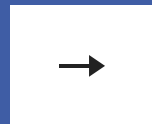


Amway Philippines

Amway Development Academy

Training System and Curriculum 2024



01



OUR MISSION

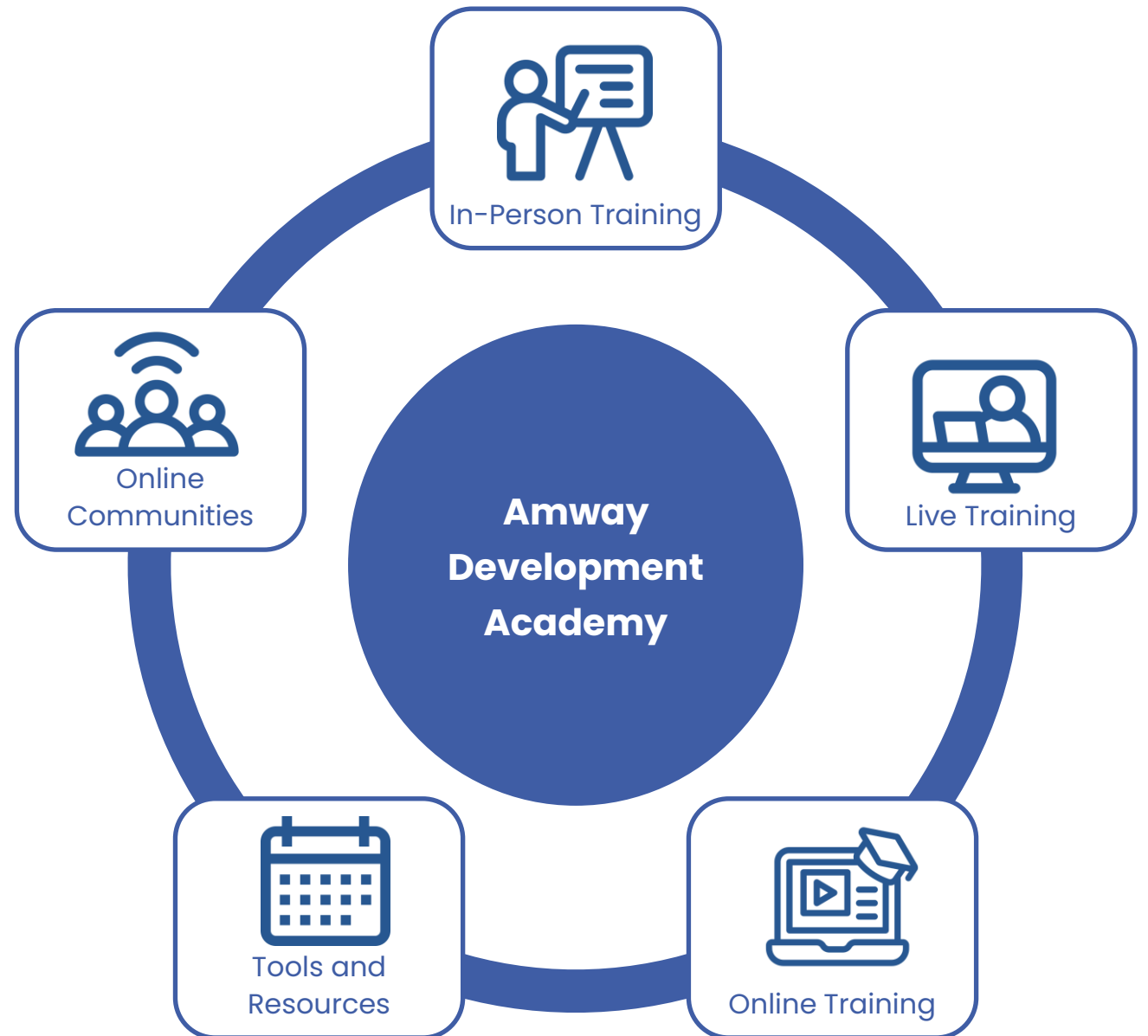
Provide high-value learning experiences to our Amway Business Owners so that they are supported, capable, credible and confident in building the Amway business.

