

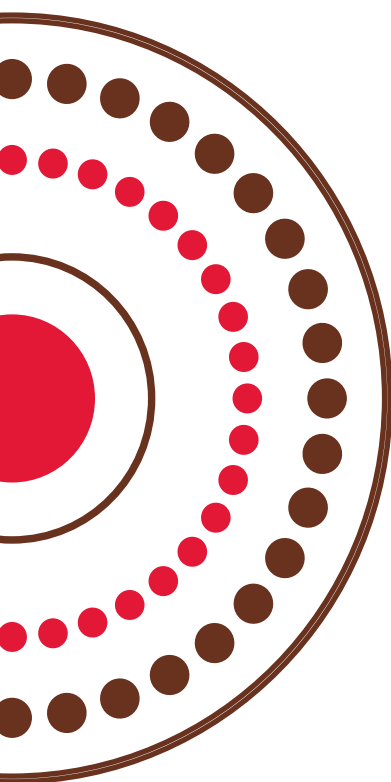


New Consultant START-UP GUIDE

UNITED STATES



Table of Contents



Welcome to Velata.....	1
Consultant Workstation.....	2
Your Personal Website.....	5
Launching Your Business.....	6
Create Your Initial Contact List.....	9
Your List of 100.....	10
What's Your Party Style?.....	11
Host Rewards Program.....	12
Monthly Subscriptions and Fees.....	13
Awards and Recognition.....	14
Creating Income and Getting Paid.....	20
Important Information.....	23
Contacting Consultant Support.....	24
Frequently Asked Questions.....	25
Top 20 Policies.....	27
International Sales and Sponsoring.....	29
Velata Glossary.....	30
Shipping Charts.....	32

Important Contact Information

Consultant ID Number: _____ **Enrollment Date:** _____

Your Velata Personal Website: <https://Your username.velata.us>

Personalize your website by replacing Your username with an easy-to-remember name.

Password: _____ (Created at time of enrollment)

My Personal Website **FREE** period expires: _____
(Three months from your enrollment date)

Your Sponsor: _____

Your Director: _____

Home Phone: _____

Home Phone: _____

Cell Phone: _____

Cell Phone: _____

Sponsor Email: _____

Director Email: _____

Velata Home Office

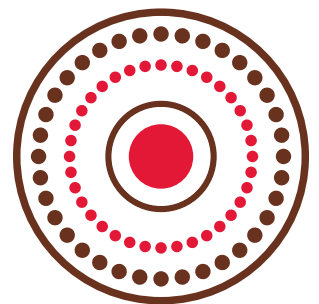
Scentsy Group Headquarters

Send Mail to: 2701 E. Pine Ave., Meridian, ID 83642

Consultant Support (Toll Free): 877.855.0617

Corporate Office (Toll Free): 877.895.4160

Email: support@scentsy.com





Welcome to Velata

We're so happy to have you on the Velata team! Your work should be fulfilling, challenging, fun—and delicious, of course! This guide will help you define your recipe for success as you begin building your Velata business so you can reach your goals while indulging in as much delicious chocolate as you like.

So what's the first step? It's simple! Now that you've received your Starter Kit, **schedule your launch party**. You're excited to share new Velata products with your friends and family and announce your new business—why not do it right away? Once you've picked a date, start studying! Flip through the catalog, customize your business cards and brochures, and make sure you are comfortable with how to use everything in your kit.

Next, log in to your Workstation and the **Training Center** and soak up as much information as you can. And don't worry: this is all explained further in the next few pages—there's even a helpful Velata Glossary in the back of this guide.

At Scentsy Group (Velata's parent company), we have built our business practices on three core values:

Simplicity: We want your experience to be simple and straightforward, so others see what you're doing and think, "Hey, I can do that!"

Authenticity: Bring your own unique talents to the way you run your business—do it in a way that is comfortable for you.

Generosity: We need your help making a contribution in the communities where we live and work. Let's spread as much joy and as many tasty treats as possible!

When you embrace these values, you get the most out of the Velata opportunity. Your accomplishments and rewards will grow as the company continues to prosper!

Best of luck as you plan your launch party. It's time to dive in!

Yours in warm, dipping fun!

