

**FROM THE DESK OF JEREMY STANSFIELD**

**TOPIC: Personal Volume Requirements & Understanding Qualification Dates**

**This message below is available on [www.successti.com](http://www.successti.com) under "Training"**

(See Legend at bottom for Abbreviations)

**Personal Volume Requirements are critical to the success of direct sales!**

Is it common for sales and marketing positions in nearly all industries to have quotas? Absolutely! Automobile sales, real estate sales, mortgages, insurance sales, and many more do commonly have some type of sales quota. In fact, sales and marketing managers and department heads for most large companies will also be responsible to reach certain benchmarks with product or service sales.



Therefore, it should not be a surprise that we have sales benchmarks in the direct selling industry as well. Since we have the opportunity to incorporate the efforts of other associates that we train how to market the products, doesn't it make sense that YOU WOULD WANT to have benchmarks or requirements that you would want your team members to reach? This would create consistent activity and focus for building their business.

I have found it's human nature to sometimes procrastinate or push off items in our life that do not have a due date or incentive attached to it. When I think back over my journey of over a decade with STI and USANA. I've found that I even find myself more focused and working my business more when there is an incentive with a due date or requirement. Meaning, if I do something by x date, then I will receive a x benefit.

Some of the companies in our industry have actually taken a very aggressive approach on sales volume requirements. In fact, most of the traditional MLM plans have large group volume requirements that can be in the thousands each month! Imagine yourself personally being responsible to ensure you and your couple of key people on your front line sell or produce over \$4000 each and every month in order to be qualified to earn commissions? Have you met or heard of anyone that have loads of home parties to sell their companies product? Typically, this is because there are large benchmarks/requirements to reach in order to earn good commissions.

Fortunately with USANA, there is a smart moderate approach to the personal volume requirements (PVR). Having a 100 SV min. and 200 SV. max (multiple BC's) is a requirement that anyone can realistically achieve WITHOUT having home parties just to sell products each month. Perhaps, it's a requirement that can be reached by just having one or two customers who order from you each month! Because the USANA products are highly consumable and have great customer loyalty for re-ordering, this should not be a difficult task for any associate to find a couple of customers to help them reach this PVR.

Of course, there is a fine line between just the right PVR having it be too low. For example, if a PVR was perhaps only 25 SV, this would mean you would need four times the associates to earn the same in commissions.

USANA definitely has the perfect PVR set up! Remember, even if you have multiple Business Centers (3+), you are not required to do the 200 PVR. Often, newer associates may choose 100 PVR which maintains their main 001 BC being commission qualified. Perhaps, they build their outside legs in this scenario and then later move to 200 PVR when they are ready to build their inside legs.

It's interesting how sometimes we come across some resistance or objections from associates who don't think a PVR requirement is a good idea or they just aren't willing to make a commitment to reach their PVR. Yet, this same person wants to earn a residual income! Hmmm. Residual income comes from leveraging the efforts of others in your business. Residual or continuous leveraged income is a result continual activity of associates selling the products and finding customers. This is a business of duplication! If you don't do your PVR, how can you expect your team members to do the same? ( Disclaimer )

The good news is that USANA has fantastic products that are unique and make a difference in our own health! Therefore, as representatives, most of us choose to incorporate the USANA products into our daily lifestyle! When it comes to our

household, it's actually easy for us to use well over 500 SV worth of products each month! We use nearly all of the products USANA offers. Therefore, we technically become our own customer. Our own orders count towards our PVR.

You will definitely want to utilize the convenience of AUTOSHIP in USANA! You receive a 10% discount and you can change your autoship anytime 24/7 online. However, it's not smart to have more than 200 SV on your autoship. The SV from these orders do not count as your own commissionable volume. This does keep you qualified to earn commissions, however, they don't produce volume for your own commissions. Therefore, any products you are wanting to order beyond the 200 SV should be placed using a PSP on your left or right side of a BC. This extra SV now counts as your commissionable sale volume (CSV).

Be a PROSUMER of your own business. Meaning it's important to replace the products you purchase from department stores, restaurants, health food stores, etc. with ordering from your own USANA store! RE-DIRECT your spending so you are buying USANA products and duplicate this throughout your organization. This will translate into large amounts of CSV flowing through your business organization.