OUR VISION

Equip Amway Business Owners through a learning and development ecosystem that would support and empower them to help extend the health span of a billion people.

Training Ecosystem

Amway Development Academy provides holistic training approach that gives every Amway Business Owner the ability to access learning anytime and anywhere.



Training Ecosystem

03



IN-PERSON TRAINING

Learn from Senior Training Specialists at My Amway Place or request for an exclusive face-to-face training in your area.



LIVE TRAINING

Attend live online classes facilitated by Senior Training Specialists on Zoom and Facebook.



ONLINE TRAINING

Learn anytime, anywhere by accessing over 100 online courses on Amway Philippines website.



TOOLS & RESOURCES

Access and download training newsletter, monthly calendar, modules, videos and training assets on AmwayNow.



ONLINE COMMUNITIES

Gain knowledge from supportive and collaborative communities of Amway Business Owners on Facebook.



In-Person Training

03

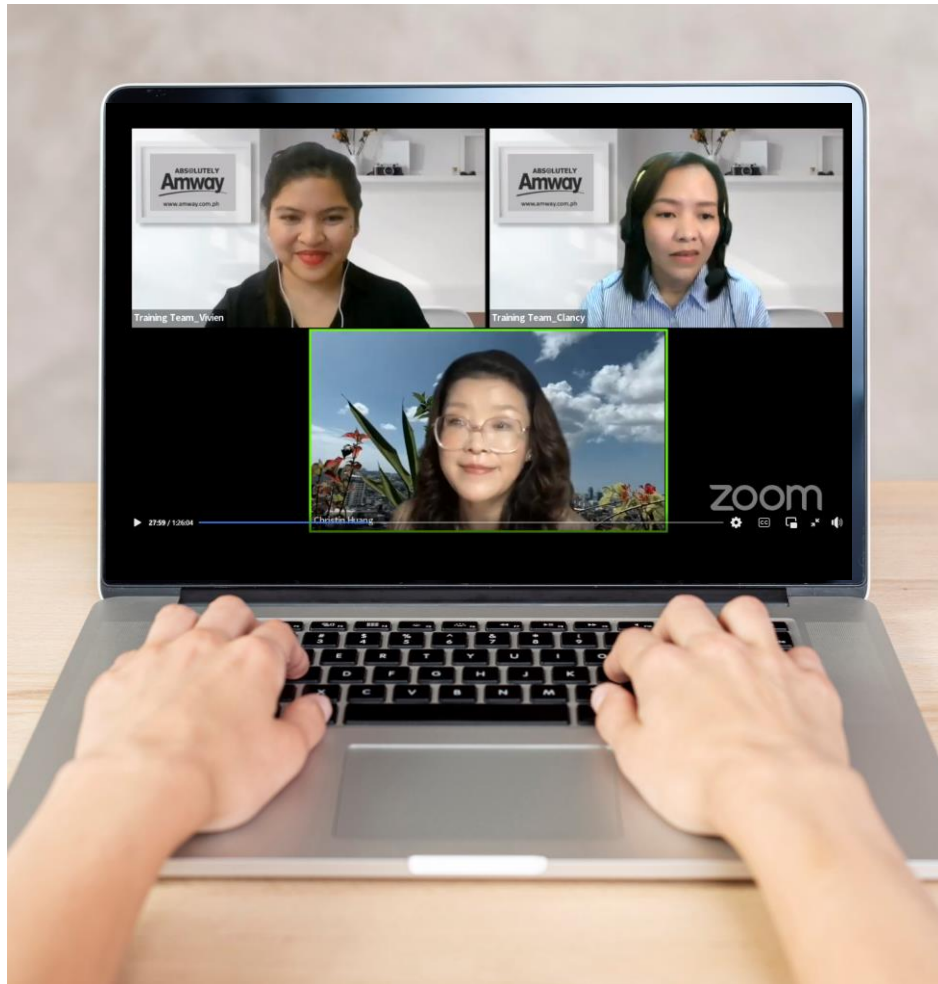


Attend face-to-face training sessions facilitated by Senior Training Specialists at My Amway Place Makati, Cebu, Cagayan de Oro and Davao. Training schedules are indicated in the monthly calendar.