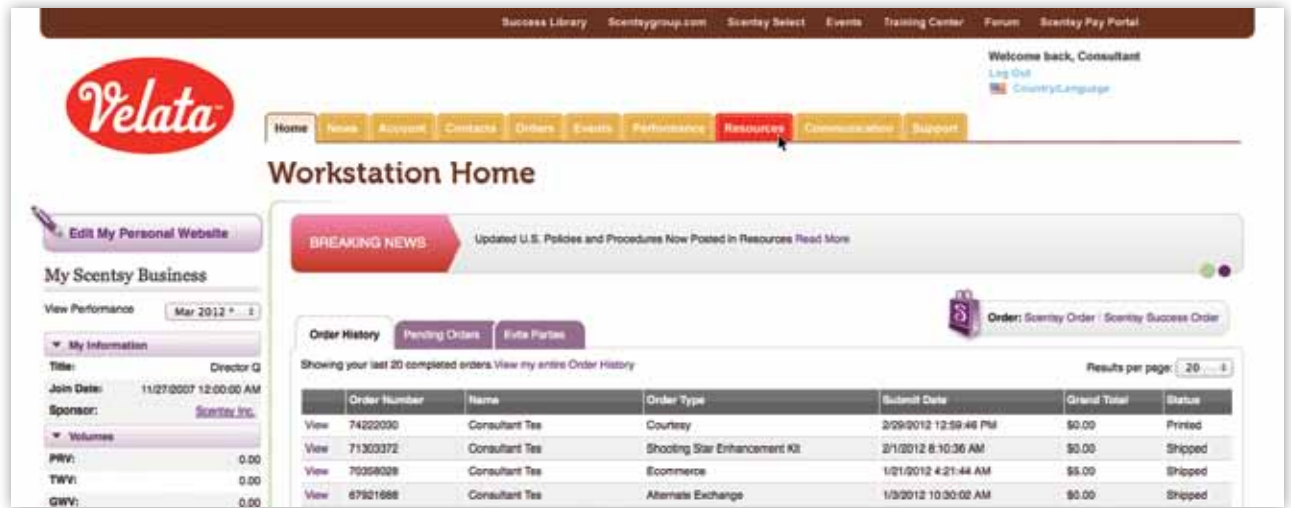
Velata™



First Things First: Log In to Your Consultant Workstation

Your Workstation is one of your most important business tools. You will use it to place and track orders, set up parties, track your sales and income, get information on Velata news and events, manage your customers and contacts, and so much more!

Log in to your Workstation every day to simplify and streamline your business. In fact, the quicker you familiarize yourself with the resources available there, the less work you'll have to do on your own!



The screenshot shows the Velata Consultant Workstation Home page. The Velata logo is in the top left. A navigation menu includes Home, News, Account, Contacts, Orders, Events, Performance, Resource, Communications, and Support. The 'Resource' tab is highlighted. Below the navigation is a 'Workstation Home' section with a 'BREAKING NEWS' banner. A sidebar on the left contains 'My Scentsy Business' information, including 'View Performance' for Mar 2012, 'My Information' (Title: Director Q, Join Date: 11/27/2007 12:00:00 AM, Sponsor: Scentsy, Inc.), and 'Volumes' (PRV: 0.00, TWV: 0.00, GWV: 0.00). The main content area shows 'Order History' with a table of recent orders.

Order Number	Name	Order Type	Submit Date	Grand Total	Status
View 7422000	Consultant Tee	Courtesy	2/29/2012 12:59:46 PM	\$0.00	Printed
View 71300372	Consultant Tee	Shooting Star Enhancement Kit	2/1/2012 8:10:36 AM	\$0.00	Shipped
View 79358028	Consultant Tee	Ecommerce	1/21/2012 4:21:44 AM	\$5.00	Shipped
View 67521888	Consultant Tee	Alternate Exchange	1/3/2012 10:30:02 AM	\$0.00	Shipped

Home page view of Workstation.

To log in to your Workstation:

- 1 Go to workstation.scentsy.us
- 2 Enter your Consultant ID Number and the password you selected during the enrollment process. If you have forgotten your password, click on *I forgot my password* and it will be emailed to you.
- 3 Once you've logged in, go to the *New Consultant* tab in the **Training Center** link in the upper-right corner to learn how your Workstation works!

Consultant Workstation

Your Workstation is broken down into categories, shown by the tabs that run along the top of the home page. Here's a quick look at what you'll find in each Workstation tab*:

Home

The home page hosts your personal and team information, order history, and breaking Velata news. You can also access and edit your Personal Website (PWS) from here! (Go to page 5 for more information.)

News

Stay informed with up-to-date product and company news and announcements, neatly prioritized so you can see the most important items first.

Account

View and edit your profile and personal information, along with your monthly subscriptions.

Contacts

Store your contact and customer information, including purchase history and each person's interest in Velata—from hosting a party to joining your team!

Orders

Once your party is over, enter your customer's product orders by clicking on *Product Order*. Track your order status and history, too! You can also place orders for business builders, such as catalogs, party décor, and advertising supplies for your Velata business, through the *SG Success* link.

Events

From our annual Convention and Spring Sprint training events to fantastic incentive trips you can earn, find all of the information you need and register for the events you'd like to attend.

Performance

Check your monthly sales and team performance regularly to stay on track and reach your Velata goals.

Resources

Want to search a library of party games or print your own personalized business cards? The **Resources** tab contains a wealth of tools to use in growing your business. Search an archive of company news, look up Frequently Asked Questions, download high-resolution images for event banners, brush up on *Policies and Procedures*, and much more.