### **Platinum Pacesetter & Matching Bonus**

The new Matching Bonus program has generated huge excitement in USANA! The payout potential of up to 100% matching bonus on your Personally Sponsored Platinum Pacesetters (when you are Platinum Pacesetter) for their first 32 weeks is an extremely lucrative incentive! I want to disclose up front to you that now more than ever you need to have a very good understanding of the Personal Volume Requirements explained below. The reason for this is that in order to become a FINALIZED Platinum Pacesetter, you must have four personally sponsored associates who activated a 1 or 3 BC within your first six weeks (42 days) of your own application date. Additionally, these four personally sponsored associates must be commission qualified for eight weeks! Their 1 or 3 BC activation will keep them qualified for the first four weeks, however, they must do their first PVR (100 min.) on time to be qualified for the next four weeks. The best way for this PVR to be done on time is for these associates to be on autoship and ensure their first autoship processes.

The company is very strict with these policies for finalizing Platinum Pacesetters and they don't make exceptions. It's critical that you follow the progress of your four personally sponsored associates during their first eight weeks in DLM or by contacting customer service. They cannot return any products during this time either.

You only get one chance to be a Platinum Pacesetter, therefore, it's so important that you understand all the details and perform accordingly.

Remember that becoming a Platinum Pacesetter is not only a benefit with the initial four you enrolled who may potentially become Platinum, this is something you that entitles you to earn matching bonus from those you may enroll who become Platinum many years from now.

### **Understanding the USANA Qualification Dates for your PVR**

USANA PVR occurs every 4-week rolling period. Since we are paid weekly, our PVR wouldn't work as good if it was set each month. In fact, most of our products are set up for a 28 or 14 day supply. If you login to your [www.USANAtoday.com](http://www.USANAtoday.com) and look in the Income Maximizer menu, you will find the Rolling Calendar. This is the easiest way to understand how the cycles work.

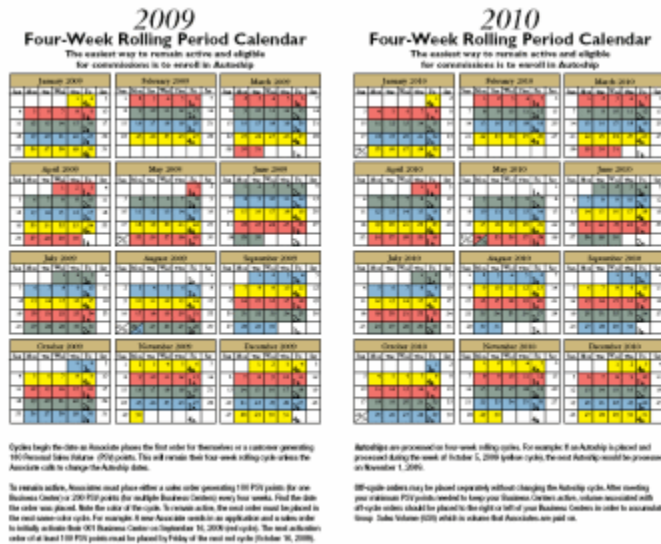
Keep in mind that if you are in an overseas market, all the information below is explained on Utah time in the USA. You have to adjust your date / time zone accordingly. All volumes and deadlines are always based on Utah time where the world headquarters is located.

Here is a direct link. I highly recommend reviewing this PDF several times before proceeding.

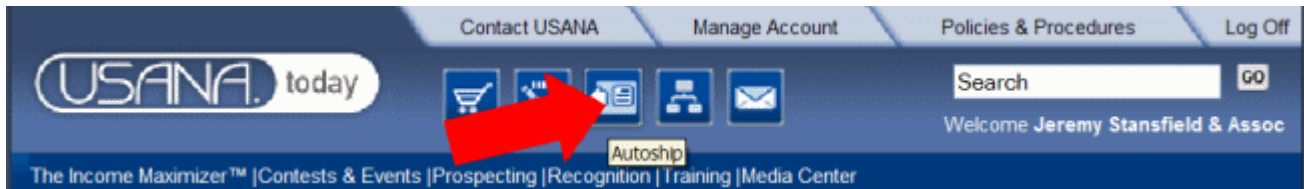
**[ROLLING CALENDAR 09-10 \(PDF\)](#)**

[http://www.successti.com/download/US-EN\\_RollingCalendar09-10.pdf](http://www.successti.com/download/US-EN_RollingCalendar09-10.pdf)

**CLICK CALENDAR BELOW TO OPEN PDF**



Just now, I logged into my [www.usanatoday.com](http://www.usanatoday.com) and clicked on the AUTOSHIP.



