

CANADA 

Scentsy™

# New Consultant START-UP GUIDE



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### SCENTSY HOME OFFICE

877-855-0617 toll free  
208-855-0617  
support@scentsy.com

Send mail to:  
PO Box 1335  
Meridian, ID 83680

Headquarters:  
3698 E. Lanark  
Meridian, ID 83642

## IMPORTANT CONTACTS & INFORMATION

CONSULTANT ID NUMBER: \_\_\_\_\_ ENROLLMENT DATE: \_\_\_\_\_

YOUR SCENTSY PERSONAL WEBSITE: [www.scentsy.ca/](http://www.scentsy.ca/) \_\_\_\_\_ (Your Consultant ID Number)\*

\*We recommend you personalize your website with an easy-to-remember name. See page 4 for instructions.

Password: \_\_\_\_\_ (Created at time of enrollment)

My Three-Month **FREE** Personal Website Expires: \_\_\_\_\_ (Three months from your enrollment date)

Your Sponsor: \_\_\_\_\_

Your Director: \_\_\_\_\_

Home Phone: \_\_\_\_\_

Home Phone: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

Sponsor E-mail: \_\_\_\_\_

Director E-mail: \_\_\_\_\_

# WELCOME to Scentsy™

Welcome! Heidi and I are so happy you have decided to join Scentsy. We strongly believe that our world is getting so busy, and families are suffering from many of the pressures that face our generation. As parents of five wonderful children whom we love, and a dedication to our relationship as husband and wife, we are often concerned with how our work life affects our family. We see so many families that do not have time together because parents are spending so much time just trying to pay the bills. This belief strongly affects everything we do at Scentsy.

It is our vision that through your association with Scentsy, you will be able to create an income for yourself doing something that you truly love – so you can have more time to be with the ones you love! For some, running a Scentsy business will mean having some extra shopping money. For others, it means having a car payment, a mortgage payment, or the ability to quit a part- or full-time job. Whatever your goal, the Scentsy plan provides an opportunity for you to achieve that goal with less negative impact on what you value most – the relationships in your life.

It is now time to roll up your sleeves and gain from Scentsy what you need to design the life you currently dream of. Your willingness to join our team, your enthusiasm for our products, and your dedicated efforts will be a reward our family will cherish forever. Thank you for your association with Scentsy, and God bless.

Sincerely,

*Orville & Heidi*

Orville and Heidi Thompson, Owners  
Scentsy, Inc.

*“Find something you love so much that you would do it for free, but do it so well you get paid for it!” – Byron Garrett*

## THE SCENTSY MISSION

To bring *value* to the world by providing an industry-leading, family friendly business opportunity selling creative, artistic, high-quality products that *Warm* the Heart, *Enliven* the Senses and *Inspire* the Soul.



# Using the Consultant WORKSTATION



## USING THE CONSULTANT WORKSTATION

Your Workstation is one of your most important business tools. You will use it to place and track orders, set up events, track your sales, keep up on company news and events, and so much more!

### To login to your Workstation:

1. Go to [www.scentsy.com/Your Consultant ID Number](http://www.scentsy.com/Your Consultant ID Number) (Example: [www.scentsy.com/55555](http://www.scentsy.com/55555) if your Consultant ID Number is 55555.) *TIP: Personalize your website with an easy-to-remember name. See page 4 for instructions.*
2. Click on Consultant Login
3. Enter your Consultant ID number and password.

**Note:** You created a password when you enrolled as a new Consultant. If you forget your password, send an e-mail to [support@scentsy.com](mailto:support@scentsy.com), and your password will be e-mailed to you.

Here is an overview of all of the links on your Workstation.

### HOME PAGE

This is the page you see when you login. You can view your personal sales data and company information here. Details on your Scentsational Start progress (also called Fast Track) are also located here.

### ACCOUNT

Find financial data related to your submitted orders including dates, order numbers, amounts and balances.

### PROFILE

Update your personal information, such as your address and phone number. You can also add a welcome message and a photo to your replicated website through this link.

### DOWNLINE

View your downline and volume totals. Downline reports will become more important once you start to build a team.

### COMMISSIONS

View your commission and bonus data.

### ORDER

Enter and update orders, order business supplies and manage subscriptions.

### ORDER HISTORY

View your recent orders, search for orders by customer and more.

### EVENT MANAGER

Set up and update events, manage follow-up list.

### HELP

E-mail questions to Consultant Support.

**NEW INFORMATION COMING**



# Using the Consultant **WORKSTATION**, CONTINUED



## TEMPLATE LIBRARY

Create flyers, pre-approved ads, banners and more. Customize your replicated website with images and "copy and paste" HTML code. The Independent Consultant logo, product photos and advertising copy can also be found here.

## TRAINING CENTER

Get printable training material, links to recorded training calls and information on upcoming training events and calls here. Worksheets, handouts and tips on marketing your business, Scentsy policies and more can be found here.

## BUSINESS BUILDERS

Catalogs, monthly flyers, FAQs and handouts online are available here.

## NEWS & EVENTS

Get the latest information on incentive trips, training events, motivational events and updates from Scentsy.

## SCENTSY SUCCESS

Visit Scentsy Success ([www.scentsysuccess.com](http://www.scentsysuccess.com)) for fun promotional items, apparel, merchandising tools and much more! Go to **Login** and **Register with Scentsy Success** to get full access. Check out **Power Launch** for new Consultants.

## NEWSLETTER MANAGEMENT

Your replicated website subscription comes with a monthly customer e-newsletter service. *Making Perfect Scentsy™* e-newsletter is designed by Scentsy and automatically sent to your customer list at the beginning of every month. Your Consultant ID Number and a password are required to login. Your temporary newsletter password will be sent to you. See page 13 for more information.

## SCENTSY FORUM

Register on Scentsy Forum to communicate with thousands of other Scentsy Consultants.

## DIRECTORS ONLY

Tools and information for Scentsy Directors only. This link is password protected.

## LOGOUT

Log out of your Workstation.

## PERSONALIZING YOUR REPLICATED WEBSITE

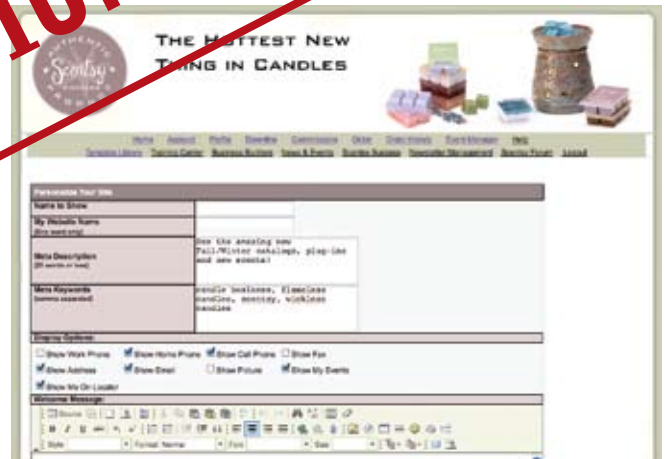
When you join Scentsy, you get a **FREE** three-month subscription to your own personal website (PWS), which will help you do the following:

- Promote your business
- Collect online orders
- Announce your events
- Recruit new Consultants
- Use *Making Perfect Scents*™ e-newsletter service

After your three **FREE** months, you can maintain your PWS for a subscription fee of only \$12 per month. To keep your website, do nothing. Scentsy will charge the credit card you used to pay for your Starter Kit on a monthly basis. You can cancel your subscription at any time – just remember that if you want to sponsor new Consultants, you cannot do so without a personal website.

