



TRAINING



THE TRAINING TEAM

Amway



Training Team

Assistant Training Manager: Maiah Acosta

Training Content Supervisor: Janice Gallego

Senior Training Specialists:

- Romeo Camarillo
- Diana Louie Bigayan
- Vivien Marie Jo
- Lyle Justine Laid
- Clancy May Tapnio
- Apple Joe Pacomios



Training Team



TRAINING MISSION AND CHANNELS

Amway



Training Mission



Amway Development Academy provides high-value learning experiences that equip ABOs with knowledge, skills, inspiration, and support, so that they can be capable, connected, and committed in building healthy and sustainable businesses.

Amway



Training Channels



FACE TO FACE (ILT)



VIRTUAL (VILT)



ONLINE COURSES (LMS)



TRAINING ASSETS

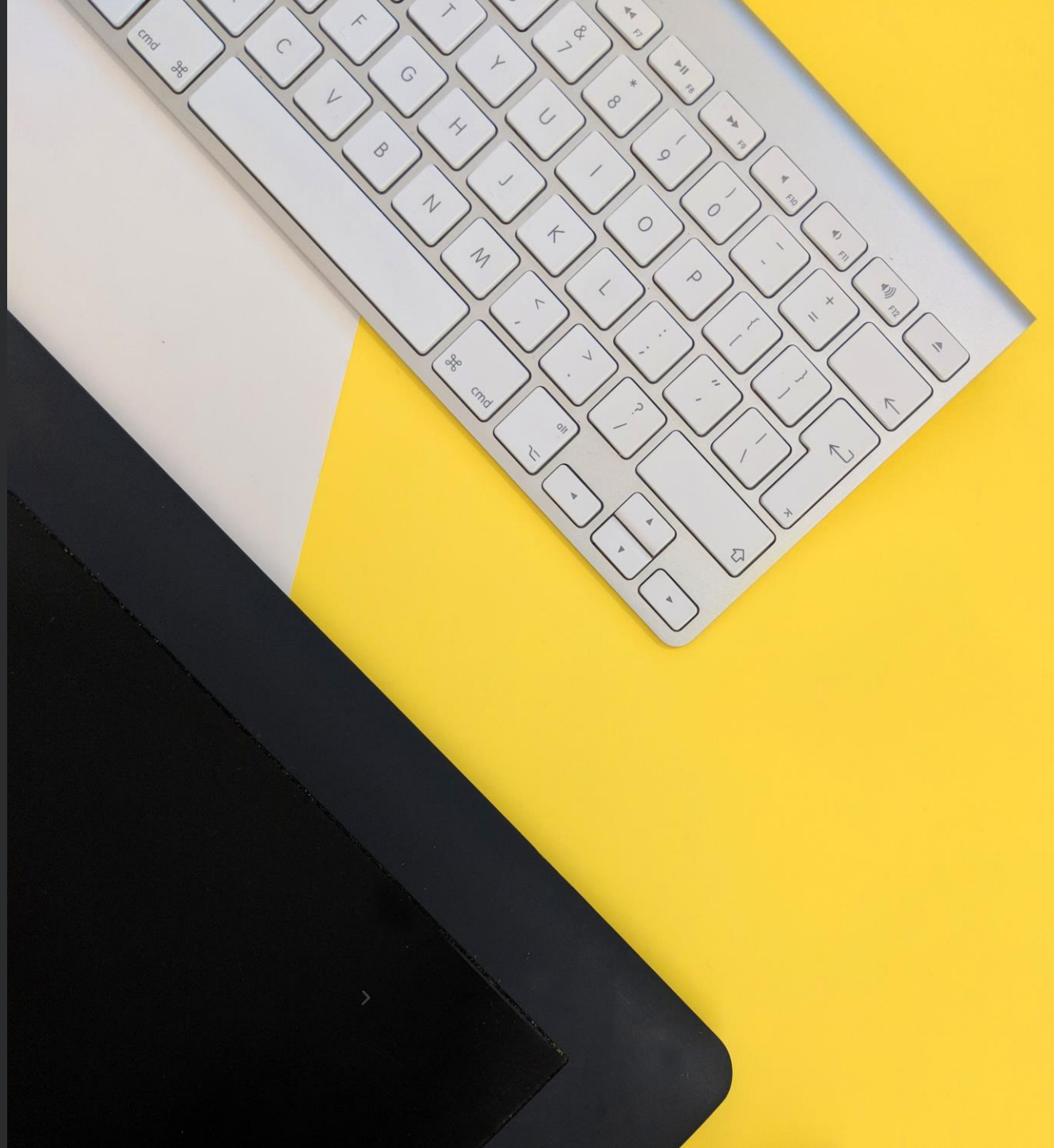


DEMO FARMS



TRAINING CURRICULUM

Amway



Curriculum Content



ESSENTIAL COURSES

- Getting Started with Amway
- Getting to Know the Products
- How to Start Selling
- How to Start Earning



ADVANCED COURSES

- Building Trust and Confidence
- Enhancing Brand Credibility
- Empowering Business with Social Commerce
- Maximizing Earning Potentials



LEADERSHIP COURSES

- Managing the Business
- Becoming an Amway Ambassador
- Teaching and Leading
- Expanding the Business

Curriculum Content

	START	BUILD	LEAD
AMWAY	Getting Started with Amway <ul style="list-style-type: none"> New ABO Orientation Program How to Create an Account How to Register Online How to Shop Online How to Access Resources and Online Courses 	Building Trust and Confidence <ul style="list-style-type: none"> Sharing the Right Way (QAS) Building the Right Way (QAS) 	Managing the Business <ul style="list-style-type: none"> Personal Goal Setting Creating a Good Presentation How to Manage Time Working Collaboratively Growing My Reach Resilience
