

# THE USANA BUSINESS



your health. your life. your way.™

## COMPENSATION ENHANCEMENTS

You're already a rock star at your USANA business. You deserve to be rewarded for your hard work. That's why we decided to make being successful even easier! There are several aspects of USANA's binary compensation plan that have been improved — **all for your benefit.**

### EARN COMMISSIONS FASTER



#### OLD PLAN:

Reach 250 matched Group Sales Volume to earn your first paycheck.

#### NEW PLAN:

Get paid when you reach 125 matched Group Sales Volume!

It's now easier than ever to earn your first commission check! Just reach a minimum of 125 matched Group Sales Volume and you'll earn a 25 Commission Volume Point check for that week!



With the new plan, we are now paying **25% more** to those earning under a **Believer level!**

### NO COMMISSION PAYOUT LEVELS



#### OLD PLAN:

Reach pre-established matched Group Sales Volume point levels to earn a paycheck.

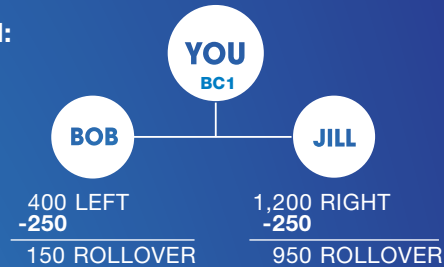
#### NEW PLAN:

Get paid on ANY matched Group Sales Volume 125 points or higher!

Hitting levels is so last year. Now, **if you have matched Group Sales Volume of 235 points, or 578 points, or 897 points, or any amount 125 points or higher,** you'll earn a commission check! How do you figure out your commission? Easy! Just take the Group Sales Volume from your small side and multiply it by 20%.

## Example:

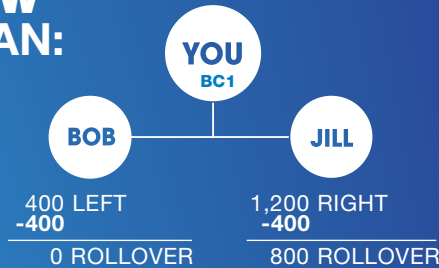
#### OLD PLAN:



The Commission Payout Chart requires matched 250 GSV (next level requires matched 500 GSV).

250 Group Sales Volume Points = **40 Commission Volume Points**

#### NEW PLAN:



400 matched Group Sales Volume Points = **80 Commission Volume Points**

#### No Commission Payout Chart!

In this example, your left and right sides match at 400 Group Sales Volume Points, so simply multiply 400 by 20% to find out your commission.



Don't worry, the extra 800 GSV on your right side will still rollover to your next commission period.

## NEW! MAXIMIZE YOUR MAXED BUSINESS CENTERS WITH AUTO ORDERS



#### OLD PLAN:

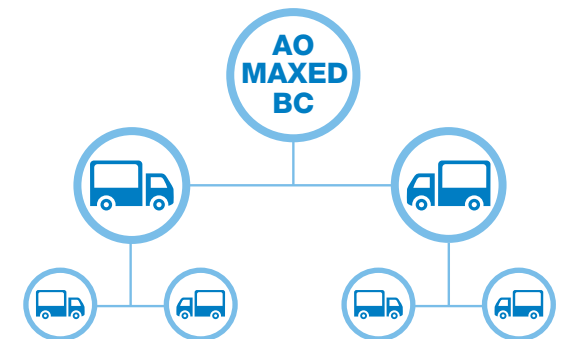
Maximize a Business Center and receive 1,000 Commission Volume Points

#### NEW PLAN:

Maximize a Business Center with Auto Orders and receive 1,000 Commission Volume Points **PLUS an additional 250 Commission Volume Points!**

Auto Orders help you build a strong, stable business with consistent residual income. You can still maximize a Business Center from a mix of one-time orders and Auto Orders. But if you maximize a Business Center with Auto Orders alone (it's called having an **Auto Order Maxed Business Center**), you receive an additional 250 Commission Volume Points for that week! That's 25% more!

1,000 + 250 = **1,250 CVP**



# HAVE TWO OR MORE BUSINESS CENTERS?

## NOW IT'S EVEN EASIER TO ADVANCE!

### OLD PLAN:

Earn rank advancements based on meeting commission tiers for a Business Center or maxing Business Centers.

### NEW PLAN:

Earn rank advancements **based on total base Commission Volume Points across ALL your Business Centers!**

If you have two or more Business Centers, advancing is easier than ever before! Why? Because now your advancements are based on **total** Commission Volume Points coming in from **all** your Business Centers each week.

## HOW TO BECOME A RUBY DIRECTOR

### OLD PLAN:

Maximize two Business Centers for four consecutive weeks.

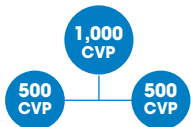
### HOW YOU DID IT:

Match 5,000 Group Sales Volume Points on the left and right sides of two of your Business Centers for four weeks.