I can see that I'm on CYCLE 2. Next shipment is 2/8/09. This is set to process on Sunday's of the week my PVR is due. The reason for this is if something goes wrong on my payment processing or something, I'm still going to have until Friday 2/13/09 to make sure my PVR is done. I can always process a shopping cart order in my PERSONAL position or phone order express to make a manual order to reach my PVR. It doesn't not need to occur through AUTOSHIP.

When you see qualification dates in DLM, they will show a date on Friday. Meaning, if I look in DLM at my current qualification date, it will show 2/6/09. Remember, that there is always a one week grace period with your qualification date. This means I'm qualified through week ending 2/6/09. If I don't place an order during the next week, then I would NOT be qualified to earn commissions that next week. All my carry over volume would go to zero as well.

Just always keep in mind that the deadline of a qualification date in DLM be one week later. If qualification date is 2/6/09, then the deadline for placing the right PVR would be the next Friday 2/13/09. I guess another way to think about is not a qualification date, instead think of it as QUALIFIED THROUGH DATE 2/6/09.

So remember, autoship always process at the beginning of the week even though your PVR is not technically until the end of that week on Friday. Again, this gives a few days as a buffer in case the autoship doesn't process for a payment or set up issue, the associate still has until Friday to do a manual PVR order.

**Q & A**

When do autoship change need to be made by? IT'S IMPORTANT THAT ALL AUTOSHIP CHANGES ARE MADE BY FRIDAY NIGHT BEFORE THEY ARE SET TO PROCESS. Otherwise, the change will not take place.

When my new associate activates a 1 or 3 BC, do they have a full four weeks before their autoship will process?  
Depends. Only if they enrolled on a Sunday (our start of the cycle) would they have a full 4 weeks before their autoship processed. If they activated on a Friday, their first autoship would process in 3 weeks and 2 days. If they activated on a Wednesday, their first autoship would process in 3 weeks and 4 days.

Can I make multiple orders to reach my PVR? Yes! However, be careful to keep track of your SV orders. The system will look at the current week and three weeks back adding up any PVR orders you have made. If you are wanting to reach 200 PVR, then all the orders made that current week and the previous three weeks must add up to a minimum of 200 PVR. The following week, the system will do the same thing. It will check that current week and the previous three weeks to ensure there was 200 PVR. This is why Autoship is so convenient to not have to worry about adding up or keeping track of multiple orders.

Do my PC orders count as my PVR? No. PC orders do count as your CSV to earn you commissions, however, they do not count towards your personal volume.

is my PVR tax deductible? Depends. If you are giving it away as samples then YES. If you are personally using the products it's not tax deductible. If you sell products to meet your PVR and the product purchase was charged on your payment method, then yes, it's tax deductible. However, you need to take the money you get from your customer to show as taxable income.

Can I use my customer payment method for my PVR? You cannot use someone else's payment method for your autoship. This must be yours. However, you can use your customer's payment method using the shopping cart or over the phone with customer service when processing manual orders (which can be used for your PVR).

Should I be checking my downline qualification dates in DLM? Yes! Around Tuesday or Wednesday each week, we will check DLM and look in our project legs. We look for qualification dates that are the week before. This means that their autoship has not process for some reason. (The moment their autoship processes, it would have changed their qualification date forward forward four weeks.) We will typically call customer service to query about why their autoship has not processed and often discover a payment processing error or a mistake on a changed autoship cycle. We can usually get their PVR processed manually with customer service or by calling the associate to help them address this. I've found that once an associate goes inactive, there is a little chance they will reactivate later. This is your opportunity to help them as an upline re-commit to their goals of health and wealth. Please take time to become familiar with the "Personal Assistant" in DLM to display potential problems or those in jeopardy of losing volume!

What happens if an associate does personally sponsor 4 within 6 weeks to be Platinum, however, one of their four doesn't not stay commission qualified for eight weeks? The associate would finalize as a PACESETTER which means they sponsored a min. of two who stayed commission qualified for 8 weeks. This would entitle them to earn up to 50% matching bonus.

I heard that USANA has done re-qualifications in the past for those who were didn't make their Platinum Pacesetter, will they do this again? The re-qualifications they offered in the past was pre-matching bonus. They have said that the do NOT plan to have any re-qualification periods in the future now that matching bonus is in place.

**Legend:**

PVR = Personal Volume Requirement  
SV = Sales Volume (points)  
BC = Business Center  
PSP = Personal Sales Position  
CSV = Commissionable Sales Volume  
DLM = Downline Management  
PC = Preferred Customer

**Jeremy Stansfield**

President of Success Team International  
9-Star Diamond Director