Communication

Communicate with your teammates, customers, and contacts each month.

Support

It's never been easier to get help when you need it! Use this tab to submit a Support Ticket when you have a question, problem, or concern. While our Consultant Support Representatives may also be reached by phone or email, submitting a Support Ticket is the fastest way to get the help you need.

**If you sell multiple Scentsy Group brands, there will be a link on the upper-right corner of the Workstation to easily toggle between them.*

Consultant Workstation

There are also links in the upper-right corner of your Workstation to help keep you motivated, engaged, and informed:



Scentsy Select: Every business comes with expenses, but with **Scentsy Select**, you can enjoy exclusive discounts on the items you need most—available to all Scentsy Group Consultants.

Training Center: From new Consultant orientation videos to tips and tricks from our Consultant leaders, the **Training Center** is an invaluable resource for gaining knowledge and business expertise. Check out the *Velata* tab for special tips and tricks!

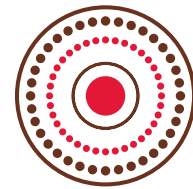
Look for the  throughout this guide to discover what you can learn in the **Training Center**!

Forum: Have a question or problem you'd like to discuss with a fellow Consultant? The **MyScentsy Forum** is a hub for Consultant communication, idea sharing, and problem solving.

Scentsy Group Pay Portal: Within 15 days of becoming a *Velata* Consultant, you will receive a Compensation Card in the mail. Log in to the **Scentsy Group Pay Portal** to learn how to track and transfer your funds—and get paid!

Success Library: This link takes you to a website full of resources for personal and professional development, provided by the experts at *Success* magazine. *You must have a PWS to access the Success Library.*

Your Personal Website



When you join Velata, you get a FREE three-month subscription to your own Personal Website (PWS)!

Use your PWS to collect online orders, announce online parties, and promote your business.

You must have a PWS if you want to sponsor new Consultants and build a team. It's also required if you want to sell and sponsor outside of the U.S.

After your three FREE months, you can keep your PWS for a subscription fee of only \$10 per month. To keep your website, do nothing. On a monthly basis, **Scentsy Group will charge the same credit card you used during enrollment to pay for your Starter Kit.** You can cancel your subscription at any time.*

Customize your PWS with your photo, story, and a choice of monthly promotions, provided to you by Velata!

You can access and edit your PWS by clicking on **Edit My Personal Website** in the left margin of your Workstation home page. This will open a new window to edit your PWS.

The **My Website Manager** page contains links to each of the customizable features on your PWS:

PWS Dashboard: Choose from a selection of monthly ads and banners to customize your promotions.

My Photo: Upload a new personal photo and add additional pictures to your library.

My Story: Share your Velata journey with everyone who visits your PWS!

Use the other tabs to manage the look and feel of your PWS.

Helpful Hint: When personalizing your website name, be sure not to include "Velata" or "Scentsy" in the name, or other words like "official" or "corporate." Don't use underscores or hyphens. See Policies and Procedures (Section 6.4.1) for more information on PWS naming.

To change your Display Name or Phone Number, close your PWS and select the **Account** tab on your Workstation, then *Edit My Profile*. Type your preferred Display Name or Phone Number into the space provided—be sure to save your changes by clicking on *Save Profile Updates*. This allows you to change the information you entered upon enrollment. You can add your business partner's or spouse's name, the name of your corporation, or a nickname!

** If you sell more than one Scentsy Group brand, you will be required to have at least one PWS subscription to sponsor or sell internationally. If you choose to maintain multiple PWS subscriptions (one for each brand), the first is \$10 per month after your trial subscription; the second is \$5 per month after your trial subscription.*

Launching Your Business

It All Starts With a Goal

Before you throw your first party, it's important to think about the reason you joined Velata. Did you do it to help supplement your family income? Maybe you wanted an opportunity to socialize and sharpen your presentation skills. Or do you simply love the products and have a passion to share them with others?

Whatever your reason, it's important to set a goal to help define your recipe for success!

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

Your Primary Goal: _____

Post your primary goal in your home office or on the bathroom mirror so you can see it every day. When you reach your goal, set a bigger one and write it down!

Great! Now that you have your goal written down, decide what it will take to accomplish it. It's easiest to first determine how many parties you need to schedule.

I will schedule _____ **parties per week to reach my goal.**

To get started, try at least 1–2 parties per week for the first 70 days.

Mark your calendar with the days you can do parties to fit your Velata business around work and/or family. In fact, involve your family when planning your Velata calendar—over a warm dish of delicious chocolate, of course!—so you can look forward to the parties together.

Your primary goal might look a little scary on paper—try breaking it up into smaller pieces. What do you need to do each day, week, and month to reach your goal?



Check out the *Velata* section in the **Training Center** to learn how to set and reach your goals!!