You don't have to be a web designer or a programmer to customize your website. It's easy to do on your own!

1. Login to your **Workstation**.
2. Go to the **Profile** link.
3. Scroll down to **Your Website Information**.
4. Select **Personalize**.
5. Enter a **Name to Show**. This is the name that will appear on your replicated website. Many Consultants use their full name here.
6. Enter a name in **My Website Name**. This is a one-word name that can be used in place of your Consultant ID Number when you or your customers access your website. (Example: Instead of using [www.scentsy.com/Your Consultant ID number](http://www.scentsy.com/Your Consultant ID number), you can also go to your replicated website with [www.scentsy.com/NameQ](http://www.scentsy.com/NameQ) if "NameQ" is the name you choose for this field.\*
7. Check the boxes of the features you would like to include on your website, such as **Show Events** and **Upload Photo**. You can also type in your own Welcome Message!
8. Select **Update Your Site** to save your changes.
9. If you need more help setting up your website, go to **Business Builders** on your Workstation and look for the *Website Setup Flyer* under **Resources**.



\***HELPFUL HINT:** When personalizing your website name, make sure not to include "Scentsy" in the name, or other words such as "official" or "corporate." See *Policies and Procedures* (Section 6.4.1) for more information on naming.

# Launching YOUR BUSINESS



## IT ALL STARTS WITH A GOAL

You may have joined Scentsy for many reasons. Perhaps Scentsy complements your values and what you expect a company to be like. Maybe you joined to supplement your family income, to have a more flexible schedule, to enhance your personal and professional growth, or to work in a fun and exciting environment.

Whatever the reason **YOU** joined, setting a goal will help you achieve the success you desire.

There are some basic steps to setting and achieving a goal.

1. Clearly define what your primary Scentsy goal is and write it down. A written goal is proven to have a much higher rate of success.

Your Primary Goal: \_\_\_\_\_

2. Decide what you are willing to do and what it will take to accomplish and achieve your primary Scentsy goal.

- How many parties will it take each week to reach your goal?  
*Suggestion: 1-2 parties per week for the first 60 days.*
- Mark the actual times on your calendar when you can do parties.
- Involve your family when planning your calendar.

3. Break your goal down into smaller achievable pieces.

- What do you need to do on a daily, weekly and monthly basis to achieve your goal?
- Remember to talk to your Sponsor for helpful ideas.

4. How much do you want to earn? See pages 14-18 for awards and recognition you can earn during your first 70 days as an Independent Scentsy Consultant.

- Goal for First 15 Days: \_\_\_\_\_

Sell 500 Personal Retail Volume (PRV) during your first 15 days and earn the **Shooting Star Enhancement Kit** – the option to purchase 10 pre-selected warmers from the current catalog for \$240 plus tax.

- Goal for First Month: \_\_\_\_\_

- Goal for First 70 Days: \_\_\_\_\_

Earn one of the three **Scentsational Start Awards** levels during your first 70 days and earn product credits, certificates, recognition in Scentsy's national newsletter and/or at annual Convention, and Scentsy jewelry! See pages 14-18 for more information.

*"The difference between a goal and a dream is the written word."* – Gene Donohue

# Launching **YOUR BUSINESS**, CONTINUED

As a new Consultant, you will earn a 20% commission on your Personal Retail Volume (PRV). As soon as you achieve a cumulative total of 1000 in PRV you will be promoted to **Certified Consultant** rank and will be eligible to receive a 25% commission on all future personal retail sales. That's a 5% raise you can earn right away! (Go to page 19 for more information.)

- Become a Certified Consultant by: \_\_\_\_\_

Achieving the **Shooting Star Enhancement Kit** and the **Scentsational Start Award** will help you to quickly promote to Certified Consultant rank!

- Goal for First Six Months: \_\_\_\_\_
- Goal for First Year: \_\_\_\_\_
- Goal for Incentive Trip to: \_\_\_\_\_ by (date): \_\_\_\_\_

As a Scentsy Consultant, income doesn't have to be your only reward! Set your sights on one or all of Scentsy's incentive trips to places like Cancun, the Mexican Riviera, Banff (British Columbia, Canada), Alaska or Hawaii, and you can qualify for all-expenses-paid trips! Who knows where Scentsy's next incentive trip might take you!

*Remember that income is not the only incentive or reward. You have the opportunity to share your dreams and aspirations with others!*





# Plan Your LAUNCH PARTY



Your Launch Party is the “Grand Opening” of your business! Typically the Launch Party will be held at your home, or IF that’s not possible, you might consider holding it at a nearby friend’s or relative’s home.

At your launch you will schedule additional home parties, gain eager new Scentsy customers, and share the Consultant opportunity. Also, you can act as both the Consultant and the Hostess at your Launch Party, so you can earn half-price and free products to add to your Starter Kit.

Here are some important tips for having a successful Launch Party:

## BEFORE YOUR LAUNCH PARTY

- Create your *Initial Contact List* (page 8) and *List of 100* (page 9). You may be surprised to see how many people you know!
- Schedule your Launch Party to closely follow the arrival of your Starter Kit. Invite everyone on your *Initial Contact List* and *List of 100*.
- Invite your guests in person, by phone, or by e-mail or printed invitation. Over invite! Generally, one out of three invited guests will attend.  
*TIP: Tell anyone who can’t attend that they can place an order with you or host their own party.*
- Get well acquainted with everything in your Starter Kit.
- Create a short presentation. Practice until it feels comfortable.
- Create a tabletop display beforehand. It should be simple to set up.
- Work closely with your Sponsor. She will have invaluable tips and helpful hints to make your Launch Party a success.
- Select the dates you are able to conduct home parties and highlight them in your planner. Offer your available dates to your future Hostesses at your Launch Party.

## AT YOUR LAUNCH PARTY

- Keep your decorations and refreshments simple to keep the focus on your new business!
- Greet your guests with a relaxed smile! Be yourself, and simply share your love for Scentsy products and the opportunity.
- Let your guests know what your open dates are for your first 30 days. Try to schedule as many parties as you can at your Launch Party. To get your business up and running quickly, a minimum of six parties in your first 30 days is recommended. The seeds that you plant with these early events as you launch your business will pay dividends for months and years to come!

## AFTER YOUR LAUNCH PARTY

- Work with your Sponsor to enter your party order. Congratulate yourself! You’ve just had your first Scentsy party!
- Make follow-up calls to anyone who couldn’t come and remind them that they can place an order or book a party.
- Make follow-up calls to your guests and thank them for coming. Ask them if they are interested in hosting a party.