PRODUCTS	Getting to Know the Products <ul style="list-style-type: none"> Monthly Lifestyle-Based Trainings (All Products) 	Enhancing Brand Credibility <ul style="list-style-type: none"> Agri Kapihan 	Becoming an Amway Ambassador <ul style="list-style-type: none"> Being the Product of the Product Handling Objections
SELLING	How to Start Selling <ul style="list-style-type: none"> Why Sharing? How to Approach a New Customer Starting with Brand Differentiators Selling through Storytelling How to Start Selling to a Small Group 	Empower Your Business with Social Commerce <ul style="list-style-type: none"> Social for Fun and Business Intro to Social Selling (4Cs) Dos and Dents on Social Media (DCS) The Brand Land (Personal Branding) Building and Nurturing a Community Effective Content Strategy (Content Types, 411) Best Practices on Social Media Measuring Your Success on Social (Analytics) Content Masterclass (with Influencer) Vlogging Masterclass (with Influencer) 	Teaching and Leading <ul style="list-style-type: none"> Goal Setting with My Team Giving and Receiving Feedback Rewarding and Recognizing My Team
BUSINESS	How to Start Earning <ul style="list-style-type: none"> How to Share the Opportunity (XS 90 D) How to Share the Opportunity (XS SSD) Core Plus Early Incentives 	Maximizing Your Earning Potential <ul style="list-style-type: none"> Core Plus Leader Incentives 	Expanding the Business <ul style="list-style-type: none"> How to Influence and Persuade Marketing Advisor Program*

