal sales in qualifying month

## Sales Leaders' Benefits

- **35%** retail commission on personal retail sales
- **5%** commission on group sales
- **1%** commission on 1st Level unit
- \$300 in free product for each new qualified personal recruit
- An opportunity to earn gifts and awards from sales and recruiting promotions

## Requirement to Retain Status and Commissions

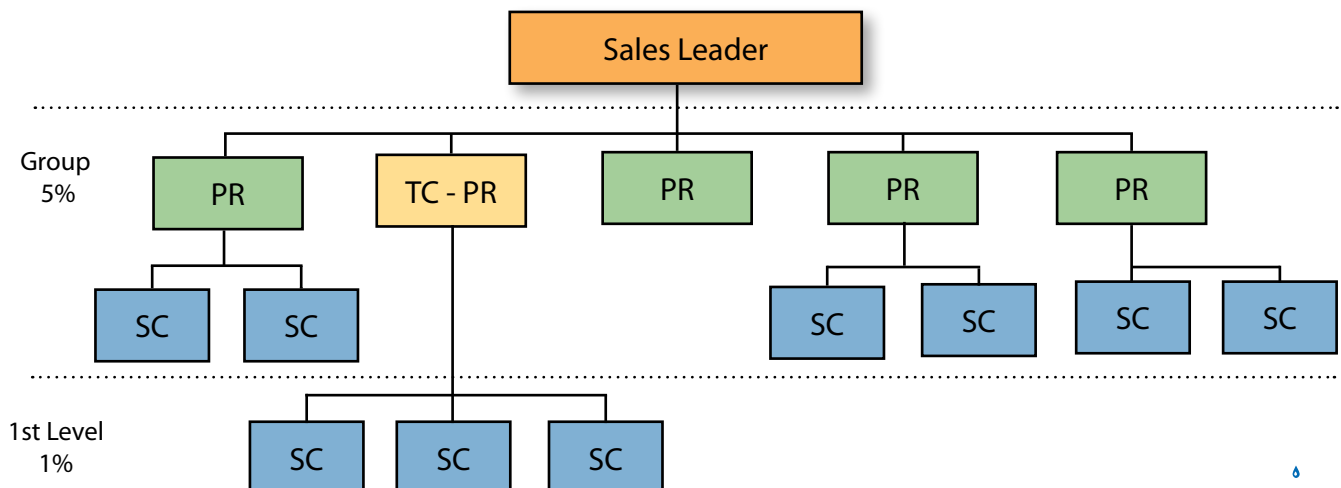
- Must do a minimum of **\$300** in personal sales in each calendar month to receive commission on group sales
- Must maintain a minimum of 10 active recruits in your group at all times of which 5 must be your personal recruits

## Guidelines

When a Sales Leader fails to meet the requirements for the month they are then paid at the drop level they qualify for but do not lose their status of Sales Leader.

As a result of not meeting the requirements of a Sales Leader for a period of six consecutive months they will lose their status of Sales Leader and have to re-qualify for that level again.

Sample of Sales Leader Group & 1<sup>st</sup> level:



# EXECUTIVE SALES LEADER

## Qualifying Requirements

- 10 engaged personal recruits
- Minimum of 25 engaged consultants in your group (personal recruits included)
- Must have **\$300** in personal sales in qualifying month

## Executive Sales Leaders' Benefits

- **35%** retail commission on personal retail sales
- **5%** commission on group sales
- **2%** commission on 1<sup>st</sup> Level unit
- \$300 in free product for each new qualified personal recruit
- an opportunity to earn gifts and awards from sales and recruiting promotions