Request for exclusive face-to-face training sessions with a variety of topics with customizable learning content by sending an email to amwayphilippinestraining@amway.com.

Live Training

03



Attend interactive live training sessions facilitated by Senior Training Specialists on Zoom and Facebook. Schedules of live trainings are indicated in the monthly calendar.

Request for exclusive live online training sessions with a variety of topics with customizable learning content by sending an email to amwayphilippinestraining@amway.com.

Online Training

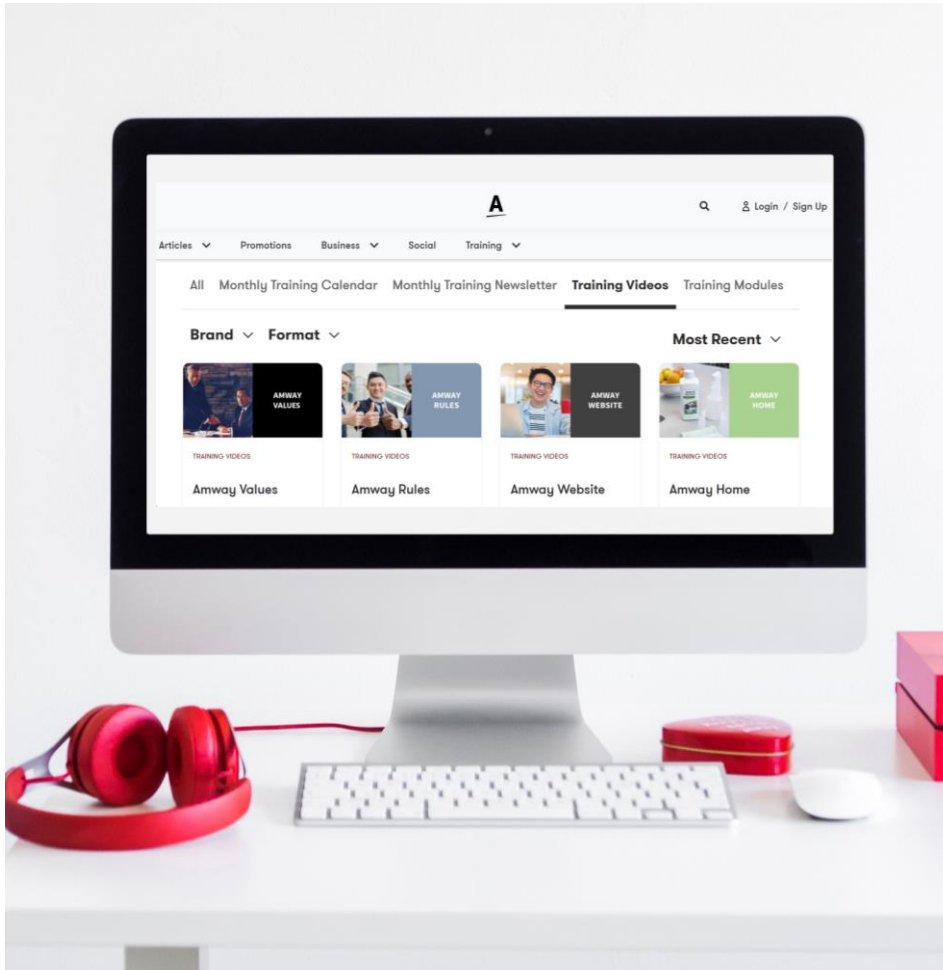
03



Learn at your own pace through the Learning Management System on Amway Philippines Website.

Access the over 100 online courses by first, logging on to www.amway.com.ph; second, clicking the "Education" tab, and clicking the "Online Training" tab. After clicking "Online Training", you will be redirected to an online learning platform which has downloadable and shareable resources. Access these courses on desktop, mobile and tablet devices.

