










# 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. Selling products to customers is the heart of the Amway™ business. Amway 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 your eligibility to receive 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 five 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 with customer sales.
  - VCS are the most profitable sales.
  - Rule 4.12 and Rule 4.13 help ensure that all IBOs are focused on generating 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](http://amway.com/brg) | [amway.ca/brg](http://amway.ca/brg) | [amway.com.do/brg](http://amway.com.do/brg).

Amway Business Conduct and Rules Department: [bcr@amway.com](mailto:bcr@amway.com).

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