## Requirement to Retain Status and Commissions

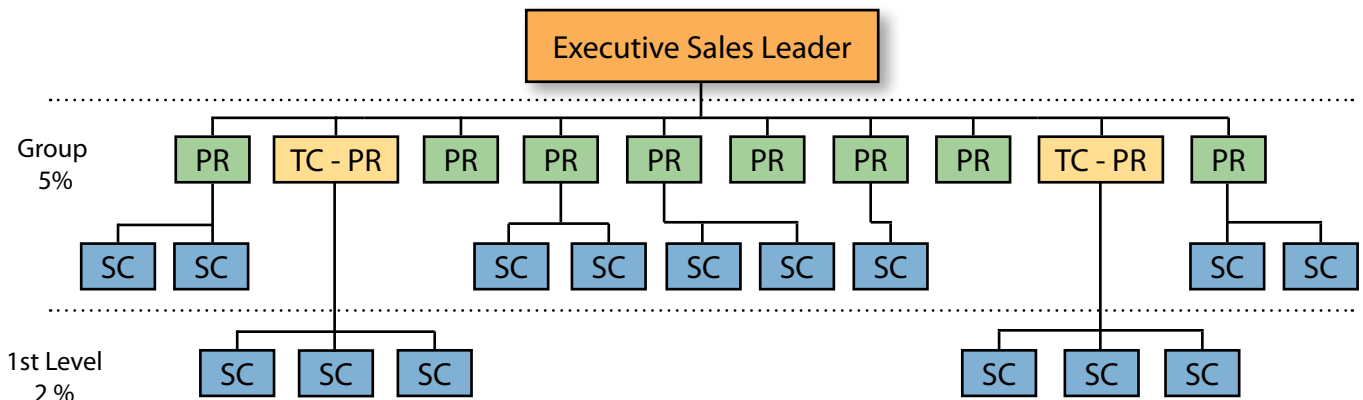
- Must do a minimum **\$400** in personal sales in each calendar month to receive commission on group sales
- Must maintain a minimum of 25 active consultants in the group at all times of which 10 must be your personal recruits

## Guidelines

When an Executive Sales Leader fails to meet the requirements for the month they are then paid at the drop level they qualify for but do not lose their status of Executive Sales Leader.

As a result of not meeting the requirements of an Executive Sales Leader for a period of six consecutive months they will lose their status of Executive Sales Leader and have to re-qualify for that level again.

Sample of Executive Sales Leader Group & 1<sup>st</sup> Level:





# SENIOR EXECUTIVE SALES LEADER

## Qualifying Requirements

- 25 engaged personal recruits
- Minimum of 75 engaged consultants in your group (personal recruits included)
- Must have **\$400** in personal sales in qualifying month

## Senior Executive Sales Leaders' Benefits

- **35%** retail commission on personal retail sales
- **5%** commission on group sales
- **2%** commission on 1<sup>st</sup> level unit
- **1%** commission on 2<sup>nd</sup> level unit
- \$300 in free product for each new qualified personal recruit
- An opportunity to earn gifts and awards from sales and recruiting promotions
- An opportunity to travel internationally and be part of training, etc. on a contract basis