Tools and Resources



Be in business for yourself, but never by yourself. Get updates on training events and get support through the tools and resources available on Amway Now, an online content hub of Amway Philippines.

Access downloadable and shareable training newsletter, monthly calendar, training modules and videos by visiting www.now.amway.com.ph or clicking “Amway Now” on the Amway Philippines website.

Online Communities

03



Amway Business Owners can gain knowledge from supportive and collaborative communities of Amway Business Owners on Facebook:

- **Nutriline Health and Wellbeing Community** – An online community for Certified Health and Wellness Consultants
- **Planters PH** – An online community for farmers, plant growers and agri-focused Amway Business Owners.

04

Content and Curriculum

Your Amway Education

In addition to the support and mentorship you receive from their sponsor, Amway Development Academy offers a vast selection of training courses designed to help you elevate your business.

ESSENTIAL COURSES

As you start to run your business, you need to be familiarized with Amway, the brands, and learn how to get started with your business.

Getting Started with Amway

Getting to Know the Products

How to Start Selling

How to Start Earning

ADVANCED COURSES

As you build your business, you need to gain advanced knowledge and skills that will enhance your business credibility.

Building Trust and Confidence

Enhancing Brand Credibility

Empowering Business with Social Commerce

Maximizing Earning Potentials

LEADERSHIP COURSES

As you expand your business, you need to learn how to lead, inspire and duplicate your team and build a sustainable Amway business.

Managing the Business

Becoming an Amway Ambassador

Teaching and Leading

Expanding the Business



Your Amway Education

The selection of comprehensive training materials is available in different formats (both in-person and online) which allows you to personalize your learning experience based on how you want to run their business.

04

ESSENTIAL	ADVANCED	LEADERSHIP
Getting Started with Amway <ul style="list-style-type: none"> New ABO Orientation Program Website Training 	Building Trust and Confidence <ul style="list-style-type: none"> Sharing the Right Way Building the Right Way 	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
Getting to Know the Products <ul style="list-style-type: none"> Product Training (All Brands) 	Enhancing Brand Credibility <ul style="list-style-type: none"> Agri Kapihan FPA Seminar Agriculture Expert Program Health and Wellness Certification Program Artistry Certificate Course 	Becoming an Amway Ambassador <ul style="list-style-type: none"> Being the Product of the Product Handling Objections
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"> Digital Communications Standards Social Selling Workshop Social Media Training 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
How to Start Earning <ul style="list-style-type: none"> How to Share the Opportunity with XS Ampay Training Core Plus Early Incentives 	Maximizing Your Earning Potential <ul style="list-style-type: none"> Direct Selling Competitiveness Core Plus Leader Incentives 	Expanding the Business <ul style="list-style-type: none"> How to Influence and Persuade Marketing Advisor Program*

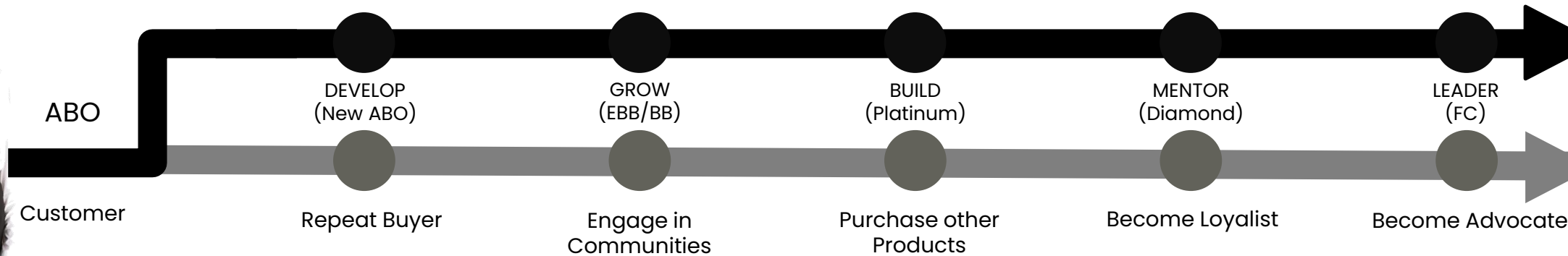


05

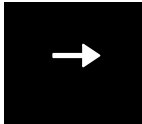
ABO Training Roadmap

Your Learning Pathway

Amway Development Academy supports you every step of the way. It is designed to help you reach your goals. Our courses are built on the best practices of successful Amway Business Owners.



