

June 2020

INTERNATIONAL
BUSINESS BUILDING

All You Need to Know

Amway



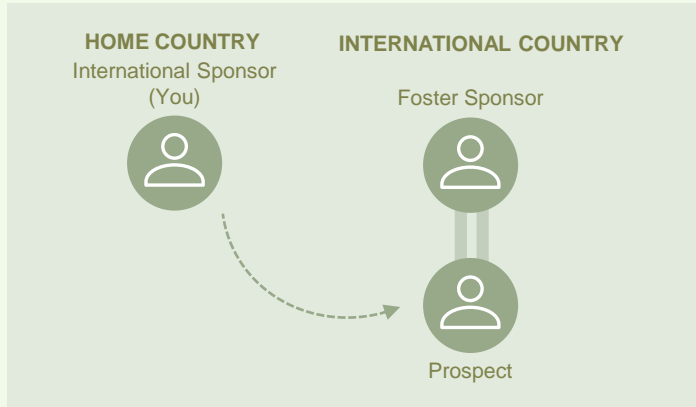


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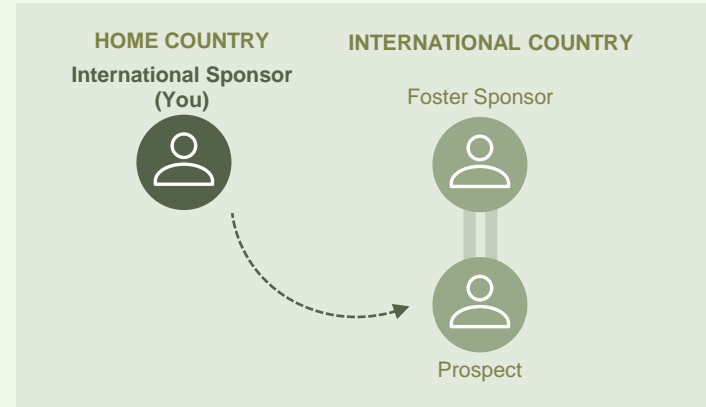
OVERVIEW

International Sponsoring



International sponsoring enables an ABO from one Amway country to introduce eligible prospects from another Amway country to the Amway business, provide them with ongoing offshore service and support, and receive associated benefits from the Amway Sales Plan.

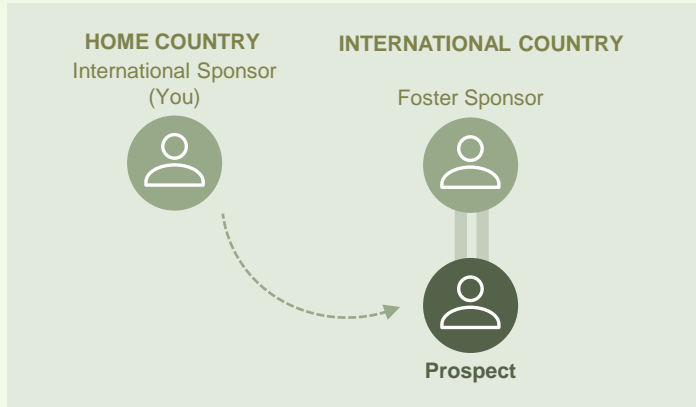
International sponsoring is a primary line of sponsorship, just like a personal sponsorship. It involves three people: an **international sponsor**, a **prospect** and a **foster sponsor**.



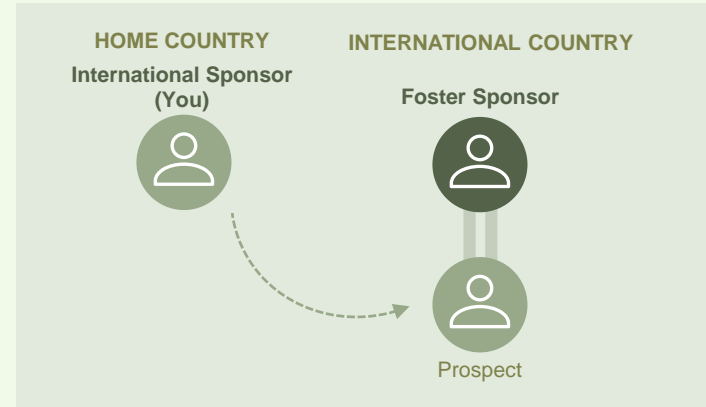
The international sponsor is a business owner in one country who introduces the business opportunity to a **prospect** who would own and operate an Amway business in another country. In this graphic, the dotted line indicates the international sponsoring relationship.