*The Launch Party is a GREAT way to kick-start your business!*

# Create Your Initial CONTACT LIST



## CREATE YOUR INITIAL CONTACT LIST

It is amazing how many people you actually know. Use this worksheet to write down the names that come to mind as you read each category. In no time at all you will have a great start for potential guests to invite to your Scentsy Launch Party. It really works! Do not limit yourself to the number of spaces in each category, or the categories listed. Be Creative! You really do know more people than you think. Add to this list on the next page to create a more extensive *List of 100* names that will serve you well as you grow your Scentsy business.

Friends and Family

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Spouse's Friends and Family

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School Friends (Yours and/or Your Child's)

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---

---

Neighbors

---

---

---

Teachers

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---

---

Someone Who Loves Candles

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---

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Contacts Through Children

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---

---

Co-Workers

---

---

---

Someone Who Travels

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---

---

Someone Wanting Extra Income

---

---

---

Church or Social Contacts

---

---

---

Places You Do Business

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---

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# Your LIST OF 100



1 _____	34 _____	67 _____
2 _____	35 _____	68 _____
3 _____	36 _____	69 _____
4 _____	37 _____	70 _____
5 _____	38 _____	71 _____
6 _____	39 _____	72 _____
7 _____	40 _____	73 _____
8 _____	41 _____	74 _____
9 _____	42 _____	75 _____
10 _____	43 _____	76 _____
11 _____	44 _____	77 _____
12 _____	45 _____	78 _____
13 _____	46 _____	79 _____
14 _____	47 _____	80 _____
15 _____	48 _____	81 _____
16 _____	49 _____	82 _____
17 _____	50 _____	83 _____
18 _____	51 _____	84 _____
19 _____	52 _____	85 _____
20 _____	53 _____	86 _____
21 _____	54 _____	87 _____
22 _____	55 _____	88 _____
23 _____	56 _____	89 _____
24 _____	57 _____	90 _____
25 _____	58 _____	91 _____
26 _____	59 _____	92 _____
27 _____	60 _____	93 _____
28 _____	61 _____	94 _____
29 _____	62 _____	95 _____
30 _____	63 _____	96 _____
31 _____	64 _____	97 _____
32 _____	65 _____	98 _____
33 _____	66 _____	99 _____
		100 _____

# Successful PARTIES



## THREE APPROACHES FOR QUICK SUCCESS

Marketing Scentsy products will be a rewarding experience for you and your Hostesses. You have several ways to show your products and share the opportunities Scentsy has to offer. After your Launch Party, three of the most effective ways to get started are the Home Party, the Basket Party, and Outside Orders.

### THE HOME PARTY – PRESENTATION STYLE

When you have a Home Party, your Hostess invites her friends into her home for a comfortable place to meet and have simple refreshments. This provides you with the perfect environment to share the products and business. You will have the opportunity to give a brief presentation to sell Scentsy products, interest others in hosting a party and show everyone how fun and easy it is to be a Scentsy Consultant.



### THE HOME PARTY – OPEN HOUSE STYLE

Some of your Hostesses may prefer the casual atmosphere of an Open House format for their Home Party. For an Open House, your Hostess will invite her guests to come during a two- to three-hour time period. Guests can come and go as they wish. Most likely you will not give a formal presentation, but you may give lots of informal ones. Often, more than one display is set up in different rooms. Greet guests as they come in, and answer any questions they have.

Your relationship with your Hostess is one of the keys to having a successful Home Party. Go to page 12 to learn about Hostess Rewards.

#### *Home Party Scheduling Tips*

- Offer your next available date
- Schedule within a three-week period to eliminate the risk of postponements
- Protect your income goal by overbooking. Always schedule more parties than you actually need.

### THE BASKET PARTY

The Basket Party is the Scentsy version of a catalog party. It is a great way to get orders from people with busy schedules who are not able to attend or host a Home Party. It is also a great way for a Hostess who does not live in your immediate area to host a party. (Basket Party sales are not meant to replace Home Party sales because they don't provide the same environment for sharing all of the benefits of Scentsy.)

Hostess Rewards for a Basket Party are the same as for a Home Party. Go to page 12 for Hostess Rewards information.





# Successful PARTIES, CONTINUED

## Basket Party Tips

- Create a basket with testers, order forms and 5-10 catalogues. **Business Builders** and **Scentsy Forum** on your Workstation are great places to get tips and advice on how to set up your Basket.
- Set Basket Party goals with your Hostess and set a closing date for the Basket Party. Give a maximum of 10-14 days for the Basket Party orders to be gathered. ( See *Policies and Procedures* Section 7.3.3 for more information on closing Basket Parties.)
- Show your Hostess how to complete the Customer Order Form. Include a completed sample with an instruction sheet.
- Follow-up with your Hostess in one week, and then again to close the party.

## OUTSIDE ORDERS

If your Hostess has guests who cannot attend a party, she can gather orders from them and give them to you, and you can add these to her order total. This will increase her total party sales and Hostess credit and half-price rewards.

As you grow your business, you may also begin to get online orders. This is one of the benefits of having a personal website!

For more information and party ideas go to **Business Builders** on your Workstation.



## TIPS FOR BOOKING PARTIES

- **If you are a "seasoned" Consultant and need a party,** consider scheduling a "Grand Re-Opening" in your home. Invite friends, family and past hostesses. Have a drawing for a "Mystery Hostess" where one or two guests receive the Hostess Rewards!
- **Know your "open dates."** - Be prepared to schedule a party whenever and wherever you are by knowing when you want to work in the next several weeks.
- **Book in close on your calendar!** - There is no rule that says you must have a two- to three-week lead time on booking a party. Most people know on Thursday whether or not they are available the following Tuesday! Your Hostess will save money on postage and her excitement level will remain high when she schedules a *fast and easy* party!
- **Referrals** - Ask everyone for referrals. Even if someone isn't interested in hosting themselves, when you ask them "Who's the party lady in your neighborhood?" they will be able to give you a name right away.

# Hostess REWARDS



## HOSTESS REWARDS PROGRAM

The Hostess is the lifeblood of the party plan system and so important to you and to Scentsy. She does almost all the prospecting for you! For her efforts, the Hostess needs to be motivated and rewarded generously. Scentsy's Hostess Rewards Program rewards the Hostess for opening her home and bringing together prospects to experience Scentsy products. With the Hostess Rewards Program, Hostesses can earn product credit, half-price items and Booking Rewards.

The product awarded to the Hostess as a result of the collected retail sales from her party is paid for by Scentsy. There is only a fee to the Consultant (\$6) if all of the half-price items are not redeemed.

The minimum threshold for a Hostess to receive rewards is \$200 in sales, excluding tax, shipping and handling.

Scentsy also offers a Hostess the opportunity to qualify for Booking Rewards when additional parties are booked as a result of her party, and held within 90 days of her party. Booking Rewards should not be awarded until after the party is held.

Be sure that you fully understand the Scentsy Hostess Rewards Program and can confidently explain the program's benefits. This is one of your strongest tools in the development of your business.