### NEW PLAN:

Earn a total of 2,000 Commission Volume Points from all your Business Centers for four consecutive weeks.

Now, you can advance your way.



$$1,000 + 500 + 500 = 2,000 \text{ CVP}$$

This demonstrates just one example of one week of your four-week Ruby run. As long as your Commission Volume Points total 2,000 each week for four consecutive weeks—in any way—you'll have a successful Ruby advancement!

THE POSSIBILITIES ARE ENDLESS!



# Check out

the new Rank Advancement criteria:

**SHARER:** 50 CVP for one week

**BELIEVER:** 100 CVP for one week

**BUILDER:** 200 CVP for one week

**ACHIEVER:** 400 CVP for one week

**DIRECTOR:** 600 CVP for one week

**BRONZE DIRECTOR:** 800 CVP for one week

**SILVER DIRECTOR:** 1,000 CVP for one week

**GOLD DIRECTOR:** 1,000 CVP for four consecutive weeks

**RUBY DIRECTOR:** 2,000 CVP for four consecutive weeks

**EMERALD DIRECTOR:** 3,000 CVP for four consecutive weeks

**DIAMOND DIRECTOR:** 4,000 CVP for four consecutive weeks

*An additional 1,000 CVP for four consecutive weeks for each additional level above Diamond Director*

Oh, and by the way,  
the extra 250 points you  
earn from Auto Order  
Maxed Business Centers  
(Enhancement #3)  
count toward your rank  
advancements.  
Hey, you earned it!

## BE YOUR OWN EXECUTIVE

In addition to the rankings you've come to know through USANA's advancement system, if you are a **Gold Director or above**, you will now be awarded an **executive title** based upon cumulative quarterly Commission Volume Point earnings equal to the rank at which you are earning commissions. This will take place quarterly, and when you earn an executive title equal to your current rank, you'll be entitled to a host of special privileges.

Visit [USANAtoday.com](http://USANAtoday.com) for more information.

# GET REWARDED FOR GETTING STARTED

Now, new Associates can qualify to receive a **10%** reward\* based on their initial order when they set up an Auto Order. This means getting people signed up for Auto Orders—which helps keep you in business—just got easier!

To receive the **10%** reward, new Associates must place an initial order, and then set up a reoccurring order through Auto Order. The reward will be split in half and paid during their next two automatically processed Auto Orders: **5%** will be paid on the new Associate's first weekend-processed Auto Order, and **5%** will be paid on the second weekend-processed Auto Order.

Visit [USANAtoday.com](http://USANAtoday.com) to get all the details on this exciting new incentive for your potential Associates and Preferred Customers!

\*Initial Order Reward is not available with the purchase of established discounted enrollment packs.

## CUSTOMIZATION HAS ITS BENEFITS



USANA has added yet another perk that will allow your new Associates to take full advantage of everything USANA has to offer. They now have the ability to **customize their own enrollment pack** based on the Sales Volume Points of the products they purchase. Instead of having to buy a particular enrollment pack with products they may or may not be interested in, they can now **put together their own pack and receive bonus items—like access to The Income Maximizer™ and free event tickets**—when they hit 250 and 500 Sales Volume Point totals.\*

Learn more about the giveaways your new Associates will receive on [USANAtoday.com](http://USANAtoday.com)!\*

\*These will vary based on market.

# PRICING MADE SIMPLE



Complication cramps your style. So USANA is making things simple with a new way to talk about price. Instead of listing three different prices for our products, now we only list one: the Preferred Price—which is USANA's lowest price.

You'll find the Preferred Price in the Shopping Cart on [USANA.com](http://USANA.com), in the Product Catalog, and on the price lists. Easy, right? It gets better:

**AUTO ORDERS**  
(THE NEW AUTOSHIP)  
**RECEIVE 10% OFF THE PRODUCT TOTAL**

**SUGGESTED RETAIL PRICE**  
**IS 10% OVER THE PREFERRED PRICE**

Preferred Pricing is just one more way USANA is helping you love life and live it. Because simpler is better.

# EVERYTHING WE DO HELPS YOU LOVE LIFE AND LIVE IT.

Want the latest information about all the exciting USANA business enhancements? Log on to [USANAtoday.com](http://USANAtoday.com)!

[USANA.com](http://USANA.com)

\$76,000 is the average yearly income for an established, full-time USANA Associate. \$25,000 is the annual average of those who earned as little as one commission check each month. Total earnings include commissions, Leadership Bonus, Matching Bonus, contests, and incentive compensation. The number of full-time Associates who have maxed at least 1 Business Center during the year equals less than 1% of all Associates. Those Associates earning as little as one check a month and associated with USANA for more than six months equals 3% of all ordering Associates. If you include all 135,590 ordering Associates, which includes: Associates not actively building a business (acting as wholesale buyers), Associates who just joined (as little as one day), and those who are just beginning to build their customer base, the average yearly income is still \$616.72 with nearly one in three earning a check. To date, USANA has had more than 200 global Associates become lifetime Million Dollar Club members.