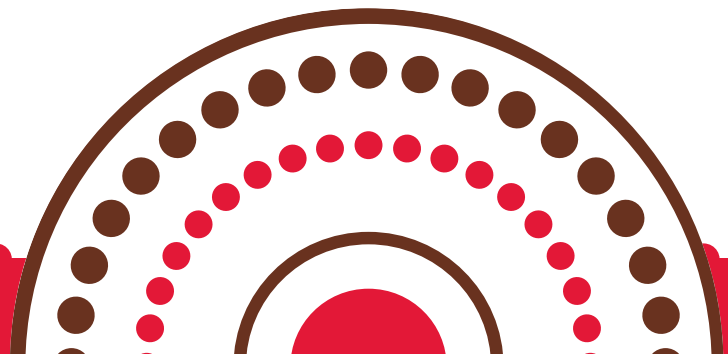
How Much Do You Want to Earn?

As a new Consultant, you will earn a 20% commission on your Personal Retail Volume (PRV). Each Velata product is assigned a point value—in the U.S., one point in PRV almost always equals \$1.

As soon as you earn a cumulative total of 1,000 points in PRV, you will be promoted to Certified Consultant and begin earning a 25% commission. That's a 5% raise you can earn right away!

The faster you can reach Certified Consultant, the faster you receive your raise in commission.

I will become a Certified Consultant by (date): _____



Launching Your Business

Awards and Recognition

Blast your way to Certified Consultant by achieving one or more new Consultant awards:

Shooting Star Award—must be earned within 15 days of enrollment in Velata.

Scentsational Start Award—must be earned within 70 days of enrollment in your first Scentsy Group brand.

See pages 14-15 for award details.



Check out the *Velata* section in the **Training Center** to learn more about these awards and incentives—and how to earn them!

Plan Your Launch Party

Now that you've familiarized yourself with the Workstation and set your Velata goal, it's time to party!

The launch party is the grand opening of your business, typically hosted by you in your own home. It's the perfect opportunity to gain your very first Velata customers and Hosts so you can schedule more parties and begin sharing the Velata opportunity.

Because you're the Consultant and the Host at your launch party, you earn the Host Rewards! See page 12 for more information.

Getting ready for your launch party shouldn't be difficult. With a little knowledge, all you need is a love of Velata products and a desire to share them with others—and a bit of yummy chocolate!



Check out the *Velata* section in the **Training Center** to get exclusive launch party tips!

Before Your Launch Party

- Create your Initial Contact List (page 9) and List of 100 (page 10).
- Invite your guests by phone, email, printed invitation, Facebook, however you like! Be sure to over-invite—generally, one out of three guests will actually attend.
- Create a short presentation and practice it.
- Design a simple tabletop display that can fit in one bag. You want your guests to see just how simple throwing a Velata party can be!
- Bring catalogs and business cards personalized with your contact information. Use the label template in the **Resources** tab on your Workstation.
- Work closely with your Sponsor and ask plenty of questions to help make your party a success.
- **Set up your party in your Workstation to find the appropriate tax rate. Sales tax is collected on all Velata orders based on the rate of the shipping destination. In some areas, food items may be taxed differently than non-food items.**

Launching Your Business

SG Success

Shop the *SG Success Order* link in the **Orders** tab in your Workstation for tools you can use to help grow your business!

PowerLaunch—To help you get started, new Consultants are enrolled in the PowerLaunch program. Get the most effective business tools for launching your business at a 20% discount during your first 70 days as a Consultant!*

Let the Launch Party Begin!

At the party, keep the decorations and refreshments simple to keep the focus on your new business. Just have fun, be yourself, and tell everyone why you love Velata!

At a Velata party, you'll provide the refreshments: creamy gourmet chocolate and a few different items to dip in it, like marshmallows or pretzels. Encourage your Host to supply a few additional treats for dipping, like sliced fresh fruit and cookies!

Try to schedule as many parties as you can through guests at your launch party. The Host Rewards Program is your most powerful tool in accomplishing this. They've already tasted and fallen in love with the products, so now tell them how to get theirs free! See page 12 for more information on Host Rewards.

A minimum of six parties in your first 30 days is recommended to get your business up and running quickly.

The Party's Over—Time to Celebrate!

Once your launch party is over, congratulate yourself—you've just had your first Velata party! You can work with your Sponsor to enter your party order and use the **Training Center** for more information.

Make follow-up calls to your guests to thank them for coming, but also call those who couldn't come and see if they'd like to place an order—or taste the chocolate!—before you close the party. Ask everyone if they are interested in hosting a party. Then you can start planning party number two!

Quick Tips for Booking Parties

- **Know your open dates:** Be prepared to schedule a party whenever and wherever you are!
- **Offer your next available date:** There's no rule that says you need two weeks to prepare for a party! Most people know on Thursday if they are available the following Tuesday. This keeps the excitement high—and your Host will save on postage!
- **Get referrals:** Ask everyone for referrals. Even if someone isn't interested in hosting a party, they probably know someone who is.
- **Overbook!** Always schedule more parties than you need to reach your monthly income goals.