## HOSTESS REWARDS PROGRAM CHART

Guest Sales	\$200-\$299	\$300-\$499	\$500-\$1199	\$1200+
Free Product	10%	10%	15%	15%
Half-Price Items	1	2	3	4

Booking Rewards: Earn one half-price item for each party booked from a guest at the party. For additional information, read the *Booking Rewards* document under FAQs in **Business Builders** on your Workstation.

## HOSTESS PACKET

It is a very good idea to give your Hostess a packet of information at least two weeks prior to her party. Here are some recommended items to include in a Hostess Packet.

- Invitations (appropriate quantity)
- Customer Order Forms
- Catalogues
- Your Business Card
- Hostess Rewards Brochure
- *You Know More People than You Think* (in Appendix A in **Business Builders**)
- *Booking Coupon* (in Appendix A in **Business Builders**)
- *Guest List* (available as a business supply) and self-addressed stamped envelope – if your Hostess wants to mail her guest list to you.



# Monthly SUBSCRIPTIONS



## MONTHLY PROMOTIONS AND SUBSCRIPTIONS

Scentsy offers Consultants subscriptions to purchase monthly specials they can receive before products become available to customers. They are offered to Consultants at a discounted price. Monthly subscriptions are available for the *Scent of the Month Kit*, and the *Scentsy Warmer of the Month Combo*. Personal websites are also offered as a convenient monthly subscription. These subscriptions are completely optional. You can access, change or add subscriptions by going to the **Order** link on your Workstation. Under the **Management** header, click on **Subscriptions**. Use the **Edit** and **Cancel** links to update an existing subscription, or click on **Create a New Subscription** to add a new subscription.

**NEW INFORMATION COMING**

### SCENT OF THE MONTH KIT

The *Scent of the Month Kit* contains items to help Consultants promote a brand new scent being released the following month. The kit includes six Scentsy Bars, one Scentsy Brick, one Scentsy Room Spray, one Basket Tester, one Party Tester and 50 copies of the *Monthly Specials* flyer. Price: \$42 per month

### SCENT & WARMER OF THE MONTH COMBO

This combination kit includes all of the items in the *Scent of the Month Kit*, **PLUS** a brand new warmer being released the following month. Consultants who choose not to subscribe must wait to purchase featured warmers until they are released to the public. Price: \$72 per month

### PERSONAL WEBSITE

Add, edit or cancel your subscription to your personal website through the **Subscriptions** link.



## MAKING PERFECT SCENTS™ MONTHLY E-NEWSLETTER

Your personal website subscription comes with Scentsy's monthly e-newsletter service. *Making Perfect Scents™* is automatically sent out via the Internet to your customers' e-mail addresses the first week of every month. Links within the newsletter take customers directly to your personal website where they can buy products, host a party, join your team or request information! Simply add e-mail addresses along with the rest of your customers' information when you enter them into your Workstation. Customers who purchase online and provide their e-mail addresses will automatically be added to your customer list and will receive the e-newsletter.

You will receive a temporary password (required for login) from [makingscents@scentsy.com](mailto:makingscents@scentsy.com) approximately 48 hours after you enroll as a Consultant. Your Consultant ID Number and newsletter password are required for login. You can then access your newsletter through **Newsletter Management** on your Workstation. Go to *Newsletter Training* in the **Resources** section of **Business Builders** to learn how to login, customize and use your newsletter.

# Awards & RECOGNITION



## AWARDS & RECOGNITION

Scentsy gives each Consultant many opportunities to be recognized for superior effort and achievement. Each award is designed not only to give the company an opportunity to congratulate you, but to encourage you to do the things that will have the greatest positive impact on your success.

As you strive to earn an award or achieve a goal, you become a Consultant who has a profitable and enjoyable Scentsy experience. As you familiarize yourself with the awards available, you will learn what it takes to get the most out of your time and effort.

### SHOOTING STAR ENHANCEMENT KIT

**Time Frame: Your First 15 Days**

Scentsy offers an amazing tool for new Consultants called the **Shooting Star Enhancement Kit**. This is a great way to add to your Starter Kit.

**Get your business off and running with this awesome incentive!**

#### Program Details

- Sell 500 Personal Retail Volume (PRV) during your **first 15 days** as a **Consultant** to earn the option to purchase 10 pre-selected warmers from the current catalog.
- Commissions are paid and volume is earned on the **Shooting Star Enhancement Kit**.
- This is a one-time offer and must be ordered within 30 days after the end of the qualification period – which is 45 days from the day you enrolled as a Scentsy Consultant.

**Important:** *The day you order your Scentsy Starter Kit is “Day One” of the countdown, not when your Starter Kit arrives. Plan your Business Launch, Basket Parties and other events to help you earn this one-time discount. Once you have earned the Shooting Star Enhancement Kit, **you will need to call Consultant Support to place your order.***

- Your Target Date to Qualify: \_\_\_\_\_  
( Your enrollment date plus 14 days)



# Awards & **RECOGNITION**, CONTINUED

## SCENTSATIONAL START AWARDS PROGRAM

### Time Frame: Your First 70 Days

The **Scentsational Start Award** program gives incentives for new Consultants to do those things that will have the greatest impact on their future success – bookings, sales and sponsoring. Even though there are three levels to the **Scentsational Start Award**, you can only earn one. You will be awarded the highest level award you achieve during your first 70 days. Below are several great incentives to move your business forward! Track your progress with the **Scentsational Start Award Tracker** on the inside back cover.

### ★ SCENTSATIONAL START AWARD – LEVEL 1

**Qualifications** – Within 70 days of enrollment

- 1,250 in PRV **OR** three personally sponsored active Consultants

#### **Award Received**

- \$60 Product Credit
- Green Scentsy Scentsational lapel pin
- Certificate of Achievement
- Name in monthly newsletter



### ★ SCENTSATIONAL START AWARD - LEVEL 2

**Qualifications** – Within 70 days of enrollment

- 2,500 in PRV **OR...**
- 1,250 PRV **AND** three personally sponsored active Consultants

#### **Award Received**

- \$150 Product Credit
- Purple Scentsy Scentsational lapel pin
- Certificate of Achievement
- Name in monthly newsletter



### ★ SCENTSATIONAL START AWARD - LEVEL 3

**Qualifications** – Within 70 days of enrollment

- 5,000 PRV **OR...**
- 2,500 PRV **AND** six personally sponsored active Consultants

#### **Award Received**

- \$240 Product Credit
- Blue Scentsy Scentsational lapel pin
- Certificate of Achievement
- Name in monthly newsletter
- Recognized at National Convention
- Name on the Scentsy Wall of Fame



# Awards & RECOGNITION, CONTINUED

## MONTHLY AWARDS

These awards are given monthly to all Consultants who qualify. A special charm holder is sent to hang charms on. All Consultants are eligible, and each award may be earned numerous times.