ABO Learning Roadmap



ILT	NEW ABO ORIENTATION PROGRAM	GETTING STARTED WITH AMWAY	BUILDING TRUST AND CONFIDENCE	MANAGING THE BUSINESS
	WHO IS AMWAY	GETTING TO KNOW THE PRODUCTS	ENHANCING BRAND CREDIBILITY	BECOMING AMWAY AMBASSADOR
		HOW TO START SELLING	EMPOWER W/SOCIAL COMMERCE	TEACHING AND LEADING
		HOW TO START EARNING	MAXIMIZING EARNING POTENTIALS	EXPANDING THE BUSINESS
LMS	NEW ABO ORIENTATION PROGRAM	GETTING STARTED WITH AMWAY	BUILDING TRUST AND CONFIDENCE	MANAGING THE BUSINESS
	WHO IS AMWAY	GETTING TO KNOW THE PRODUCTS	ENHANCING BRAND CREDIBILITY	BECOMING AMWAY AMBASSADOR
		HOW TO START SELLING	EMPOWER W/ SOCIAL COMMERCE	TEACHING AND LEADING
		HOW TO START EARNING	MAXIMIZING EARNING POTENTIALS	EXPANDING THE BUSINESS

+ videos, one-pagers, sales aids, and other resources

HOW TO GET STARTED WITH AMWAY

Amway





How to Get Started with Amway

Topics

New ABO Orientation Program

- What are the products?
- How to do the business?
- How did it start?
- Why Amway?
- How to get started?

Website Training

- How to Register Online
- How to Shop Online
- How to Subscribe to Plans
- How to Navigate Business Dashboard

How to Start Selling Courses

- Why Sharing?
- How to Approach a New Customer
- Starting with Brand Differentiators
- Sharing through Storytelling
- How to Start Sharing to a Small Group

LIFESTYLE- BASED TRAININGS

Amway



Health and Nutrition



Topics

Q1

- First Step to the New You (Weight Management)
- Love Your Heart, Love Yourself (Heart Health)
- Women's Health at Any Age (Women's Health)

Q2

- Beat the Heat: Stay Hydrated! (Healthy Hydration)
- Healthy Bones Matter (Bone Health)
- Men's Health: Everything You Need to Know (Prostate Health; Sports Nutrition)

Q3

- Healthy Ingredients For Your Kitchen (Nutrition Month, Immunity)
- Ways to Win at Weight Management (Weight Management)
- Add Life to Your Years (Healthy Aging)

Q4

- See The Whole Story: How To Support Healthy Vision (Vision Health)
- Raising Healthy Kids (Children's Health)
- Quick Healthy Snacks for the Holidays (Diet and Nutrition)

Beauty and Body



Topics

Q1

- Beauty Goals 2022
- Love Yourself First: Simple Ways to Pamper Yourself (G&H)
- Lipcare 101: All About Lips (Artistry Studio, Glister)

Q2

- Hair Trends To Revamp Your Look This Summer (Satinique)
- How To Take Your Summer Makeup To The Next Level (Artistry Studio)
- Kilay is Life: Easy Eyebrow Tutorial for Beginners (Artistry Studio)

Q3

- Eating Your Way to Healthy Skin (HSN, APP, Omega)
- Creating a Spa-like Experience at Home (G&H, ASN)
- Contouring and Highlighting for Your Face Shape (Artistry Studio)

Q4

- Get Plump Skin Without Injections (Vitamin C and Hyaluronic Acid Serum)
- Powerful Morning and Nighttime Routines (Studio Skin)
- Eyes, Eyes Baby: Holiday Eyeshadow Ideas (Artistry Studio)

Agriculture

Topics

Q1

- Agripreneurship; Creating Portable Demo
- Growing Succulents; Growing Hanging Plants
- **Quarterly Agri Kapihan** (Seed); Rice and Corn Production,

Q2

- Raised Bed Gardening; Pest and Diseases Management,
- Ornamentals; Growing Plants Using Cuttings
- **Quarterly Agri Kapihan** (AG,NPK), Herbs, Spices and Everything Nice

Q3

- Hydroponic Gardening; Vegetable Gardening
- Implementing Demonstration Trial; Diversified Farming
- **Quarterly Agri Kapihan** (K, Zinc); Harvestember (National Rice Month)

Q4

- Crop Rotation Best Practices; Soil and Plant Nutrition
- Orchard Farming; Teaching Kids to Garden: Tips & Activities
- **Quarterly Agri Kapihan (All Products)**