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



06

Course Topics and Descriptions



1. Essential Courses

These courses familiarizes Amway Business Owners with the brands and teaches them on how to get started with your business.

06



NEW ABO ORIENTATION PROGRAM

This course is designed to familiarize New Amway Business Owners with essential information on how to get started with the Amway business.

DURATION: 90 minutes

CHANNEL: Offline and Online

TOPICS:

Amway Brands

Amway Legacy and Values

Innovation and Global Leadership

Bonuses and Incentives

Amway 360-Support, CSR and Amway Promise

How to Start the Business

06



WEBSITE TRAINING

This course is designed to equip Amway Business Owners with skills in navigating the Amway website, registering their prospects online, purchasing products online, and utilizing tools and resources that are available online.

DURATION: 60 minutes

CHANNEL: Offline and Online

TOPICS:

How to Register New ABOs Online

How to Shop Products Online

How to Subscribe to SOP

How to Navigate the Business Dashboard

How to Access Online Tools and Resources

06



PRODUCT TRAINING

This course is designed to equip Amway Business Owners with product knowledge and retailing skills which help them confidently share Amway products to their customers.

DURATION: 90 minutes

CHANNEL: Offline and Online

TOPICS:

Health and Wellness Vision

Statistics and Trends

Product Features and Benefits

Usage of the Products

Superiority of the Brand

Sharing the Products with Customers

Building the Business with the Products



06



HOW TO START SELLING COURSES

These courses are designed to equip Amway Business Owners with basic selling skills to strengthen the brand and connect with customers offline and online.

DURATION: 90 minutes

CHANNEL: Offline and Online

MODULES:

1. WHY SELLING?

This course aims to teach New Amway Business Owners understand why they sell a product and how it will genuinely help their customer, resulting in a natural sales process and experience.



HOW TO START SELLING COURSES

2. HOW TO APPROACH A NEW CUSTOMER

This course aims to equip New Amway Business Owners with skills on how to approach new customers and how to start a conversation with them offline and online.

3. STARTING WITH BRAND DIFFERENTIATORS

This course aims to equip New Amway Business Owners with skills that will help them identify the unique features, aspects and benefits of Amway products so that they can start selling confidently offline and online.

4. SELLING THROUGH STORYTELLING

This course aims to teach New Amway Business Owners the basic techniques on crafting and utilizing storytelling to strengthen the brand and connect with customers offline and online.

06



HOW TO START SELLING COURSES

5. HOW TO START SELLING TO A SMALL GROUP

This course equips New Amway Business Owners with retailing skills so that they can confidently present a product or product collection to a group of customers from one community or to a buying committee.

06



HOW TO START EARNING COURSES

These courses are designed to provide New Amway Business Owners with knowledge on ways they can earn money with Amway.

DURATION: 90 minutes

CHANNEL: Offline and Online

MODULES:

1. HOW TO MAKE MONEY WITH AMWAY

This course is designed to provide New Amway Business Owners with knowledge on ways they can earn money with Amway. It provides ABOs information about Amway's bonuses and awards.



HOW TO START EARNING COURSES

2. AMPAY TRAINING

This course is designed to familiarize New Amway Business Owners with the concepts of Ampay and Retail Margin Program.

3. CORE PLUS EARLY INCENTIVE TRAINING

This training is designed to familiarize Amway Business Owners with the concepts of Core Plus+ Early Incentives and knowledge about how these incentives help reward key achievements of business owners in building a sustainable, balanced business.