## Requirement to Retain Status and Commissions

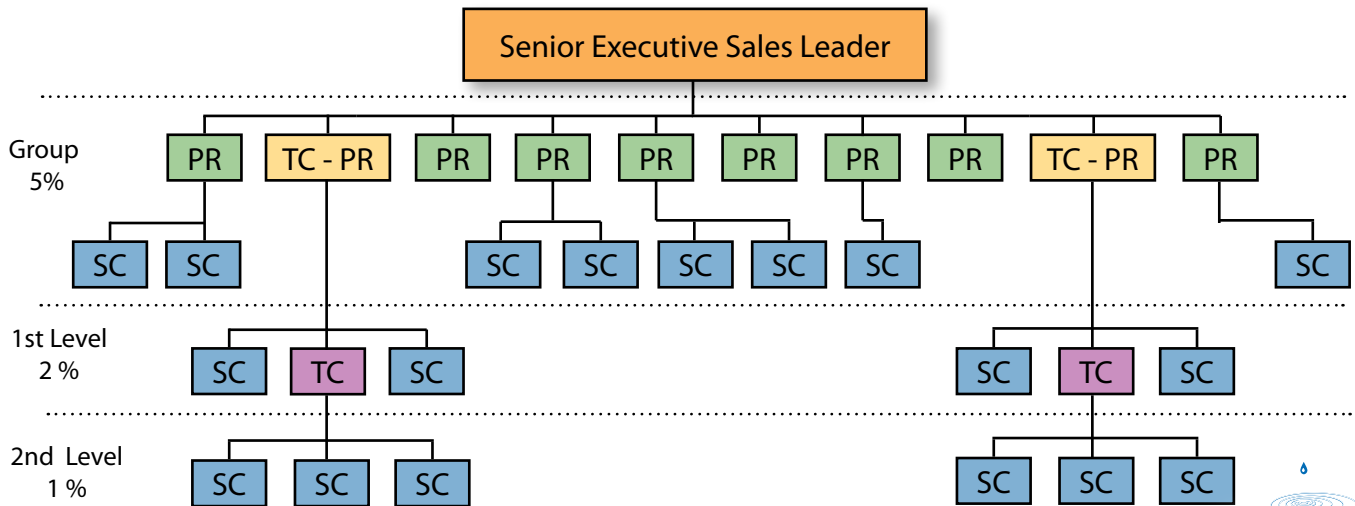
- Must do a minimum of **\$550** in personal sales in each calendar month to receive commission on group sales
- Must maintain a minimum of 75 active consultants in the group at all times of which 25 must be personal recruits

## Guidelines

When a Senior Executive Sales Leader fails to meet the requirements for the month they are then paid at the drop level they qualify for but do not lose their status of Senior Executive Sales Leader.

As a result of not meeting the requirements of a Senior Executive Sales Leader for a period of six consecutive months they will lose their status of Senior Executive Sales Leader and have to re-qualify for that level again.

Sample of Senior Executive Sales Leader's Group, 1<sup>st</sup> Level, 2<sup>nd</sup> Level:



# V.P. SALES LEADER

## Qualifying Requirements

- 45 engaged personal recruits
- Minimum of 200 engaged consultants in your group (personal recruits included)
- Must have **\$550** in personal sales in qualifying month

## V.P. Sales Leaders' Benefits

- **35%** retail commission on personal retail sales
- **5%** commission on group sales
- **2%** commission on 1<sup>st</sup> level unit
- **1%** commission on 2<sup>nd</sup> level unit
- **1%** commission on 3<sup>rd</sup> level unit
- \$300 in free product for each new qualified personal recruit
- An opportunity to earn gifts and awards from sales and recruiting promotions
- An opportunity to travel internationally and be part of training, etc. on a contract basis
- **Eligible for \$500 monthly car bonus.**