OVERVIEW

International Sponsoring (continued)



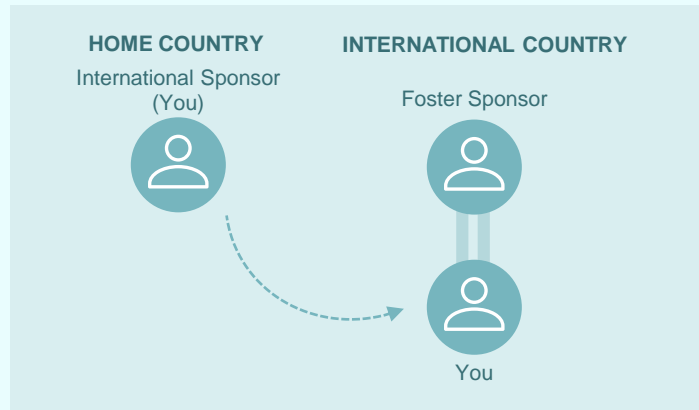
The potentially sponsored individual is the prospect. The prospect will need a foster sponsor, as every business owner has a sponsor within his or her country. A foster sponsor is very important since he or she knows how Amway operates in that country.



The foster sponsor is a business owner in the country where the prospect lives, who is assigned to support that new internationally sponsored ABO. The international sponsor is responsible for helping the prospect find a foster sponsor. The international sponsor can check with their upline to recommend a foster sponsor for the prospect. In this graphic, the double solid line indicates the local foster sponsorship.

OVERVIEW

Multiple Business



The other option for expanding internationally is setting up a multiple business.

The multiple business option allows an eligible ABO to set up an Amway business in a foreign Amway country and link that business back to one of his or her existing businesses, preferably in their own country.

With this option, two people fill three roles:

- The **multiple business owner**, who established an Amway business in a foreign country, who is also his or her own international sponsor and must indicate this is a multiple business.
- The **foster sponsor** in that other country is the local sponsor of the multiple business owner.

International Sponsor

An Amway business owner who introduces the Amway Business Opportunity to a prospective ABO from another Amway market.



Roles and Responsibilities

Do:

- **Introduce the prospect to the Amway Business Opportunity on a conceptual level.** For example, explain the ABO's own personal experience.
- **Assist in locating a proper foster sponsor**, either through the existing Line of Sponsorship (LOS) or through the Amway market.
- **Encourage and stay in touch with the new Internationally sponsored ABO** on a routine basis (e.g., remind the ABO to renew, go to meetings, use the products).
- **Make contact and stay in touch with the foster sponsor** to support and ensure the internationally sponsored ABO's needs are being met and they are as connected as they should be.

Do not:

- **Interfere with the foster sponsor's support** and training of the internationally sponsored ABO.
- **Present the Amway Sales Plan for that market** (that is the role of the foster sponsor and/or the local Amway market).
- **Travel to support the downline in a foreign country** beyond the extent that is allowed by law and Amway rules and policies.
- **Share/ship products or literature** to the international sponsored ABO's market (*please see Exporting Rules*)



INTERNATIONAL SPONSOR

Qualifications and Requirements

- Can be any award level.
- Must personally know the prospect.
- Must be listed as international sponsor during the ABO's registration.



Rewards and Awards

- **Eligible for 2% ILB** (International Leadership Bonus) when the internationally sponsored ABO qualifies at the maximum level.
- When Platinum in home market, can use international qualified legs for **Emerald Pin**.
- When Emerald Bonus Recipient (EBR) in home market, can use international qualified legs for **Diamond and Founders Diamond pins**. Founders Diamond pin with minimum of 6 Q12 legs is a prerequisite for qualifying Executive Diamond and above via Global Award Recognition.
- **Must be Emerald Bonus Recipient** (EBR) in home market to:
 - Use international qualified legs toward Diamond and above award level.
 - Receive international qualified volume toward Emerald/Diamond bonus calculation.



Foster Sponsor

An Amway business owner who is assigned to support a new internationally sponsored ABO.



Roles and Responsibilities

Do:

- **Assist and guide** the internationally sponsored ABO in signing up with the company.
- Perform the roles of an **in-market sponsor** where applicable.
- **Present and explain** the Amway Sales Plan.
- Guide the new internationally sponsored ABO through the **Amway resources** available, including Amway produced meetings.
- **Provide day-to-day coaching, training and support** for operating and building the business.
- **Provide guidance** on cultural issues and legal requirements.
- **Maintain contact** with the international sponsor.
- Can be either:
 - **Referred** by the international sponsor and agreed to by the internationally sponsored ABO.
 - **Assigned** by the local market and agreed to by the internationally sponsored ABO.



FOSTER SPONSOR

Rewards and Awards

Eligible for the same Sales Plan rewards and awards as a personal sponsor except for the 4% Foster Leadership Bonus (FLB), (versus the 6% Leadership Bonus for a Personal Sponsor) when the downline qualifies at the maximum Leadership PV level.



Multiple Business Owner

An Amway business owner who establishes and internationally sponsors an Amway business registered in a foreign market.



Roles and Responsibilities

Do:

- **Internationally sponsor yourself** and ensure the multiple business designation is in place with Amway.
- Locally **grow the business** in that market.
- Adhere to the **legal requirements** of that market, as well as the local Amway Rules and Policies.
- Provide or make arrangements for the provision of **routine coaching and support to** downline(s) for operating and building the business.
- Set up a multiple business only if you are able to **support the downline(s)**.
- Internationally Sponsor new ABOs under your **Multiple Business**.