For more party tips and tricks, visit the *Velata* section in the **Training Center**!

** PowerLaunch discounts are ONLY available for your first 70 days when ordering business supplies in your Workstation. PowerLaunch discounts are NOT available as part of a party order. Pricing and/or availability of all PowerLaunch items are subject to change without notice.*

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 Velata launch party. It really works! Don't limit yourself to the number of spaces in each category or the categories listed.

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 Velata business.

Friends and Family

Spouse's Friends and Family

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

Neighbors and Acquaintances

Teachers

Someone Who Loves Chocolate/Cooking

Contacts Through Children

Co-workers

Someone Who Travels

Someone Who Wants Extra Income

Church or Social Contacts

Places You Do Business

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

What's Your Party Style?

There isn't just one way to share Velata with others! When it comes to experiencing Velata products, we offer a variety of options so you and your Host can work together to choose the perfect style. And the best part: Host Rewards are the same no matter which style your Host prefers—they'll still get free and half-price products! See page 12 for more information on Host Rewards.



1 The Home Party

This party style is ideal for everyone on your Host's guest list, because Velata products must be tasted! Your Host will provide the location, invite friends and family, and supply simple refreshments—in addition to the chocolate and dippers you provide—and you take care of the rest. Set up your Velata Fondue Warmers and invite everyone to dip sweet and salty treats into delicious Velata chocolate, share the Velata business opportunity, interest others in hosting a party, and show them how much fun you can have as a Velata Consultant!

2 Open House

For an open house, your Host will invite guests to drop by at their convenience during a two- to three-hour window—they can come and go as they wish. You won't give a big presentation, but will answer questions and give several "mini" presentations. Guests can browse products and mingle at their leisure—just make sure they swing by the kitchen for a taste test! It's the ultimate casual Velata experience.

3 Outside Orders

Encourage your Host to collect orders before the party from guests who can't attend to maximize their Host Rewards! Since your outside order customers might not be able to taste the chocolate before ordering, be sure to have your Host sample a few flavors so she can tell her guests how delicious it is! Guests can also join a party on your Personal Website (PWS) and place their own orders there.



Have you visited the **Training Center** yet? Find more party tips and tricks in the *New Consultant* and *Sell* sections!

Host Rewards Program

The Host is so important to you and to Velata. In fact, your Host will do almost all of the prospecting for you, and deserves to be rewarded generously! With Velata's Host Rewards, your Hosts can earn free products and half-price items for use in their own Velata shopping.*

Familiarize yourself with these key details. Host Rewards will be one of your most powerful tools as you develop your business!

- The product awarded to the Host is paid for by Velata—discounts and free product will not come out of your commission.
- There is a fee to the Consultant (\$5) if all of the half-price items earned at a party are not redeemed. If your Host doesn't use them all, *take advantage of the discounts yourself!*
- To earn Host Rewards, your Host must throw a qualifying party of at least \$150 in sales, excluding tax, shipping, and handling.
- Host Rewards do not count toward Personal Retail Volume (PRV).

Use the chart below to understand and be able to confidently explain the benefits of Velata's Host Rewards Program.

HOST REWARDS				
Guest Sales	\$150-\$249	\$250-\$399	\$400-\$999	\$1,000+
Free Product	10%	10%	15%	15%
Half-Price Items	1	2	3	4

If one of your Host's invited guests signs up to host their own Velata party, your Host will also receive an additional half-price item when they attend that party! We call it the **Perpetual Party Award**, and it's another great way to motivate and reward your Host.

Tell your Host to encourage the guests who can't attend to place an order through your Personal Website (PWS). Any orders collected before you close the party still count toward Host Rewards!

Host Packet

It's a good idea to give your Host a packet of information prior to their party, including invitations, order forms, catalogs, a *Host/Join* brochure, and other helpful tools. It also doesn't hurt to let them taste the chocolate before they begin inviting guests!

Your Starter Kit includes almost everything you need to build a Host Packet. To re-order items, place an SG Success order through the **Orders** tab in your Workstation.



Go to the **Training Center** to get creative ideas for your Host Packet!

* Certain states require Velata to charge sales tax on the full retail price of half-price items. Tax requirements by state can change on a monthly basis. Contact salestax@scenttsy.com for more information on proper sales tax calculation in your state.

Monthly Subscriptions and Fees

Your Personal Website (PWS) subscription and the International Service Fees that allow you to sponsor in other countries are offered on a monthly basis. These subscriptions and fees are completely optional. You can access, change, or add subscriptions and fees by going to the **Account** tab on your Workstation.

Personal Website (PWS)

Price: \$10 per month

Your PWS is an invaluable business tool that allows you to promote and sell Velata products and recruit new Consultants. A PWS subscription is required if you want to sell internationally and/or sponsor new Consultants.