### THE SCENTSY CHARM HOLDER

- Sent with the first monthly award charm achieved
- If a Consultant has too many charms on one holder, another will be sent upon request



### ★ MONTHLY SALES AWARD

#### Qualifications

- 2,000 or more in PRV in one calendar month

#### Award Received

- 5% additional personal retail commission bonus
- Name in monthly newsletter
- Dollar sign charm



### ★ MONTHLY MENTOR AWARD

#### Qualifications

- Three or more new frontline Consultants who become active for the first time in a calendar month

#### Award Received

- \$30 in Product Credit
- Name in monthly newsletter
- Key charm



### ★ SCENTSATIONAL TRAINER AWARD

#### Qualifications

- When you have a personal recruit reach Scentsational Start Level 2 or 3

#### Award Received

- \$30 bonus (included in your monthly check)
- Name in monthly newsletter
- Girl charm



# Awards & RECOGNITION



## ★ TOP SALES OF THE MONTH

### Qualifications

- Top PRV in one calendar month among all Scentsy Consultants

### Award Received

- Name in monthly newsletter
- Money bag charm



## ★ SPONSOR OF THE MONTH

### Qualifications

- Most new active personal recruits in one calendar month among all Scentsy Consultants (minimum of three Consultants ordering at least 150 in personal retail volume)

### Award Received

- Name in monthly newsletter
- Contract charm



# Awards & RECOGNITION, CONTINUED

## ANNUAL AWARDS

The winners of these awards will be announced at the annual Scentsy National Convention. The qualification period is June 1st through May 31st.

### ★ ANNUAL SALES EXCELLENCE AWARD

#### Requirement

- Annual personal retail volume of 30,000 or more PRV (More than one person can receive this award.)

#### Award Received

- Recognition in the monthly newsletter and at the National Convention, Certificate of Achievement, Consultant's name listed on the Scentsy Wall of Fame, and a \$1,200 bonus check (presented at Convention, or mailed after Convention if the Consultant does not attend).

### ★ ANNUAL MENTOR AWARD

#### Requirement

- Personally sponsor 20 or more active Consultants during the year

#### Award Received

- Recognition in the monthly newsletter and at the National Convention, Certificate of Achievement, Consultant's name listed on the Scentsy Wall of Fame, and a \$30 bonus check per active recruit.

### ★ SHINING STAR AWARD

#### Requirement

- This award is given to the one Scentsy Consultant who has contributed the most to fulfilling the Scentsy Mission, and/or best exemplified the values we strive to represent. The winner will be selected by the Founders, Directors and Executives of Scentsy.
- Must be nominated by another Scentsy Consultant or Hostess. Nominations must be submitted in writing, by electronic link on the Scentsy, Inc. website or by e-mail, and must be postmarked by May 30th.

#### Award Received

- Special feature article in the monthly newsletter, recognition at the National Convention and Consultant's name listed on the Scentsy Wall of Fame.



*Mirrored Star with your name and award received; placed on the Scentsy Wall of Fame.*





## REQUIREMENTS FOR RANK ADVANCEMENT – CONSULTANT LEVELS

### ▶ ESSENTIAL CONSULTANT

- |               |  |
|---------------|--|
| Qualification | <ul style="list-style-type: none"><li>• 18 years or older</li><li>• U.S. citizen or permanent resident</li><li>• Valid Social Security number or Green Card number</li><li>• Accepted Independent Consultant Agreement</li><li>• Purchased a Starter Kit</li></ul> |
| Income        | <ul style="list-style-type: none"><li>• 20% commission on Personal Retail Volume</li></ul>   |

### ▶ CERTIFIED CONSULTANT

- |               |   |
|---------------|---|
| Qualification | <ul style="list-style-type: none"><li>• 1,000 Personal Retail Volume as an Essential Consultant</li></ul> |
| Income        | <ul style="list-style-type: none"><li>• 25% commission on Personal Retail Volume</li></ul>                |

Once a Consultant achieves a cumulative total of 1,000 in retail, over any period of time, she will be promoted to the rank of a **Certified Consultant** and will then be eligible to receive a **25% commission** on all future personal retail volume. Any personal retail volume made in the qualifying month for Certified Consultant will be paid at 25%.

*Example: If you sold 500 PRV during the month you enrolled in Scentsy, you would receive a 20% commission on this volume. If you sold another 500 PRV in the following month, you would qualify to be promoted to Certified Consultant. Since you completed your 1000 PRV requirement in your second month you would be promoted to Certified Consultant and be paid 25% on the 500 PRV for that month. This is because you are advanced and paid at the rank you qualify for each calendar month.*

Achieving the previously discussed quick-start incentives – both the **Shooting Star Enhancement Kit**, as well as the **Scentsational Start Awards** – will help earn a quick promotion to Certified Consultant.

### ▶ LEAD CONSULTANT LEVEL

- |               |  |
|---------------|--|
| Qualification | <ul style="list-style-type: none"><li>• Personal Retail Volume of 500 in a month</li><li>• Achieve 1,000 in GWV in the month</li><li>• One Active Frontline Consultant/Director</li></ul>  |
| Income        | <ul style="list-style-type: none"><li>• 25% commission on Personal Retail Volume</li><li>• 2% bonus on PWV</li><li>• 2% bonus on Frontline Essential or Certified Consultant TWV</li></ul> |

# Creating **INCOME**, CONTINUED

## STAR CONSULTANT LEVEL

- |                      |  |
|----------------------|--|
| <b>Qualification</b> | <ul style="list-style-type: none"><li>• Personal Retail Volume of 500 in a month</li><li>• Achieve 2,500 in GWV in the month</li><li>• Two Active Frontline Consultants/Directors</li></ul>  |
| <b>Income</b>        | <ul style="list-style-type: none"><li>• 25% commission on Personal Retail Volume</li><li>• 4% bonus on PWV</li><li>• 4% bonus on Frontline Essential or Certified Consultant TWV</li><li>• 2% bonus on Frontline Lead Consultant TWV</li></ul> |

## SUPERSTAR CONSULTANT LEVEL

- |                      |  |
|----------------------|--|
| <b>Qualification</b> | <ul style="list-style-type: none"><li>• Personal Retail Volume of 500 in a month</li><li>• Achieve 6,000 in GWV in the month</li><li>• Three Active Frontline Consultants/Directors</li></ul>  |
| <b>Income</b>        | <ul style="list-style-type: none"><li>• 25% commission on Personal Retail Volume</li><li>• 7% bonus on PWV</li><li>• 7% bonus on Frontline Essential or Certified Consultant TWV</li><li>• 5% bonus on Frontline Lead Consultant TWV</li><li>• 3% bonus on Frontline Star Consultant TWV</li></ul> |

## REQUIREMENTS FOR RANK ADVANCEMENT – LEADERSHIP LEVELS

### DIRECTOR LEVEL

- |                      |   |
|----------------------|---|
| <b>Qualification</b> | <ul style="list-style-type: none"><li>• Personal Retail Volume of 500 in a month</li><li>• Achieve 10,000 in GWV in the month</li><li>• Achieve 2,000 in TWV in the month</li><li>• Three Active Frontline Consultants/Directors</li></ul>  |
| <b>Income</b>        | <ul style="list-style-type: none"><li>• 25% commission on Personal Retail Volume</li><li>• 9% bonus on PWV</li><li>• 9% bonus on Frontline Essential or Certified Consultant TWV</li><li>• 7% bonus on Frontline Lead Consultant TWV</li><li>• 5% bonus on Frontline Star Consultant TWV</li><li>• 2% bonus on Frontline SuperStar Consultant TWV</li><li>• 3% bonus on First Generation Director TWV</li></ul> |



