



# Live the benefits

## LOYALTY REWARDS PROGRAM FAQs

### Understanding LRP – the Basics

**Q. What exactly is the Loyalty Rewards Program, (LRP) and why should I join?**

A. The Loyalty Rewards Program is designed to support your wellness journey by offering exclusive benefits, discounts, and rewards to its members. Joining the program gives you access to member-only offers, discounts and free gifts including free products and free shipping.

**Q. How does the Loyalty Rewards Program benefit me as a new customer?**

A. As a new customer, joining the Loyalty Rewards Program allows you to receive exclusive discounts, free products, and other membership perks. It's a way for us to reward you for your loyalty, while you prioritise your health and wellness.

**Q. What kind of rewards can I expect as a member of the Loyalty Rewards Program?**

A. As a member, you can expect to earn product points for your orders, gain access to exclusive discounts, and receive free products based on your membership tier and order volume.

**Q. How do I sign up for the Loyalty Rewards Program?**

A. Signing up for the Loyalty Rewards Program is simple. You can become a member by setting up your first Loyalty Rewards template and selecting the products you'd like to order. There is no application form or membership fee.

**Q. Can you explain how the membership tiers work and how they benefit me as a new member?**

A. Our membership tiers are structured to reward your loyalty. As you move up the tiers, you earn more product points for your orders, which means more free products and greater discounts for you.

**Q. What are the advantages of customising my LRP template?**

A. Customising your LRP template allows you to select the products you need and set up a flexible template to suit your individual needs for the coming month. It ensures you get the products you want when you need them.

**Q. Are there any costs associated with joining the Loyalty Rewards Program?**

A. No, there are no costs associated with joining the Loyalty Rewards Program. It's completely free to become a member and you can start enjoying the benefits right away.

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**Q. How often can I expect to receive rewards as a member of the Loyalty Rewards Program?**

A. You can receive rewards every month based on your order volume and membership tier. The more you order and the longer you stay loyal, the more rewards you can enjoy.

**Q. Do I have to commit to a certain number of months or orders when I join the Loyalty Rewards Program?**

A. There are no commitments or obligations when you join the Loyalty Rewards Program. You have the flexibility to customise your orders and participate as much or as little as you'd like.

**Q. What sets the Loyalty Rewards Program apart from other loyalty programs in the market?**

A. Our Loyalty Rewards Program stands out because it's tailored to support your wellness journey. With exclusive benefits, discounts, and rewards, it's our way of saying thank you for choosing us and prioritising your health and wellbeing.

**Q. What distinguishes product points from PV (Personal Volume)?**

A. PV and product points serve distinct purposes. PV represents the volume associated with each product, utilised monthly for commission qualification, rank advancement, and promotions. Product Points, on the other hand, constitute a percentage of the PV that members earn back when they place their Loyalty Rewards orders. These product points accumulate and can be redeemed on the products of your choice.

**Q. When can I expect my points to be credited to my account?**

A. Percentages and product points are typically credited between the 15th and 20th of the month, following the placement of LRP orders.

**Q. Do my product points have an expiration date?**

A. Yes, product points expire after 12 months. However, orders maintaining a minimum of 1 PV\* ensure the retention of both your Loyalty Rewards membership tier level and corresponding percentage earnings and also ensure you maintain any previously accumulated product points.

**Q. Will product points be available immediately upon order processing?**

A. Product points are credited to your account post-commission processing. Therefore, you can anticipate the accumulation of product points after the 15th of the month and before month-end.



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### **Q. Can I utilise product points to purchase any product, and how many points are required?**

A. While most products carry a point value, certain exceptions apply. Limited Time Offers (LTOs) or BOGOs, for instance, cannot be procured using product points. Moreover, new products typically become eligible for point redemption approximately one year after release. Each product is assigned a specific point value, discernible on the Point Redemption Form available on our website. It's essential to note that a product's point value differs from its personal volume (PV); for instance, Ylang Ylang is 39.50 PV and can be redeemed using 52 product points.

### **Understanding the Benefits of LRP as a Wellness Advocate**

#### **Q. How can I effectively introduce new customers to the Loyalty Rewards Program?**

A. Dedicate time over the initial 90 days to assist new members in navigating their product preferences and understanding the value of percentages and points. Providing comprehensive explanations regarding the program's concepts and benefits while guiding them through updating their templates can foster lasting customer relationships.

#### **Q. What advantages come with having Wholesale Customers and Wellness Advocates enrolled in the Loyalty Rewards Program?**

A. Wholesale Customers and Wellness Advocates participating in the Loyalty Rewards Program can contribute to you and your team earning their Power of 3 (PO3) commissions, enhancing overall team performance and revenue generation.

#### **Q. What strategies can I employ to maintain engagement with Wholesale Customers and Wellness Advocates regarding the Loyalty Rewards Program and prevent attrition?**

A. Establishing a systematic approach from the outset is key. Regular check-ins, whether monthly, quarterly, or semi-annually, ensure ongoing satisfaction with their orders and accommodate any changes in their needs. Sustaining an open and enjoyable dialogue, incorporating novel ideas, wellness consultations, and product recommendations bolsters engagement and loyalty.

#### **Q. How can I improve my proficiency in discussing and instructing others about the Loyalty Rewards Program, particularly with new Wellness Advocates and Wholesale Customers?**

A. Start by conducting personal introspection and exploration. Reflect on your own enthusiasm for Loyalty Rewards by considering your satisfaction with monthly orders, excitement upon receiving wellness boxes, and eagerness to share its transformative potential. Emphasising how the program positively impacts families and contributes to legacy and residual income further reinforces its value.

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**Q. What methods can I utilise to monitor my loyal monthly customers effectively?**

A. Develop a VIP list comprising loyal monthly orderers, ensuring they receive timely updates on promotions and relevant educational content. Communicate the expectation of forthcoming communications, such as 200PV promos, to maintain engagement and foster anticipation.

**Q. In what ways does the Loyalty Rewards Program contribute to the stability of my business?**

A. Initially, as you establish your business, you may rely heavily on Fast Start and PO3 earnings. Loyalty Rewards provide consistent monthly volume, facilitating access to Unilevel benefits and enabling you to gauge the necessary volume by month-end to achieve your desired rank or PO3 status, thereby contributing to business stability.