BUSINESS TRAININGS

Amway



Business Trainings

Topics

- How to Start Earning Money with Amway
 - Why Amway
 - Ways to Earn Money with Amway
 - Incentive Trips and Awards
- Starting to Earn with Core Plus Early Incentives
 - Retail Margin
 - Customer Sales Incentives
 - Bronze Incentives
- Maximizing Your Earning Potential with Core Plus Leader Incentives
 - Leadership Bonuses
 - PGGI and FGI
 - Annual Bonuses

LEADERSHIP TRAININGS



AmwayPH Stories

Topics

Q1

- Personal Goal Setting
- Being the Product of the Product
- How to Handle Objections

Q2

- Creating a Good Presentation
- How to Manage My Time
- Working Collaboratively

Q3

- Growing Your Reach
- Resilience
- Goal Setting with My Team

Q4

- Giving and Receiving Feedback
- How to Influence and Persuade
- Rewarding and Recognizing My Team

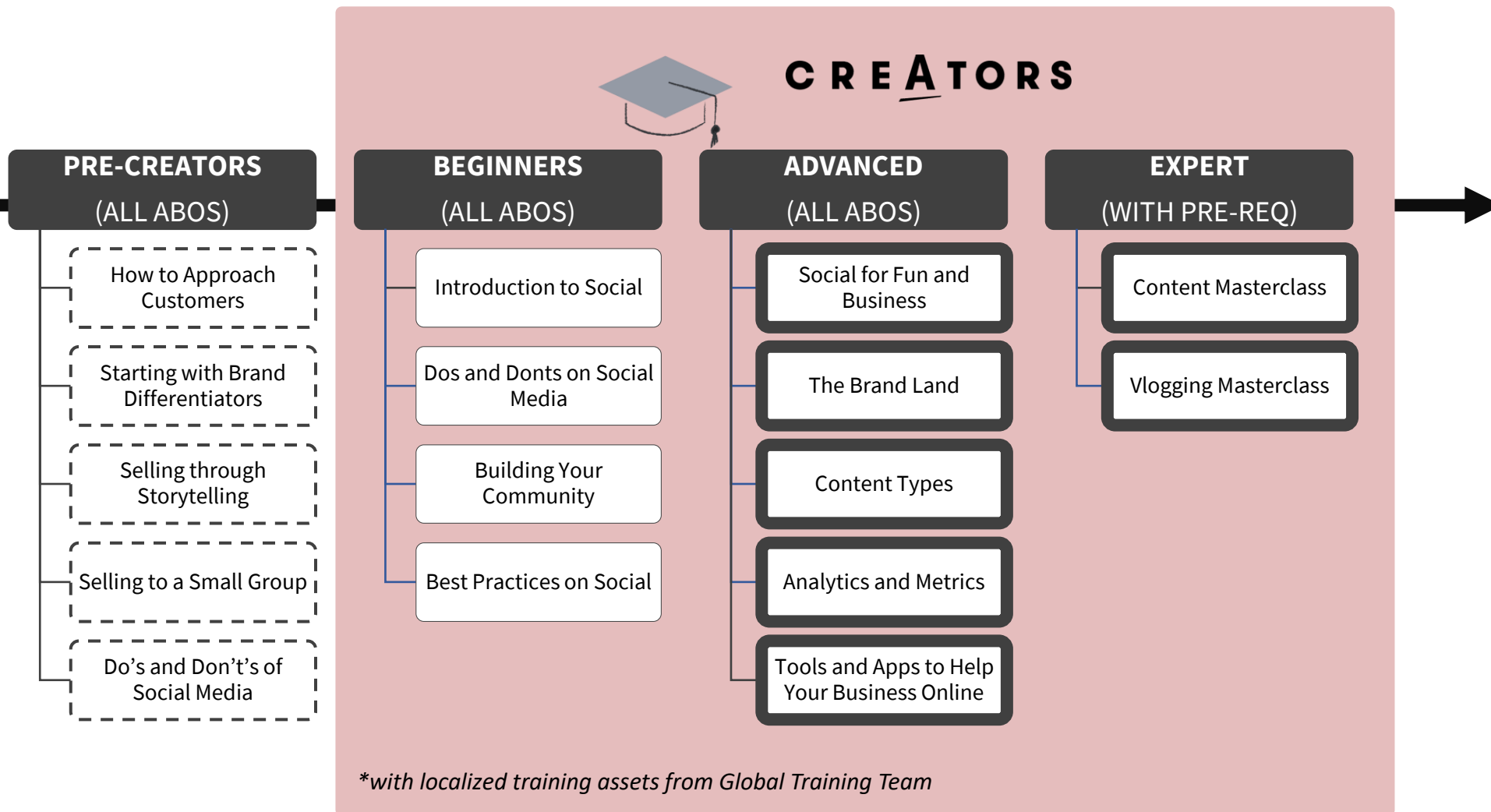


SOCIAL MEDIA TRAININGS

Amway



ABO Social Training Roadmap



Content Masterclass (Instagram)



Topics

- Introduction to Instagram