## STAR DIRECTOR

### Qualification

- Personal Retail Volume of 500 in a month
- Achieve 30,000 in GWV in the month
- Achieve 6,000 in TWV in the month
- Three Active Frontline Consultants/Directors
- Two First Generation Directors

### Income

- 25% commission on Personal Retail Volume
- 9% bonus on PWV
- 9% bonus on Frontline Essential or Certified Consultant TWV
- 7% bonus on Frontline Lead Consultant TWV
- 5% bonus on Frontline Star Consultant TWV
- 2% bonus on Frontline SuperStar Consultant TWV
- 3% bonus on First Generation Director TWV
- 4% bonus on Second Generation Director TWV

## SUPERSTAR DIRECTOR LEVEL

### Qualification

- Personal Retail Volume of 500 in a month
- Achieve 80,000 in GWV in the month
- Achieve 10,000 in TWV in the month
- Three Active Frontline Consultants/Directors
- Four First Generation Directors


### Income

- 25% commission on Personal Retail Volume
- 9% bonus on PWV
- 9% bonus on Frontline Essential or Certified Consultant TWV
- 7% bonus on Frontline Lead Consultant TWV
- 5% bonus on Frontline Star Consultant TWV
- 2% bonus on Frontline SuperStar Consultant TWV
- 3% bonus on First Generation Director TWV
- 4% bonus on Second Generation Director TWV
- 5% bonus on Third Generation Director TWV

# Summary COMPENSATION PLAN

## COMPENSATION PLAN

Being an Independent Scentsy Consultant allows you to have a flexible schedule and set your own goals. No matter what your background is or how many hours you wish to work, you can have a successful Scentsy business that fits your lifestyle! Scentsy's Compensation Plan offers commissions on personal sales and leadership bonuses as you build a team. For detailed information on Scentsy's Compensation plan, go to **Training Center** on your Workstation.

 <b>COMPENSATION PLAN</b>	Personal Retail Volume (PRV)	Group Wholesale Volume (GWV)	Team Wholesale Volume (TWV)	Active Frontline Consultants/Directors	Commission from Personal Retail Volume	Bonus from Personal Wholesale Volume	Frontline Essential or Certified Consultant TWV Bonus	Frontline Lead Consultant TWV Bonus	Frontline Star Consultant TWV Bonus	Frontline SuperStar Consultant TWV Bonus	1st Generation Director TWV Bonus	2nd Generation Director TWV Bonus	3rd Generation Director TWV Bonus
	RANK	RESPONSIBILITIES			REWARDS								
SuperStar Director	500*	80,000	10,000	3/4	25%	9%	9%	7%	5%	2%	3%	4%	5%
Star Director	500*	30,000	6000	3/2	25%	9%	9%	7%	5%	2%	3%	4%	
Director	500*	10,000	2000	3	25%	9%	9%	7%	5%	2%	3%		
SuperStar Consultant	500*	6000	N/A	3	25%	7%	7%	5%	3%				
Star Consultant	500*	2500	N/A	2	25%	4%	4%	2%					
Lead Consultant	500*	1000	N/A	1	25%	2%	2%						
Certified Consultant	1000**	N/A	N/A	N/A	25%								
Essential Consultant	N/A	N/A	N/A	N/A	20%								

\*Monthly Personal Retail Volume \*\*Lifetime Personal Retail Volume

### Statement of Typical Participant Earnings

The primary source of income of a typical participant in the Plan is from compensation on sales of products and commissions on downline sales and services. Personal earnings will vary. A typical participant earns between \$73 to \$1,998 annually.

These earnings are an estimate and have been derived based on the amounts earned by typical participants in a comparable compensation plan of Scentsy's U.S. parent company. Participant means a participant that is actively engaged in the activities necessary to realize the benefits of the Compensation Plan (i.e., earning cheques in at least four of twelve months in any given year). Typical Participant means a Participant engaged in the Plan for at least one year.

# Summary **COMPENSATION PLAN**, CONTINUED

## COMPENSATION PLAN TERMS AND DEFINITIONS

**ACTIVE FRONTLINE CONSULTANT** – All Frontline Consultants who have 150 in Personal Retail Volume in a given month. All Scentsy Consultants begin every month being inactive. They become active each month when they do 150 in PRV.

**BONUS** – The compensation paid to a Consultant for leadership activities and earned incentives.

**COMMISSION** – The compensation paid to a Consultant for the sales of commissionable Scentsy products represented as a percentage of retail price.

**FRONTLINE** – All Consultants in the first level of a Consultant's downline.

**GENERATION** – The arrangement of all Directors, and their Teams, in a downline.

**GROUP** – A Consultant and her entire downline.

**PERSONAL RETAIL VOLUME (PRV)** – The value of all commissionable products sold to a Consultant or to a Consultant's customer.

**RANK** – The qualification level at which a Consultant's compensation will be determined from month to month.

**TEAM** – A Consultant and her downline excluding any Director in her Group and that Director's downline.

**TITLE** – The highest rank achieved by a Consultant.

**WHOLESALE VOLUME** – 75% of Personal Retail Volume. The residual value of PRV after Commissions have been subtracted. Personal Wholesale Volume or PWV is 75% of a Consultant's Personal Retail Volume. Team Wholesale Volume or TWV is the sum of the PWV of all members of a Team. Group Wholesale Volume or GWV is the sum of the PWV of all members of a Group.



# Important INFORMATION – GENERAL



## GENERAL INFORMATION AND RUNNING YOUR BUSINESS

### PAY DAYS

Commissions from your sales and bonuses from downline sales for the preceding month will be mailed by the 10th of the month, or the next business day if the 10th falls on a weekend. This date is also when your rank will change if you qualify.

### COMMISSION CHECK MINIMUM

There is a \$30 minimum in commissions required for a check to be issued. If your commissions for a month are less than \$30, you will not receive a check until your commissions are \$30 or greater.

### POLICY FOR INACTIVITY

A Consultant must have 150 in Personal Retail Volume (PRV) in one of the last three months to continue her agreement with Scentsy. Any Consultant who does not place an order for at least 150 PRV in any one of the last three months will be terminated from Scentsy.

The 150 PRV can come from individual customer orders, party orders or online orders made through your personal website. **Example:** *In either January, February or March a Consultant would need to place an order or orders that add up to 150 PRV. If she did not have 150 PRV in January or February, she would need to have 150 PRV in March to stay enrolled. There is a column in the downline report titled “Will Terminate” if a Consultant is inactive for two consecutive months. A “Y” will populate in that column during the third month, until 150 PRV is reached.*

### LEADERSHIP BONUS SALES REQUIREMENT

While there is no sales requirement to receive a commission, you must sell 500 in Personal Retail Volume (PRV) per month to qualify for Leadership Bonuses. See Scentsy’s Compensation Plan for more details.