If you sell multiple Scentsy Group brands, you will want separate PWS subscriptions to promote your business. The monthly fee for the first PWS is \$10; the second is just \$5 per month.

International Service Fees

Price: \$5 per month, In-Region; \$10 per month, Out-of-Region

To sell and/or sponsor or earn bonuses on volume from outside of your "home" country, you must agree to an International Service Fee. There are two types of International Service Fees: In-Region and Out-of-Region. Because Velata products can only be sold in the U.S. and Canada, you are only required to subscribe to the In-Region International Service Fee to sell and sponsor there. Refer to page 29 for detailed information on International Services Fees and the agreements that must accompany them.



Awards and Recognition

You work hard to make your new Velata business grow—you deserve to be recognized for your efforts! Each Consultant has the opportunity to earn awards to congratulate you for superior work, but also to help stimulate your growth and success.

New Consultants Only: We offer two opportunities to new Consultants, the **Shooting Star Award** and **Scentsational Start Award**.

Shooting Star Award

Sell 500 points in Personal Retail Volume (PRV) **during your first 15 days as a Velata Consultant**. *One or two successful parties and you should earn it!*

Your Target Date to Qualify: _____

(Your enrollment date plus 14 calendar days)

Achieve the Shooting Star Award and you'll receive a Shooting Star charm and bracelet! Track your progress in the **Performance** tab on your Workstation.

Earn this award to be eligible to purchase the Shooting Star Enhancement Kit: DISCOUNTED Velata product you can use in party displays and promotions or resell to your customers! The purchase cost is \$200 (plus tax), and you get \$300 worth of products. Velata compiles a great collection of current, preselected items for this special one-time kit.*

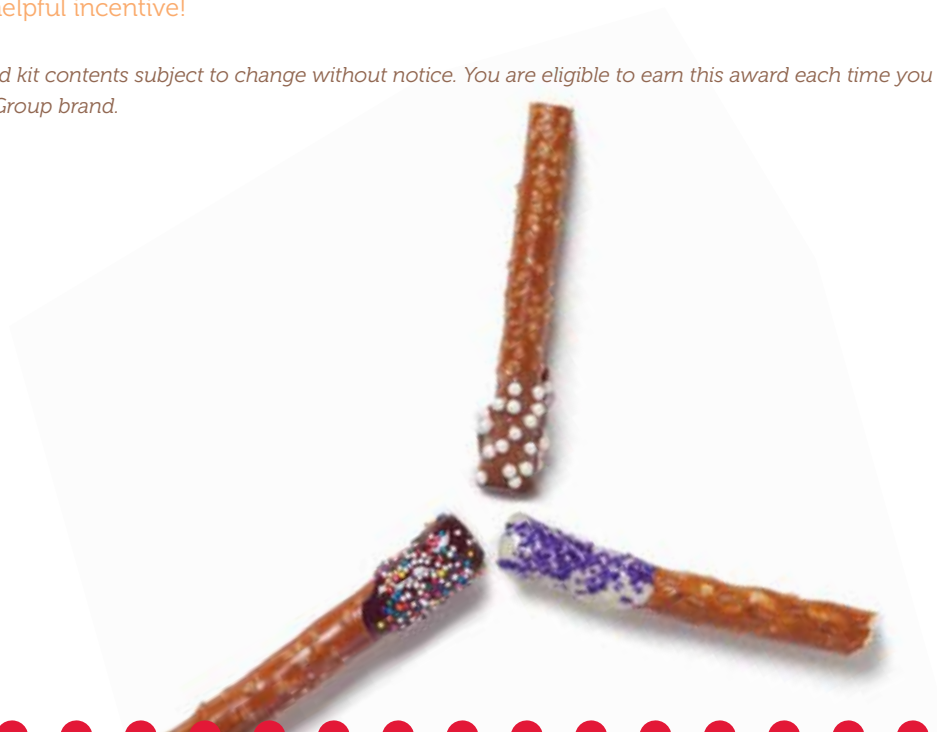
And the best part: you are paid commission and earn Personal Retail Volume (PRV) when you purchase it!

Once you earn this award, the purchase of your kit must be within 90 days. You can place your order through your Workstation or by calling Consultant Support at 877.855.0617.



The *New Consultant* section in the **Training Center** has more information and tips on how to earn this helpful incentive!

**Prices and kit contents subject to change without notice. You are eligible to earn this award each time you enroll in a Scentsy Group brand.*



Awards and Recognition

Scentsational Start Award

The Scentsational Start Award provides incentives for new Consultants to do those things that will have the greatest impact on their future success—bookings, sales, and sponsoring.*

There are three levels to the Scentsational Start Award, but you can only achieve one. You will be awarded the highest level you achieve during your first 70 days as a Scentsy Group Consultant. Day one is the day you enroll in your first Scentsy Group brand and order your Starter Kit.