## Requirement to Retain Status and Commissions

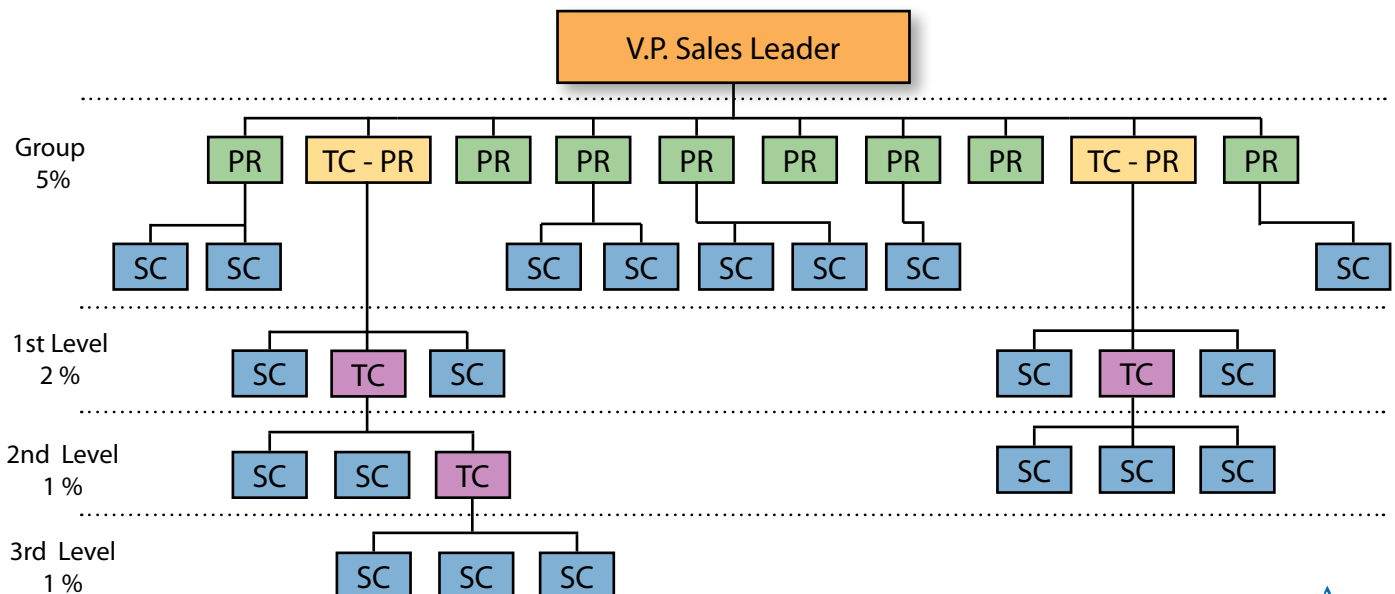
- Must do a minimum of **\$750** in personal sales in each calendar month to receive commission on group sales
- Must maintain a minimum of 200 active consultants in the group at all times of which 45 must be personal recruits

## Guidelines

When a V.P. Sales Leader fails to meet the requirements for the month they are then paid at the drop level they qualify for but do not lose their status of V.P. Sales Leader.

As a result of not meeting the requirements of a V.P. Leader for a period of six consecutive months they will lose their status of V.P. Sales Leader and have to re-qualify for that level again.

Sample of V.P. Sales Leader Group, 1<sup>st</sup> Level, 2<sup>nd</sup> Level, 3<sup>rd</sup> Level:





# SENIOR V.P. SALES LEADER

## Qualifying Requirements

- 85 engaged personal recruits
- Minimum of 600 engaged consultants in your group (personal recruits included)
- Must have **\$750** in personal sales in qualifying month

## Senior V.P. Sales Leaders' Benefits

- **35%** retail commission on personal retail sales
- **5%** commission on group sales
- **2%** commission on 1<sup>st</sup> level unit
- **1%** commission on 2<sup>nd</sup> level unit
- **1%** commission on 3<sup>rd</sup> level unit
- **1%** commission on 4<sup>th</sup> level unit
- \$300 in free product for each new qualified recruit
- An opportunity to earn gifts and awards from sales and recruiting promotions
- An opportunity to travel internationally and be part of training, etc. on a contract basis
- **Eligible for \$500 monthly car bonus**
- **Eligible for bonuses and other promotions**