### MEETINGS / EVENTS / SUPPORT

Monthly Team Activities, New Consultant Training Meetings, Team and Company newsletters, the Scentsy Forum, Regional Seminars, Annual Convention and incentive trips are all ways for you to stay connected to your new Scentsy family. Contact your Sponsor and/or Director for information about their support structure. Also check your Workstation for corporate updates.



### ACCEPTING CREDIT CARD PAYMENTS FROM CUSTOMERS

Gather **ALL** information on the Order Form: credit card number, expiration date and the security code on the back of the card. Scentsy accepts VISA, MasterCard, American Express, and Discover. Keep in mind that receiving a customer’s credit card is a sacred trust – make sure you treat that trust with care. Your customer’s credit card information will be transmitted to Scentsy at the time you place the order. You will not be running the credit card yourself – Scentsy will process all credit card payments.

# Important INFORMATION, CONTINUED

## CHECKS MUST BE PAYABLE TO YOU

Scentsy does not accept checks from customers or Consultants. When you take a personal check from a customer, make sure you deposit the check right away, and be sure there is a phone number on checks you receive! Make sure your customer's check clears your account before you deliver product.

## MANAGING YOUR CREDIT CARD IN YOUR BACK OFFICE

To ensure you do not have to re-enter your credit card each time you place an order, you should manage this information in your back office. Go to the **Profile** link in your Workstation to manage your credit cards.



## TAX RATES

Set your party up in your Workstation beforehand. The system will give you the tax rate for the address the order is being shipped to when you enter in the postal code of the Hostess. Collect taxes based on the rate of the location to which your order is being sent. **Example:** If you hold a Party in British Columbia, which has total tax rate of 12%, but have the party shipped to an address in Alberta, which has a tax rate of 5%, you will be charged 6% tax on your entire order.

## CHECKING ACCOUNT

Set up a separate checking account just for your Scentsy business. Secure a debit card for your account. It is important to have a checking account specifically for your Scentsy business. Keep your personal accounts separate from your business accounts. All Scentsy income should go into that account, and you should pay all Scentsy expenses out of that account. It is important **NOT** to co-mingle funds. This will allow you to track your business expenses and follow your financial progress.

# Important INFORMATION, CONTINUED



## WHEN TO CALL CONSULTANT SUPPORT

7 am to 7 pm MT, Monday through Friday  
877-855-0617 toll free  
support@scenttsy.com

If you have a complaint or problem, please contact your Sponsor or Director first. If they are unsure of the answer, or will not assist you, call Consultant Support toll free at 1-877-855-0617.

1. **Communication** – Updated information provided to Scentsy Consultants is found on the **Scrollbox**, located on your Workstation. Scentsy posts a monthly newsletter for all Consultants under **Business Events**. There is also a **News & Events** link on your Workstation that will take you to updated information. We recommend that you check these locations first before contacting a Consultant Support Representative.

**NEW INFORMATION COMING**

2. **Training Issues** – Your Sponsor or Director is your primary source for training. If you are unsure about how to place an order or need training for other issues, contact your Sponsor and/or Director first. Contacting Consultant Support should be reserved for times when your Sponsor or Director cannot or will not assist you.

3. **Order History** – Your Workstation includes an **Order History** link. Orders that have been received by Scentsy and assigned an order number will appear on this page, along with their current status. Consultant Support Representatives are able to make changes to orders listed in the "Entered Status." Orders listed in the "Printed Status" are being processed and are not editable. Once an order's status is marked as "Shipped," you will be able to find the scheduled delivery date by clicking on the order number and then clicking on the UPS link.

**NEW INFORMATION COMING**

4. **Shipping Times** – Scentsy policy is to have your order delivered within two to three weeks from the date the order is placed. Shipping times will vary throughout the month as the load on the shipping department fluctuates. Most of the time, orders placed the first and last week of the month ship more slowly than orders placed during the middle of the month. By telling customers their orders should arrive within three weeks of the order date you will be safe from unpleasant surprises.

If Order Status is not showing as "Shipped" at the two week mark, contact a Consultant Support Representative for assistance. Use your **Order History** link on your Workstation to determine the status of the order.

**NEW INFORMATION COMING**

5. **Back Orders** – If Order Status indicates "Shipped-Partial" this indicates that a back order exists. As soon as the product is available, it will be shipped to you. Once all back ordered products are shipped, the status will change to "Shipped."

# Important INFORMATION – CONSULTANT SUPPORT

6. **Broken or Damaged Items** – Scentsy will replace broken, damaged or defective items. Contact Consultant Support or send an e-mail with the following information to [support@scentsy.com](mailto:support@scentsy.com).

- Your Consultant ID
- Order number
- Customer name
- Item that needs to be replaced
- Description of what is wrong with it
- Address that the replacement should be sent to

A Consultant Support Representative will place an Exchange/Replacement order. A Return Shipping Label from UPS (in the U.S. only) will be sent with the replacement order to use in sending back the defective item(s). You will need to mail the defective item(s) back to Scentsy, or a charge for the replacement will be assessed.

7. **Calling Consultant Support** – When you need to call Consultant Support, please have your Consultant ID and order number available.

The software used by our Consultant Support Representatives lists orders by order number, order date, and dollar amount. Orders are not listed by Hostess or customer names. By providing the information above we can serve you more efficiently and decrease call wait times.

## A WORD ABOUT E-MAIL

Consultant Support will answer all e-mails as they are received, usually the same day. However, when Consultants send multiple e-mails regarding the same issue, it creates a situation where more than one Consultant Support Representative may be taking care of the same problem. This results in duplicate shipments, decreased efficiency and general confusion. Do not send more than one e-mail regarding the same issue. If you contact Consultant Support by phone after sending an e-mail, please advise the Consultant Support Representative you speak with that you previously sent an e-mail.



## E-mail Addresses to Remember

[Support\\_ca@scentsy.com](mailto:Support_ca@scentsy.com) – General questions for Consultant Support  
[AdApproval\\_ca@scentsy.com](mailto:AdApproval_ca@scentsy.com) – Ad approval or questions regarding advertising  
[MakingScents\\_ca@scentsy.com](mailto:MakingScents_ca@scentsy.com) – Customer newsletter help  
[Compliance\\_ca@scentsy.com](mailto:Compliance_ca@scentsy.com) – Questions regarding Scentsy policies and procedures  
[Events\\_ca@scentsy.com](mailto:Events_ca@scentsy.com) – Information or questions regarding upcoming Scentsy events  
[Mediarelations\\_ca@scentsy.com](mailto:Mediarelations_ca@scentsy.com)

# Frequently ASKED QUESTIONS

## PRODUCT-RELATED QUESTIONS

We know you have questions, so we are providing answers here to our most Frequently Asked Questions for your convenience. In addition, see the FAQs in **Business Builders** on your Workstation.

**Q. What kind of wax is used when making Scentsy Bars?**

A. We use a custom, high-quality paraffin wax blend. Our wax blend is designed for a specific scent-load and melt point.

**Q. What kind of oil does Scentsy use in its products?**

A. Non-essential fragrance oil.

**Q. Do I use a whole Scentsy Bar at a time?**

A. Scentsy Bars come in six break-apart sections. One or more sections can be used at a time according to preference. Deluxe Scentsy Warmers can hold an entire Scentsy Bar. Scentsy Plug-In Warmers are designed to hold one section at a time.