2. Advanced Courses

These courses equip Amway Business Owners with advanced knowledge and skills that enhance their business credibility.

06



CORE PLUS LEADER INCENTIVE TRAINING

This training familiarizes Amway Business Owners with the concepts of Core Plus+ Leaders Incentives. It equips them with knowledge about how these incentives help reward key achievements of ABO Leaders in growing and expanding a sustainable, balanced business.

DURATION: 90 minutes

CHANNEL: Offline and Online

TOPICS

Personal Group Growth Incentives

Frontline Growth Incentive

Other Leader Incentives and Awards

06



RULES COURSES

These courses equip Amway Business Owners with knowledge in Amway Rules including its importance so that they can be credible and build a sustainable Amway business.

DURATION: 90 minutes

CHANNEL: Offline and Online

MODULES:

1. SHARING THE RIGHT WAY

This training is for Amway Business Owners and speakers representing the Amway Business. This course aims to support ABOs and ABO Training Organizations in the preparation of Business Support Materials (BSM). The focus of this course is the **Content Standards**.

06



RULES COURSES

2. BUILDING THE RIGHT WAY

This training is for Amway Business Owners and speakers representing the Amway Business. This course aims to support Amway and ABO Training Organizations in the preparation of Business Support Materials (BSM). The focus of this course is the Program Standards.

06



NUTRILITE HEALTH AND WELLNESS CONSULTANT CERTIFICATION PROGRAM

This certification program is designed to equip Amway Business Owners with advanced knowledge in health and wellness and weight management skills so that they are capable, credible, confident and empowered in building the Amway business.

DURATION: 4.5 days

CHANNEL: Offline

PRE-REQUISITES:

- **MODULE 1 – 2:** For all Amway Business Owners with Purchase of Product Solution*
- **MODULE 3 – 5:** For all Certified Health and Wellness Consultants with Purchase of Product Solution*



NUTRILITE HEALTH AND WELLNESS CONSULTANT CERTIFICATION PROGRAM

MODULE 1: NUTRITION AND WEIGHT MANAGEMENT COURSE

This one-day instructor-guided course is designed to provide a detailed understanding of nutrition, weight management and how to talk about those with customers.

TOPICS:

- Diet and Nutrition Concepts
- Understanding Body Measurement
- Healthy Eating for Healthy Weight Loss
- Weight Loss and Fad Diets
- Factors Affecting Weight Loss
- Assessment and Monitoring
- Talking to Prospects and Customers

06



NUTRILITE HEALTH AND WELLNESS CONSULTANT CERTIFICATION PROGRAM

MODULE 2: PROVIDING SOLUTIONS AND COMMUNITY BUILDING

This one-day instructor-guided course is designed to equip Amway Business Owners with skills in sharing health and wellness product solutions and techniques in growing online and offline communities.

TOPICS:

- Role of a Health and Wellness Consultant
- Discussing Health and Wellness With Customers
- Providing Holistic Health and Wellness Solutions
- Identifying Different Communities
- Nurturing and Engaging Your Online Community
- Tools that Can Help Sustain Your Community

06



NUTRILITE HEALTH AND WELLNESS CONSULTANT CERTIFICATION PROGRAM

MODULE 3: DIET PLANNING AND MEAL PREPARATION

This half-day instructor-guided course is designed to provide Amway Business Owners with knowledge about the fundamentals of good meal plans and skills in planning and preparation for healthy meals.

TOPICS:

Characteristics of Healthy Food

Serving Sizes and Portions

Healthy Kitchen Essentials

Grocery-Shopping

Ideal Food Preparation Practices

Healthy, Affordable, Recipe Ideas

Practical Portioning, Food Handling and Storage

06



NUTRILITE HEALTH AND WELLNESS CONSULTANT CERTIFICATION PROGRAM

MODULE 4: SPORTS NUTRITION AND MUSCLE BUILDING

This one-day instructor-guided course is designed to provide Amway Business Owners with in-depth knowledge in fitness, sports sciences and muscle building.

