



# MARKETING PLAN

# Our Marketing Plan Is the BEST

The incredible Herbalife Marketing Plan, created by Mark Hughes 30 years ago, is still the best opportunity that enables the average person to be a success!



# 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.

# 7 Areas of Income

- **Retail Profit – 25-50%**
- **Wholesale Profit – 5-25%**
- **Royalties – 5% on 1<sup>st</sup> 3 Levels**
- **AWT Bonus**
- **Bonuses – 2-7% to Infinity**
- **Annual Profit Sharing – 1%**
- **Paid Vacations!**

# Different Starting Positions

Retail Price (VP) \$100

Position	Discount	Profit
Supervisor	50%	\$50
Success Builder	42%	\$42
Senior Consultant	35%	\$35
Distributor	25%	\$25

# Distributor

- Purchases an International Business Pack (IBP) from Sponsor.
- Purchases product at **25% discount**.
- Earns **25% retail profit** when selling products to the customer.
- **Average sale 100 vp = \$25 profit**

## Senior Consultant

- Qualify by placing 500 vp order at 35%

Or

- Accumulate 500 vp in 1 month
- Average sale 100 vp = \$35 profit

## Success Builder

- Qualify by placing 1,000 Volume Point order purchased at 42% discount.
- Average sale 100 vp = \$42 profit



# Qualified Producer

- Accumulate 2,500 Volume Points (ppv) in sales within 1 to 3 Volume Months.
- Benefits:
  - Locked in at **42% discount**
  - Receive **commissions from Herbalife from 7%-17%** from orders placed by downline Distributors and Senior Consultants at 25% and 35%).
  - On your way to **SUPERVISOR**
  - QP is an optional step in the Marketing Plan between Senior Consultant and Supervisor.

# Example of Qualified Producer Qualification

Oct	500 PPV at 35%
Nov	950 PPV at 35%
Dec	1050 PPV at 42% (Success Builder order)
<b>JAN</b>	Total = 2,500 vp in 3 months Earns Qualified Producer at 42%

PPV = Personally Purchased Volume

# Position Determines Income!

**\*\*Where do you want to be?\***

**Start Dreaming!**



# The Next Step: Supervisor!



# Benefits of Supervisor

- **Maximum Retail Profit 50%**
- **Maximum Wholesale Profit 7-25%**
- **Royalties = Residual Income 5% on 3 levels**
- **Eligible for Production Bonus 2% - 4% - 6%**
- **Eligible for Promotions**
- **Eligible for Vacations**
- **Gateway to the Marketing Plan**
- **Lead by Example – fast story**

# Supervisor

To qualify to Supervisor, there are 4 ways:

1. **One-month qualification:** Achieve 4,000 Volume Points in 1 month.
2. **Two-month qualification:** Achieve 2,500 Volume Points in each of 2 consecutive months.
3. **5K Accumulated Supervisor Qualification:** Accumulate 5,000 Personally Purchased Volume (PPV) within 12 Volume Months.
4. Piggy Back

# LEAD BY EXAMPLE

“You get more by YOU doing more.”

“Those who do the work, get the pay.”

“Leaders Get the Pay”

Mark Hughes, Herbalife Founder

**GO TO  
WORK!**



# **YOU'RE THE WINNER**

## **WITH HERBALIFE'S MARKETING PLAN**