## Requirement to Retain Status and Commissions

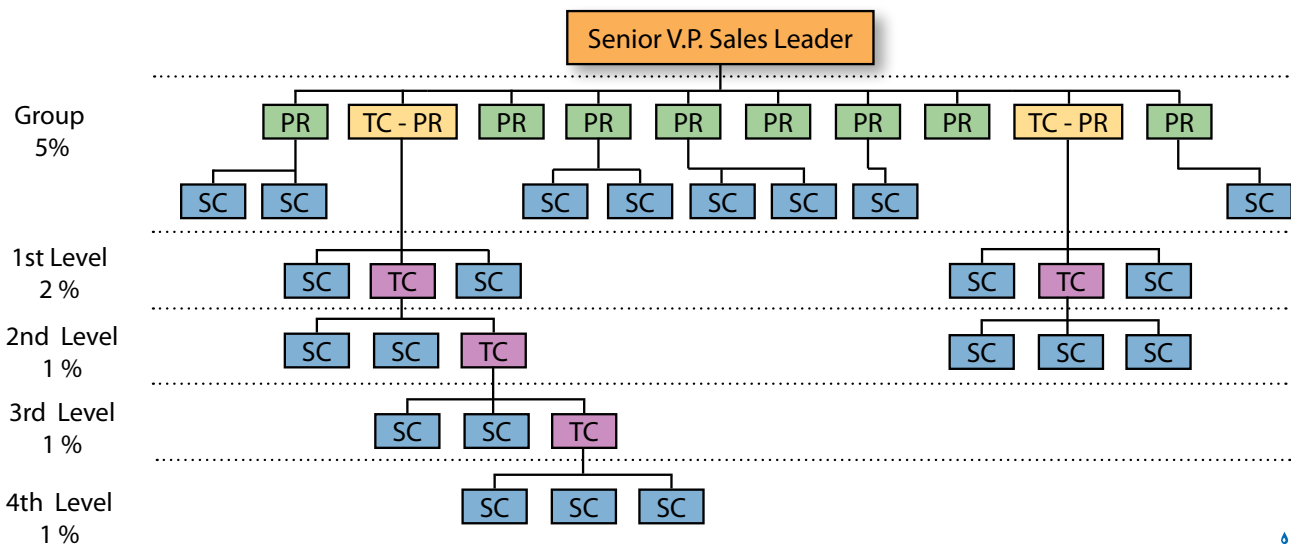
- Must do a minimum of **\$1000** in personal sales in each calendar month to receive commission on group sales
- Must maintain a minimum of 600 active consultants in the group at all times of which 85 must be personal recruits

## Guidelines

When a Senior V.P. Sales Leader fails to meet the requirements for the month they are then paid at the drop level they qualify for but do not lose their status of Senior V.P. Sales Leader.

As a result of not meeting the requirements of a Senior V.P. Sales Leader for a period of six consecutive months they will lose their status of Senior V.P. Sales Leader and have to re-qualify for that level again.

Sample of Senior V.P. Sales Leader Group, 1<sup>st</sup> Level, 2<sup>nd</sup> Level, 3<sup>rd</sup> Level & 4<sup>th</sup> Level:



# DEFINITIONS

**Active Consultant** – a consultant that maintains a minimum of \$250 in sales within a three month calendar cycle.

**Breakaway** – any recruit in your downline who has promoted to Team Co-ordinator or higher.

**Calendar Month** – a calendar month begins on the first day of the month and ends on the first day of the next month at noon.

**Commissionable Sales** – commissions are calculated on group sales which are based on subtotal "A" values only.

**Consultant Contract** – The contract is a legal document. Once we have received a completed and signed contract and it has been processed resulting in a consultant number being issued you cannot change the recruiter you have signed up under.

**Credit Policy** - If a consultant or Leader has consistently had re-occurring bad debt situations, this could jeopardize their ability to promote to a higher level and/or retain current status. Also this could result in incentives or shopping sprees being held till the debt is paid in full. Another consequence would be as a Leader your debt would be taken off your monthly commission cheque before it is sent out.

**Downline** – are the consultants that have been recruited beneath you.

**Drop Level Leaders** – when a Leader does not meet their level requirements for the month and gets paid at the lower level.