TOPICS:

Sports Nutrition and Exercise Science Concepts

Energy Production and Balance

Pre- and Post-workout Nutrition Planning

Building and Maintaining Healthy Muscle Mass

Nutrition Strategies to Gain Muscle Mass

Exercise Planning for Muscle Mass Building

Monitoring and Evaluation

Tools and Apps In Sports Nutrition and Muscle Building

06



NUTRILITE HEALTH AND WELLNESS CONSULTANT CERTIFICATION PROGRAM

MODULE 5: GUT HEALTH AND HOW IT IMPACTS WEIGHT MANAGEMENT

This one-day instructor-guided course is designed to provide Amway Business Owners in-depth knowledge in the digestion process, the role of microbes and how these tiny organisms impact overall health and wellbeing.

TOPICS:

Your Digestive System

Gut Health Basics: Gut Lining, Microbes and the Microbiome

Gut and Its Wide Influence

Restoring and Supporting Your Gut Through Nutrition & Well-balanced Lifestyle

06



ARTISTRY CERTIFICATE COURSE

This one-day instructor-led course is designed to equip Amway Business Owners with deeper understanding of skin science and advanced make-up application techniques that would help them run beauty consultations with customers to increase their Artistry™ sales

DURATION: 1 day

CHANNEL: Offline

TOPICS:

Skin Science and Ecology

Advanced Skincare Regimen

Color Theory in Make Up Application

Eye Makeup for Different Occasions

Perfecting Lipstick Application

Framing the Face with Contouring Techniques

06



AGRI KAPIHAN

This one-day instructor-led course is conducted by Agriculture Experts, and it is designed to equip Amway Business Owners with advanced knowledge in Agriculture so they can sell Agriculture products to customers with confidence and credibility.

DURATION: 1 Day

CHANNEL: Offline

TOPICS:

Trends in Agriculture

Soil and Plant Nutrition

Plant Pest and Disease Management

Agriculture Best Practices

APSA 80 and Nutriplant Products

Business Building with Agriculture Products

FERTILIZER AND PESTICIDE AUTHORITY SEMINAR

This one-day instructor-led course is conducted by Fertilizer and Pesticide Authority, and it aims to educate the Amway Business Owners on the policies, use and management of fertilizer and pesticide products.

DURATION: 1 Day

CHANNEL: Offline

TOPICS:

Safe Use, Handling, And Storage

Keeping Records

Sales and Disposition

Making Products Available For Inspection

Dispensing Agriculture Products

06



SOCIAL SELLING WORKSHOP

This one-day instructor-led course teach Amway Business Owners the best practices and rules of social media, inspiring them to successfully build their brand online to support their offline Amway business as well.

DURATION: 1 Day

CHANNEL: Offline

TOPICS:

Introduction to Social Selling

Digital Communications Standards, Building and Growing Online Communities Social Media Best Practices

06



SOCIAL MEDIA TRAINING

This one-day instructor-led course is designed to provide Amway Business Owners the knowledge about methods and techniques they can use to leverage social media to expand their Amway business online.

DURATION: 1 Day

CHANNEL: Offline

TOPICS:

Utilizing Social for Fun and Business

Building Online Brand

Content Types and Content Strategy

Analytics and Metrics

06



VLOGGING TECHNIQUES

This one-day instructor-led course is conducted by social media experts, such as content creators, influencers and social media strategists, and it is designed to equip Amway Business Owners with vlogging techniques that will help them use video marketing to build brand and reach a wider audience.

DURATION: 1 Day

CHANNEL: Offline

TOPICS

Tools and Equipment for Vlogging

Creating a YouTube Channel

Creating YouTube Content

Instagram Reels, TikTok Videos and Facebook Videos

Creating Relatable Videos from Home

How To Vlog Both Indoors And Outdoors

06



CONTENT MASTERCLASS

This one-day instructor-led course is conducted by social media experts such as content creators, influencers and social media strategists and it is designed to equip Amway Business Owners with skills in content creation and curation which are essential in building their brand, growing their online communities, and expanding their Amway business online.