Do not:

- **Solicit ABOs** who are not personally sponsored by you for the purpose of establishing a multiple business.
- **Neglect your business in your home market.** You also have responsibilities to fulfill your role as a sponsor in your home market. Neglecting home market obligations may negatively impact your awards and rewards.



MULTIPLE BUSINESS OWNER

Rewards, Awards and Qualifications

REWARDS/AWARDS

- **The multiple business / #2 business** is eligible for the same awards and rewards of the Sales Plan as an in-market business.
- **Your home market business / #1 business** is eligible to receive the same awards and rewards as an international sponsor.
- **Your multiple business** can contribute to your new Founders Achievement Award (FAA) and Global Award Recognition (GAR) benefits in the same way as your home business.

QUALIFICATIONS

- Must be at least at **Qualified Platinum level** in an Amway market.

Costs, Risks and Recommendations

There are costs, risks and recommendations associated with multiple business that you must consider.



Costs

- Setup and legal expenses
- Ongoing operations expenses
- More frequent travel; residency



Risks

- Return on investment usually lower
- Time-consuming setup and operation
- Different culture and language



Recommendations

- Recommended for Qualified Emerald and above
- ABOs are encouraged to follow the same LOS as their home market, where possible

SHARE YOUR PERSONAL EXPERIENCE

International Sponsoring Process



International Sponsoring Process

The recommended process for an international sponsor to follow when introducing a new prospect from another market includes:

Step 1: Contact an individual who you personally know in a foreign country.

- A. Make sure that Amway operates in that country.*
- B. Make sure the individual is eligible to become an Amway Business Owner in that market.*

Step 2: Talk to the prospect about the Amway business in general terms.

- A. Share your personal experience.
- B. Determine level of interest.
- C. Inform the prospect that they will be contacted by a foster sponsor or a representative of the Amway company.

Step 3: Arrange for a proper foster sponsor for the prospect, preferably Platinum or above.

- A. Check with your upline to find someone who is associated with the organization with whom you work.
- B. If no one is available, work with your prospect's Amway market.
 - To obtain contact information for Amway markets, go to www.amwayglobal.com/MyBiz Market Information and select the market you are seeking (available in English only).
 - For market details and the name of the Business Relations contact, go to Plan Basics within Market Information.
 - If you cannot access MyBiz, please contact your local Amway market to obtain the international market contact information.
- C. If the prospect is not satisfied with the selected foster sponsor, repeat the above steps before the Amway contract is signed.

**Note: Utilize www.amwayglobal.com/MyBiz as your international resource to answer many of your questions.*

International Sponsoring Process (continued)

Step 4: Direct prospect to the local Amway website to learn more about Amway.

Step 5: Communicate with the foster sponsor.

- A. Provide the foster sponsor your prospect's contact information.
- B. Ask the foster sponsor to contact the prospect.
- C. Make sure that you provide your ADA number to the prospect and Foster Sponsor to include on the application form.
- D. Make sure that the foster sponsor or someone from the LOS and/or Amway market shows the Sales Plan.

Step 6: Follow up and confirm.

- A. That the prospect has been contacted by the foster sponsor. If not, contact the Amway market for further assistance.
- B. That the prospect signed up and identified you as the International Sponsor on the application form.

**Note: Utilize www.amwayglobal.com/MyBiz as your international resource to answer many of your questions.*

FOUR STEPS

Process to Establish a Multiple Business



Process to Establish a Multiple Business

Establishing a multiple business follows a four-step process.

Step 1

Decide to pursue a multiple business

Before taking any other steps, you should decide whether it's in your best interest to pursue a multiple business in another country.

- Consider factors such as start-up costs, legal expenses and travel costs
- Confirm that you meet all the requirements for the target country and Amway. Take time to learn about the country and how business is conducted there.
- For information about a country's specific multiple business requirements, visit [amwayglobal.com](https://www.amwayglobal.com).

Step 2

Meet or exceed Platinum-level qualification

Before starting a multiple business, you must first meet or exceed Platinum-level qualification.



Process to Establish a Multiple Business (continued)

Step 3

Find a foster, preferably in your own LOS

Find a foster sponsor for your multiple business in the target country. Prior to establishing a multiple business, ABOs should check with the upline to determine if the LOS has business operations in the target country. If so, ABOs are strongly encouraged to follow the original home-country LOS as much as possible.

Doing so helps preserve LOS harmony and can provide guidance and assistance to an ABO considering starting a business in a foreign country.

If the LOS doesn't have business operations in the target country, the ABO could work with the Amway affiliate to help find a foster sponsor based on important criteria such as relevant experience, language, cultural capability and geographic proximity.

Step 4

Submit application and designate as a multiple business

Make sure that you fill out the application correctly and indicate one of your existing Amway businesses as the international sponsor of your new multiple business.

Think carefully about how you want to structure your business before linking it. Once the structure is in place, it cannot be changed; it is an LOS that affects other people upline and downline.

To ensure proper flow of bonuses and award qualifications, confirm that the multiple business is linked correctly to the home country as a multiple business in MyBiz.