**Engaged Recruit** - a consultant that has \$250 in sales in a month is considered engaged for that month.

**Group** – includes all your personal recruits and their downline up to and including the point of breakaway.

**Personal Recruit** – is a recruit that you have signed up yourself.

**Promotion** – when a leader meets all the qualifying requirements to promote to the next level.

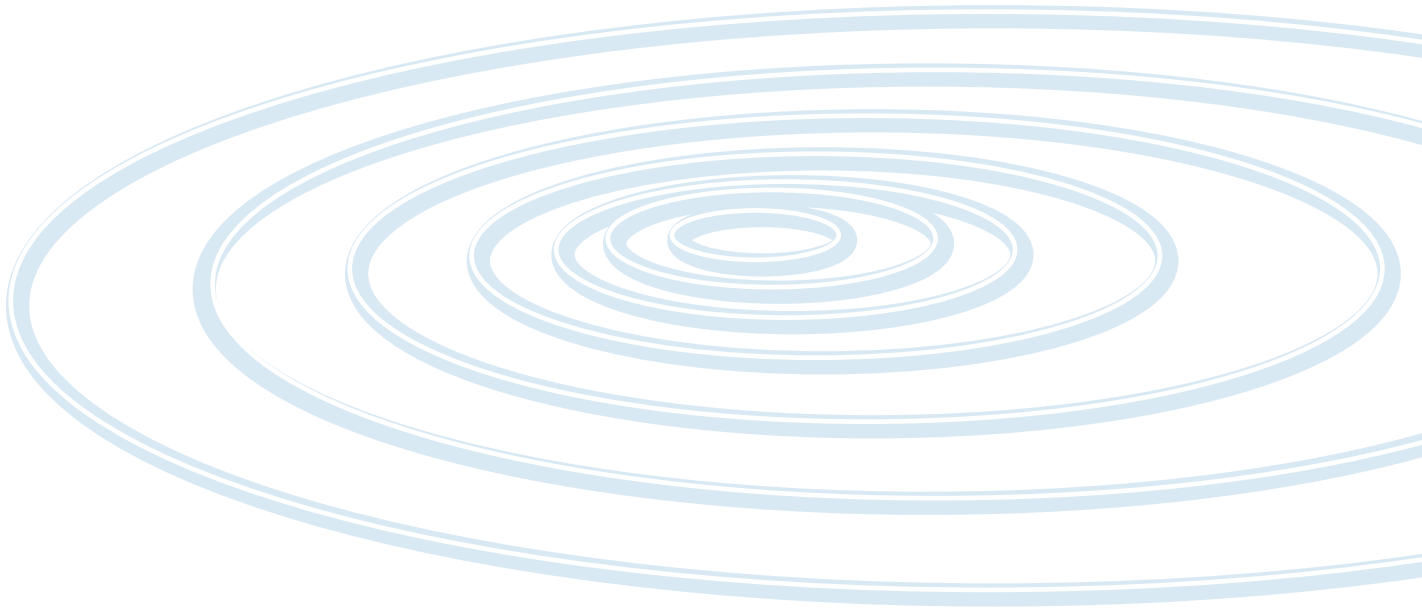
**Qualifying** - To initially qualify for Team Coordinator or advance to the next level of leader status (levels 3-7) you must do your required personal sales amount and each of the recruits required for that level must have \$250 in sales all in the same calendar month. The following month you would then be paid at the new qualified level.

**Qualified Personal Recruit** - when a new recruit does \$2500 in sales within their first 90 days.

**Retail Commission** – is the amount of money a consultant earns on each retail sales order.

## **Grace Period / Repositioning process:**

1. When a Leader does not meet their group level requirement for the month they will get paid at the lower level but will retain their status.
2. After 6 consecutive months of not meeting their status requirements the consultant will be repositioned and need to re-qualify to regain status.
3. Each consultant is given the option to request a one-time Repositioning Extension for the life for their Norwex contract. This extension can be exercised at the discretion of the consultant. The request must be submitted in writing stating the reason for the decision to exercise the Extension and a 3 month business plan to regain status.
4. When a consultant is Repositioned the commission structure will reflect this change.



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**improving**  
**quality**  
**of**  
*Life*



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