**Q. How hot does the wax get when warmed?**

A. Scentsy Bars in Scentsy warmers melt at 52 degrees Celsius when used with the correct bulbs (25-watt for Deluxe Scentsy Warmers, and 15-watt for Scentsy Plug-In Warmers) – the temperature of a typical paraffin cosmetic dip. The wax will not burn children or pets.

**Q. How do I clean the wax out of the warmer?**

A. While the wax is warmed and melted, pour into a disposable container and wipe the warmer with a paper towel or napkin.

**Q. What wattage of light bulb does the warmer use?**

A. Only a 25-watt light bulb should be used in a Deluxe Scentsy Warmer. Only a 15-watt light bulb should be used in a Scentsy Plug-In Warmer. Each new warmer comes with a light bulb.

**Q. How often does Scentsy come out with a new catalog?**

A. Twice a year...one in the Spring (March) and one in the Fall (September).

## SHIPPING QUESTIONS

**Q. How much is shipping?**

A. Shipping is 20% of Product Subtotal.

**Q. How long will I have to wait for delivery?**

A. Within two to three weeks from the date the order is submitted.



# Frequently ASKED QUESTIONS, CONTINUED

## SALES VENUE QUESTIONS

**Q. Can I sell online?**

A. Yes. Independent Consultants can sell Scentsy products online only through their personal Scentsy website. All online advertising is limited and subject to approval by the home office. Please refer to Scentsy *Policies and Procedures* concerning all online advertising guidelines.

**Q. Can I sell on eBay?**

A. No. To maintain the quality and integrity of the Scentsy brand experience, Independent Consultants are prohibited from selling on eBay or any other online auction site or service.

**Q. Can I sell at fairs and events?**

A. Yes. Independent Consultants are allowed to sell at events and expos in the country they reside in. They can elect to purchase inventory to resell at the events or take orders, at their preference. Only one Scentsy booth can exhibit at a fair or event at one time.

**Q. Can I sell in retail stores?**

A. No. A Consultant can have a display of one warmer with promotional materials for the purpose of generating leads or orders, but absolutely no retailing can be done in a fixed retail establishment.

## SALES & RANK ADVANCEMENT QUESTIONS

**Q. Are there any monthly or quarterly sales requirements?**

A. Consultants need to submit at least 150 PRV each quarter (150 PRV in one month out of the last three month period). If they fail to qualify, the Consultant will be terminated. There are no monthly sales requirements to receive a commission.

**Q. Are there any requirements to earn leadership bonuses?**

A. To earn leadership bonuses you must qualify as a Lead Consultant, or higher. All leadership ranks require 500 in PRV monthly to qualify. See the Scentsy Compensation Plan on page 22 for additional information.

If you have additional questions, please contact your Sponsor or Director.

*We are here to support you as you build and grow your business!*

# Top 16 POLICIES



## TOP 16 POLICIES NEW CONSULTANTS NEED TO KNOW – QUICK TIPS

Reading and understanding Scentsy's *Policies and Procedures* document will help you run your business effectively. Here is a summary of the 16 most asked about policies. We encourage you to go to the *Policies and Procedures* document in **Business Builders** and read the full text of these policies.

### NEW CONSULTANT ENROLLMENT & TRAINING

1. Make sure you are enrolled under your chosen Sponsor. If you enroll under the wrong Sponsor due to a system error, you have 10 days from your enrollment date to change Sponsors. (Section 7.4.2)
2. As a new Consultant, you have the right to receive training. You also have an obligation to train those Consultants you sponsor. (Section 5.3)

### CONSULTANT OBLIGATIONS

3. You and your Hostesses are obligated to deal fairly and honestly with your customers. (Section 11.2)
4. When you join Scentsy you become an independent contractor. (Section 4.1) You are solely responsible for paying local, state and federal taxes on the income you generate. (Section 4.3)
5. To remain active as a Scentsy Consultant, you must sell 150 PRV in any one of the three previous calendar months. (Section 13.2)
6. You may not participate in other Direct Selling ventures that sell products that compete with Scentsy, such as candles, scented wax or home fragrances. (Section 11.5.1)
7. All Home Party orders must be submitted within five days of the date of the Home Party. Basket and Online parties may not be open for more than 14 days, with all resulting orders submitted within five days of closing. (Section 7.3.3)

### SHIPPING & WARRANTIES

8. Scentsy products come with a Lifetime Warranty for manufacturing defects, and a 30-day Satisfaction Guarantee. See Section 9 for information on how returns are managed.

# Top 16 **POLICIES**, CONTINUED

## RETAILING

9. You cannot sell Scentsy products in a retail store, including mall kiosks (Section 6.5.1), nor do cooperative advertising and/or promotion with retail entities. (Section 6.2.4)
10. You can sell Scentsy products on a “cash-and-carry” basis at fairs, shows, expos and other temporary retailing events (in duration of 24 days or less), but must adhere to specific procedures when you do so. (Section 6.5.2)

## E-COMMERCE AND WEB MARKETING

11. You may not use or register any name that uses the word Scentsy, or any derivatives, for a URL/domain name, an e-mail address, a nickname, or an online alias. (Section 6.4.1)
12. You may not list or sell Scentsy products on eBay, other online auction sites, or on any online retail store or e-commerce site, nor can you enlist or knowingly allow a third party to do so. (Sections 6.4.4.2 & 6.4.4.3)

## ADVERTISING & PROMOTION

13. When marketing your Scentsy business, your efforts must promote the good reputation of Scentsy. You must avoid discourteous, deceptive, misleading or unethical practices. (Section 6.2)
14. You must sell Scentsy products in their original packaging and may not repackage, re-label or alter the labels (other than adding a personalized sticker) in any way. (Section 6.2.5)
15. If you want to use a Scentsy logo in your marketing efforts, you must use the Independent Consultant logo and may not use the circular “Authentic Product” logo without prior written approval. (Section 6.2.1)



# *My* **NOTES**



# Scentsational Start AWARD TRACKER



## YOUR FIRST 70 DAYS

	Daily Totals						Weekly Totals	
Week 1	DAY 1						PRV:	Recruits:
Week 2							PRV:	Recruits:
Week 3	DAY 15						PRV:	Recruits:
Week 4							PRV:	Recruits:
Week 5		DAY 30					PRV:	Recruits:
Week 6							PRV:	Recruits:
Week 7							PRV:	Recruits:
Week 8							PRV:	Recruits:
Week 9			DAY 60				PRV:	Recruits:
Week 10						DAY 70	PRV:	Recruits:

You can qualify with your own PRV or with a combination of PRV and active recruits. Each level includes the following awards: a lapel pin, certificate of achievement, recognition in national newsletter and merchandise credit in the amounts listed below. Level 3 Consultants will also have their name listed on the Scentsy Wall of Fame.

Level	PRV		Active Recruits		PRV	=	Credit
1	1,250	OR	3	AND	0	=	\$60
2	2,500		3		1,250		\$150
3	5,000		6		2,500		\$240



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