Scentsational Start Award—Level 1

Qualifications

- Within 70 calendar days of enrollment
- 1,250 points in Personal Retail Volume (PRV) **or** ...
- Three personally sponsored active Consultants

Award Received

- \$50 Product Credit†
- Level 1 pin
- Certificate of Achievement

Scentsational Start Award—Level 2

Qualifications

- Within 70 calendar days of enrollment
- 2,500 points in PRV **or** ...
- 1,250 points in PRV **and** three personally sponsored active Consultants

Award Received

- \$125 Product Credit†
- Level 2 pin
- Certificate of Achievement

Scentsational Start Award—Level 3

Qualifications

- Within 70 calendar days of enrollment
- 5,000 points in PRV **or** ...
- 2,500 points in PRV **and** six personally sponsored active Consultants

Award Received

- \$200 Product Credit†
- Level 3 pin
- Certificate of Achievement
- Name in Scentsy Group's monthly newsletter, *Consultant Spotlight*

* You are eligible to achieve the Scentsational Start Award only once as a Scentsy Group Consultant, not for each brand in which you enroll.

†The product credit for these awards is posted in your Workstation by the tenth of the month following the qualification date. To use the credit, simply select "Product Credit" on the payment page after placing an order. Certificates, pins, and other items will be sent at the end of the month following the qualification period.

Scentsational Start Award Tracker

DAILY TOTALS	YOUR FIRST 70 DAYS							WEEKLY TOTALS
Week 1	DAY 1							PRV: Recruits:
Week 2								PRV: Recruits:
Week 3	DAY 15							PRV: Recruits:
Week 4								PRV: Recruits:
Week 5								PRV: Recruits:
Week 6								PRV: Recruits:
Week 7								PRV: Recruits:
Week 8								PRV: Recruits:
Week 9								PRV: Recruits:
Week 10							DAY 70	PRV: Recruits:

You can qualify with your own Personal Retail Volume (PRV) or with a combination of PRV and active recruits. Each level includes the following awards: a pin, Certificate of Achievement, and product credit in the amounts listed below. Level 3 Consultants will also be recognized in Scentsy Group's monthly newsletter, *Consultant Spotlight*.

Level	PRV		Active Recruit		PRV	=	Product Credit
1	1,250	OR	3	AND	0	=	\$50
2	2,500		3		1,250		\$125
3	5,000		6		2,500		\$200

My Enrollment Date: _____

Day 70: _____

Awards and Recognition

Monthly Awards

These awards are given monthly by Scentsy Group to all Consultants who qualify. Each award may be earned numerous times.

The Charm Bracelet

- Sent with the first charm achieved

Monthly Sales Award

Qualifications

- 2,000 or more points in Personal Retail Volume (PRV) in one calendar month

Award Received

- 5% additional personal retail commission bonus
- Name in Scentsy Group's monthly newsletter, *Consultant Spotlight*, for first-time achievers
- Sales charm for first-time achievers

Lifetime Personal Retail Volume (PRV) Recognition

Qualifications

- 10,000 points in lifetime PRV
- 50,000 points in lifetime PRV
- 100,000 points in lifetime PRV

Award Received

- Charm for every 10,000 points earned*
- Charm for every 50,000 points earned*
- Charm for every 100,000 points earned*
- Name in Scentsy Group's monthly newsletter, *Consultant Spotlight*

Shooting Star Trainer Bonus

Qualifications

- When you have a personal recruit achieve the Shooting Star Award

Award Received

- \$25 product credit per Consultant who achieves Shooting Star Award
- Name in Scentsy Group's monthly newsletter, *Consultant Spotlight*, when three or more personal recruits achieve Shooting Star within one month
- Shooting Star Trainer charm

*Maximum of one charm per month.

Awards and Recognition

Top Sales of the Month

Qualifications

- This award is given to the Consultant in each title with the highest Personal Retail Volume (PRV) points in one calendar month. Based on the Consultant's title at the beginning of the month.

Award Received

- Name in Scentsy Group's monthly newsletter, *Consultant Spotlight*
- Money bag charm

Sponsor of the Month

Qualifications

- This award is given to the top Consultant in each title with the most first-time active personal enrollments in one calendar month; a minimum of three new recruits ordering at least 150 PRV points is required; combined PRV of the new recruits will be used as the tie-breaker.

Award Received

- Name in Scentsy Group's monthly newsletter, *Consultant Spotlight*
- Sponsoring charm

Annual Awards

Annual Awards are announced at the annual Convention. The qualification period is May 1 through April 30.