- Content Planning
- Content Creation and Curation
- Increasing Engagement and Promotion
- Nurturing Communities
- Growing Your Following
- Measuring Success

Requirements

- Completion of Social Selling Workshop and Social Media Training
- With Instagram Account

Vlogging Masterclass (Youtube)

Topics

- Starting to Vlog
- Creating an On-screen Presence
- How To Vlog Both Indoors And Outdoors
- Creating Your Vlogging Channel
- Editing Vlogs
- Promoting Your Vlog
- Measuring Success

Requirements

- Completion of Social Selling Workshop and Social Media Training
- With Youtube Account



ONLINE COURSES

Amway





FREE ONLINE COURSES

Choose from over 100 online courses

DOWNLOADABLE RESOURCES

Share learning materials to downlines

LOG IN FROM ANYWHERE

Learn on your schedule

How to Access Online Courses

1

LOG ON TO
WWW.AMWAY.COM.PH



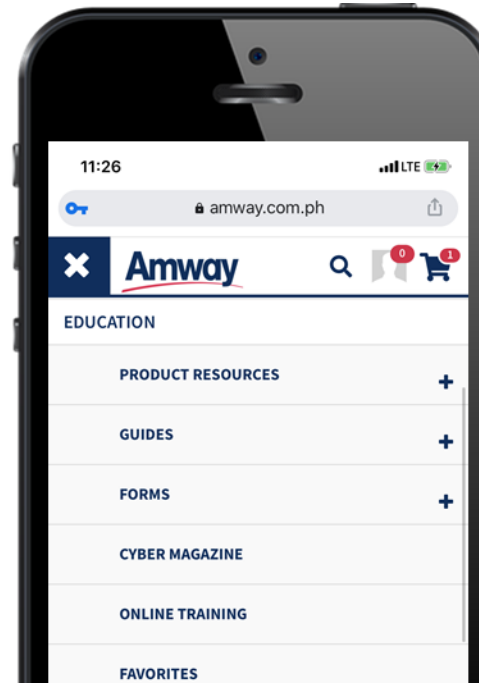
2

CLICK
"EDUCATION"



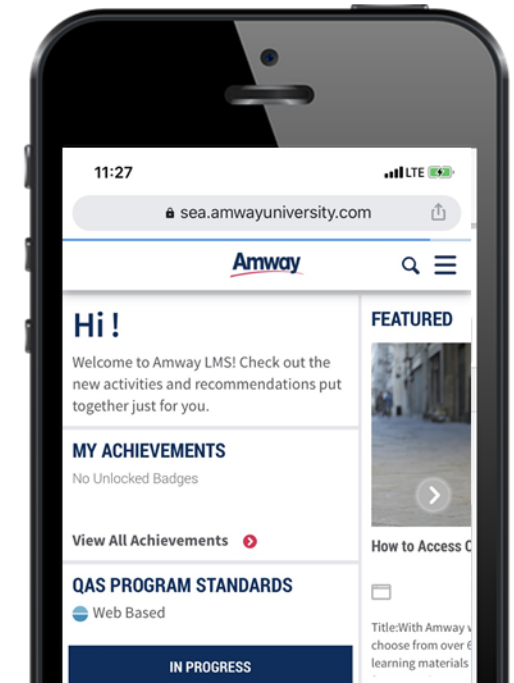
3

CLICK
"ONLINE TRAINING"