DURATION: 1 Day

CHANNEL: Offline

TOPICS

Content Planning

Content Creation and Curation

Content Publishing

Analytics and Metrics



3. Leadership Courses

These courses equip ABO Leaders with skills on how to lead, inspire and influence their downlines and organization to expand their Amway business.

06



AMWAY PH STORIES

This course is co-developed and co-delivered with ABO Leaders and it is designed to equip Amway Business Owners with leadership skills that will empower them to grow and expand their business.

DURATION: 90 minutes

CHANNEL: Online

TOPICS:

Managing the Business

- Personal Goal Setting
- Creating a Good Presentation
- How to Manage Time
- Working Collaboratively
- Growing My Reach
- Resilience

06

AMWAY PH STORIES

Becoming an Amway Ambassador

- Being the Product of the Product
- Handling Objections

Teaching and Leading

- Goal Setting with My Team
- Giving and Receiving Feedback
- Rewarding and Recognizing My Team

Expanding the Business

- How to Influence and Persuade

Growing a Sustainable Health and Wellness Business

- Achieving a Healthy Weight Loss Goal
- Advocating for Women's Health
- Influencing Others to Achieve a Healthy Lifestyle
- Advocating for Men's Health
- Advocating for Mental Health

07

Online Communities

Planters PH

This Facebook group is created to empower and support plant growers, farm owners, agri-business people, and individuals who are interested in growing plants by providing them online educational content, engaging activities and tools.



Health & Wellbeing Community

This Facebook group is created to engage and support Certified Health and Wellness Consultants by providing them online educational content, challenges and tools.



08

Training Team

Training Team

Training Manager: Maiah Acosta
Content Supervisor: Janice Gallego
Senior Training Specialists:

- Romeo Camarillo (Agriculture)
- Jomaico Pagal (Makati)
- Vivien Marie Jo (Cebu)
- Apple Joe Pacomios (Agriculture)
- Lyle Justine Laid (CDO)
- Clancy May Tapnio (Davao)



09

Training Request

Exclusive Amway Training

REQUIREMENTS FOR EXCLUSIVE AMWAY TRAINING (EXCEPT AGRICULTURE)

- Requesting ABO should at least be at 9% level.
- A guaranteed number of 50 attendees.
- Requesting ABO must purchase P10,000 worth of Amway products (e.g. P10,000 worth of Artistry products for request of Artistry Product Training) for at least 3 days prior to the date of meeting, otherwise, training will be cancelled. Proof of purchase shall be submitted with the signed training request form to amwayphilippinestraining@amway.com.



Exclusive Amway Training

REQUIREMENTS FOR EXCLUSIVE AMWAY TRAINING (EXCEPT AGRICULTURE)

- Expenses incurred during exclusive meetings shall not be borne by Amway but rather by the requesting ABO.
- Notice of cancellation of any training request must be made at least 1 week before the training schedule, otherwise, requesting ABO will shoulder costs incurred by Amway in relation to the training (travel expenses of trainer, venue and food cost, etc).
- Date of training will depend on the availability of the Senior Training Specialist.



Exclusive Agriculture Training

REQUIREMENTS FOR EXCLUSIVE AGRICULTURE TRAINING

- Requesting ABO can only submit the same official receipt once.
- Requesting ABO can only request for a maximum of 2 trainings per month even if purchase exceeds PHP 20,000.00 or have submitted multiple official receipts.
- Request should be emailed to amwayphilippinestraining@amway.com. Requirements should be submitted at least 15 days prior to the requested training date and still subject to approval.
- Amway will confirm receipt of request via email as a response to the Agriculture Exclusive Training Request Form submitted.

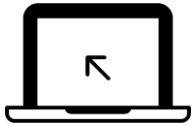


10

Contact Us



#26920



www.amway.com.ph
www.now.amway.com.ph
www.facebook.com/amwayphilippinestraining



amwayphilippinestraining@amway.com

THANK YOU