4

CLICK
DESIRED COURSE



TRAINING CALENDAR

Amway



Annual Calendar

KNOWLEDGE	JAN	FEB	MAR	APR	MAY	JUN
Amway	<ul style="list-style-type: none"> New ABO Orientation How to Register and Shop Online 	<ul style="list-style-type: none"> New ABO Orientation How to Register and Shop Online 	<ul style="list-style-type: none"> New ABO Orientation How to Register and Shop Online 	<ul style="list-style-type: none"> New ABO Orientation How to Register and Shop Online 	<ul style="list-style-type: none"> New ABO Orientation How to Register and Shop Online 	<ul style="list-style-type: none"> New ABO Orientation How to Register and Shop Online
Health	<ul style="list-style-type: none"> First Step to the New You (Weight Management) 	<ul style="list-style-type: none"> Love Your Heart, Love Yourself (Heart Health) 	<ul style="list-style-type: none"> Women's Health at Any Age (Women's Health) 	<ul style="list-style-type: none"> Beat the Heat: Stay Hydrated! (Healthy Hydration) 	<ul style="list-style-type: none"> Healthy Bones Matter (Bone Health) 	<ul style="list-style-type: none"> Men's Health: Everything You Need to Know (Prostate Health; Sports Nutrition)
Beauty	<ul style="list-style-type: none"> Beauty Goals 2022 (Artistry Skin Nutrition, Artistry Studio) 	<ul style="list-style-type: none"> Love Yourself First: Simple Ways to Pamper Yourself (G&H) 	<ul style="list-style-type: none"> Lipcare 101: All About Lips (Artistry Studio Lipstick, Glister) 	<ul style="list-style-type: none"> Hair Trends To Revamp Your Look This Summer (Satinique) 	<ul style="list-style-type: none"> How To Take Your Summer Makeup To The Next Level (Artistry Studio) 	<ul style="list-style-type: none"> Kilay is Life: Easy Eyebrow Tutorial for Beginners (Artistry Studio Eyeliner, Mascara)
Others			<ul style="list-style-type: none"> Clean Water and Wellness (eSpring) 	<ul style="list-style-type: none"> Home Make Over Ideas 	<ul style="list-style-type: none"> Take My Breath Away 	<ul style="list-style-type: none"> Starting with XS (XS Energy Drinks)
Agriculture	<ul style="list-style-type: none"> Agriprenurship Creating Portable Demo 	<ul style="list-style-type: none"> Growing Succulents Growing Hanging Plants 	<ul style="list-style-type: none"> Quarterly Agri Kapihan (Seed Treatment Products) Rice and Corn Production 	<ul style="list-style-type: none"> Raised Bed Gardening Pest and Diseases Management 	<ul style="list-style-type: none"> Ornamentals Growing Plants Using Cuttings 	<ul style="list-style-type: none"> Quarterly Agri Kapihan (AG,NPK) Herbs, Spices and Everything Nice

Annual Calendar

KNOWLEDGE	JUL	AUG	SEP	OCT	NOV	DEC
Amway	<ul style="list-style-type: none"> New ABO Orientation How to Register and Shop Online 	<ul style="list-style-type: none"> New ABO Orientation How to Register and Shop Online 	<ul style="list-style-type: none"> New ABO Orientation How to Register and Shop Online 	<ul style="list-style-type: none"> New ABO Orientation How to Register and Shop Online 	<ul style="list-style-type: none"> New ABO Orientation How to Register and Shop Online 	<ul style="list-style-type: none"> New ABO Orientation How to Register and Shop Online
Health	<ul style="list-style-type: none"> Healthy Ingredients For Your Kitchen (Nutrition Month) 	<ul style="list-style-type: none"> Ways to Win at Weight Management (Weight Management) 	<ul style="list-style-type: none"> Add Life to Your Years (Healthy Aging) 	<ul style="list-style-type: none"> See The Whole Story: How To Support Healthy Vision (Vision Health) 	<ul style="list-style-type: none"> Raising Healthy Kids (Children’s Health) 	<ul style="list-style-type: none"> Quick Healthy Snacks for the Holidays (Diet and Nutrition)
Beauty	<ul style="list-style-type: none"> Eating Your Way to Healthy Skin (Supplements for Healthy Skin) 	<ul style="list-style-type: none"> Creating a Spa-like Experience at Home (G&H, Artistry Skin Nutrition) 	<ul style="list-style-type: none"> Contour and Highlight for Your Face Shape (Artistry Studio) 	<ul style="list-style-type: none"> Get Plump Skin Without Injections (Vitamin C and Hyaluronic Acid Serum) 	<ul style="list-style-type: none"> Powerful Morning and Nighttime Routines (Studio Skin) 	<ul style="list-style-type: none"> Eyes, Eyes Baby: Holiday Eyeshadow Ideas (Artistry Studio)
Others	<ul style="list-style-type: none"> Clean Water and Wellness (eSpring) 		<ul style="list-style-type: none"> Decluttering Tips and Tricks 			<ul style="list-style-type: none"> Switch, Share, Duplicate (XS)
Agriculture	<ul style="list-style-type: none"> Hydroponic Gardening Vegetable Gardening 	<ul style="list-style-type: none"> Implementing Demonstration Trial Diversified Farming 	<ul style="list-style-type: none"> Quarterly Agri Kapihan (K, Zinc) Harvestember (National Rice Month) 	<ul style="list-style-type: none"> Crop Rotation Best Practices Soil and Plant Nutrition 	<ul style="list-style-type: none"> Orchard Farming Teaching Kids to Garden: Tips & Activities 	<ul style="list-style-type: none"> Quarterly Agri Kapihan (All Products)

Annual Calendar

SKILLS	JAN	FEB	MAR	APR	MAY	JUN
Website	<ul style="list-style-type: none"> How to Register Online 	<ul style="list-style-type: none"> How to Shop Online 	<ul style="list-style-type: none"> How to Subscribe to SOP and Navigate Business Dashboard 	<ul style="list-style-type: none"> How to Register Online 	<ul style="list-style-type: none"> How to Shop Online 	<ul style="list-style-type: none"> How to Subscribe to SOP and Navigate Business Dashboard
Selling	<ul style="list-style-type: none"> Why Share? 	<ul style="list-style-type: none"> How to Approach a New Customer 	<ul style="list-style-type: none"> Starting with Brand Differentiators 	<ul style="list-style-type: none"> How to Share through Storytelling 	<ul style="list-style-type: none"> Sharing to a Small Group 	<ul style="list-style-type: none"> Why Share?
Business	<ul style="list-style-type: none"> Start Earning with Core Plus Early Incentives 	<ul style="list-style-type: none"> Maximize Your Earning Potential with Core Plus Leader Incentives 	<ul style="list-style-type: none"> Know the Basics in Making Money: Core Plan 	<ul style="list-style-type: none"> Start Earning with Core Plus Early Incentives 	<ul style="list-style-type: none"> Maximize Your Earning Potential with Core Plus Leader Incentives 	<ul style="list-style-type: none"> Know the Basics in Making Money: Core Plan
Social	<ul style="list-style-type: none"> Social Media for Fun and Business <ul style="list-style-type: none"> Brand Land Content Strategy Analytics and Metrics 	<ul style="list-style-type: none"> Intro to Social Dos and Donts on Social Media Building Your Community Best Practices on Social Media 	<ul style="list-style-type: none"> Social Media for Fun and Business <ul style="list-style-type: none"> Brand Land Content Strategy Analytics and Metrics 	<ul style="list-style-type: none"> Intro to Social Dos and Donts on Social Media Building Your Community Best Practices on Social Media 	<ul style="list-style-type: none"> Social Media for Fun and Business <ul style="list-style-type: none"> Brand Land Content Strategy Analytics and Metrics 	<ul style="list-style-type: none"> Social Media with Influencers
Leadership	<ul style="list-style-type: none"> Personal Goal Setting 	<ul style="list-style-type: none"> Being the Product of the Product 	<ul style="list-style-type: none"> How to Handle Objections 	<ul style="list-style-type: none"> Creating a Good Presentation 	<ul style="list-style-type: none"> How to Manage My Time 	<ul style="list-style-type: none"> Working Collaboratively

Annual Calendar

SKILLS	JUL	AUG	SEP	OCT	NOV	DEC
Website	<ul style="list-style-type: none"> How to Register Online 	<ul style="list-style-type: none"> How to Shop Online 	<ul style="list-style-type: none"> How to Subscribe to SOP and Navigate Business Dashboard 	<ul style="list-style-type: none"> How to Register Online 	<ul style="list-style-type: none"> How to Shop Online 	<ul style="list-style-type: none"> How to Subscribe to SOP and Navigate Business Dashboard
Selling	<ul style="list-style-type: none"> How to Approach a New Customer 	<ul style="list-style-type: none"> Starting with Brand Differentiators 	<ul style="list-style-type: none"> How to Share through Storytelling 	<ul style="list-style-type: none"> Sharing to a Small Group 	<ul style="list-style-type: none"> Why Share? 	<ul style="list-style-type: none"> How to Approach a New Customer
Business	<ul style="list-style-type: none"> Start Earning with Core Plus Early Incentives 	<ul style="list-style-type: none"> Maximize Your Earning Potential with Core Plus Leader Incentives 	<ul style="list-style-type: none"> Know the Basics in Making Money: Core Plan 	<ul style="list-style-type: none"> Start Earning with Core Plus Early Incentives 	<ul style="list-style-type: none"> Maximize Your Earning Potential with Core Plus Leader Incentives 	<ul style="list-style-type: none"> Know the Basics in Making Money: Core Plan
Social	<ul style="list-style-type: none"> Social Media for Fun and Business <ul style="list-style-type: none"> Brand Land Content Strategy Analytics and Metrics 	<ul style="list-style-type: none"> Intro to Social Dos and Dents on Social Media Building Your Community Best Practices on Social Media 	<ul style="list-style-type: none"> Social Media for Fun and Business <ul style="list-style-type: none"> Brand Land Content Strategy Analytics and Metrics 	<ul style="list-style-type: none"> Intro to Social Dos and Dents on Social Media Building Your Community Best Practices on Social Media 	<ul style="list-style-type: none"> Social Media for Fun and Business <ul style="list-style-type: none"> Brand Land Content Strategy Analytics and Metrics 	<ul style="list-style-type: none"> Social Media with Influencers
Leadership	<ul style="list-style-type: none"> Growing Your Reach 	<ul style="list-style-type: none"> Resilience 	<ul style="list-style-type: none"> Goal Setting with My Team 	<ul style="list-style-type: none"> Giving and Receiving Feedback 	<ul style="list-style-type: none"> How to Influence and Persuade 	<ul style="list-style-type: none"> Rewarding and Recognizing My Team

Connect With Us



amwayphilippinestraining@amway.com



facebook.com/amwayphilippinestraining



[Amway Philippines Training Playlist](#)

Amway

The Amway logo is centered on a solid blue background. It features the word "Amway" in a bold, white, sans-serif font. A white curved line underlines the text, starting from the left side of the 'A' and ending at the right side of the 'y'.