Annual Sales Excellence Award

Qualifications

- Annual PRV of 30,000 points or greater; more than one person can receive this award

Award Received

- Recognition at the annual Convention and in the *Consultant Spotlight* newsletter, a Certificate of Achievement, a personalized trophy, and a \$1,000 bonus

Annual Mentor Award

Qualifications

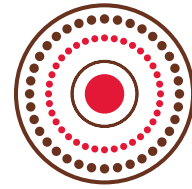
- Personally sponsor 14 or more new Consultants who enroll and achieve the title of Certified Consultant or higher during the qualification period

Award Received

- Recognition at the annual Convention and in the *Consultant Spotlight* newsletter, a Certificate of Achievement, and a personalized trophy
- \$25 per Certified Consultant
- \$50 per Lead Consultant or higher



Awards and Recognition



Circle of Excellence

Qualifications

- Rank of SuperStar Director
- Six first-generation SuperStar Directors in your team

Award Received

- Free attendance to one incentive trip per year
- Free registration to the annual Convention
- Free Leadership Retreat registration
- Use of the “Circle of Excellence” designation on business cards and personalized tools
- Recognition at the home office and Convention
- A personalized trophy

Shining Star Award

Qualifications

This award is given to the one Scentsy Group Consultant per Region who contributed the most to fulfilling the Scentsy Mission and/or who best exemplified the values we strive to represent. The winner will be selected by Scentsy Group’s Executive Team.

Must be nominated by another Scentsy Group Consultant or party Host. Nominations must be submitted in writing or by email to awards@scentsy.com, and must be dated by April 30 of the current year. You can find the nomination form in the **Resources** tab on your Workstation.

Award Received

- A personalized trophy
- A special feature article in the monthly newsletter, *Consultant Spotlight*
- Recognition at the annual Convention

Power Ranking

Qualifications

Top five Consultants at each Director level who score the highest on our Power Ranking Scale, which highlights those who achieve the greatest average among three categories: highest number of active frontline, largest percentage of active frontline, and highest average PRV in their team.

Award Received

- Personalized trophy and recognition at the annual Convention

Scentsy Group reserves the right to change or add new forms of Consultant recognition.

In the case of business partners or spouses working the same Consultant account, only one award (bracelet, pin, etc.) will be given per award.

Creating Income and Getting Paid

Compensation Plan

It's time to learn how to make your Velata business profitable! Scentsy Group's Compensation Plan offers commissions on personal sales and leadership bonuses as you build a team. As you set your Velata goals, it's important to consider the Compensation Plan in your map to success. Before long, you'll know the Compensation Plan backwards and forwards, so taking some time to understand how it works is well worth the effort.



The **Training Center** offers in-depth Compensation Plan training so you can make the most of it! Just visit the *Velata* section and view the available videos until you have a firm grasp on the details.

COMPENSATION PLAN															
	Monthly					Title									
	Personal Retail Volume (PRV)	Group Wholesale Volume (GWV)	Team Wholesale Volume (TWV)	Active Frontline Consultants	First Generation 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	Frontline Director (C) TWV Bonus	1st Generation Director TWV Bonus	2nd Generation Director TWV Bonus	3rd Generation Director TWV Bonus
* Lifetime Personal Retail Volume; must be attained before rank advancement.															
PRV is a global point system convertible to local currency using a peg rate, calculated by the formula "tax exclusive price / PRV." The current peg rate for U.S. is 1 PRV: \$1.															
SuperStar Director	500	80,000	10,000	3	4	25%	9%	9%	7%	5%	2%	3%	3%	4%	5%
Star Director	500	30,000	6,000	3	2	25%	9%	9%	7%	5%	2%	3%	3%	4%	
Director	500	10,000	2,000	3		25%	9%	9%	7%	5%	2%	3%	3%		
SuperStar Consultant	500	6,000		3		25%	7%	7%	5%	3%					
Star Consultant	500	2,500		2		25%	4%	4%	2%						
Lead Consultant	500	1,000		1		25%	2%	2%							
Certified Consultant	1,000*					25%									
Essential Consultant						20%									
RANK	RESPONSIBILITIES					REWARDS									

Check out the *Velata* Glossary on pages 30–31 for Compensation Plan terms and definitions.

Creating Income and Getting Paid

Scentsy Group's Compensation Plan is designed to support multiple countries—that's why commissions are paid based on Personal Retail Volume (PRV), rather than currency. In other words, Scentsy Group uses "points" instead of "dollars" when determining commissions earned. This allows Scentsy Group to maintain the same Compensation Plan for everyone as we expand into different countries.

Once commissions and bonuses are calculated—based on the points in PRV earned—the figure is converted to the appropriate currency. To pay commissions, Scentsy Group uses a calculation that includes a "peg rate" to convert PRV to local currency. The peg rate is set for a period of time and does not correspond to any currency exchange rate. **The current peg rate for the United States is 1.**

To calculate your monthly commission: PRV x Commission Percentage x Peg Rate = Commission

Personal Retail Volume (PRV)

As a new Consultant, you will earn a 20% commission on your PRV, or the point value of the commissionable products you sell.

As soon as you earn a cumulative total of 1,000 points in PRV, you will be promoted to Certified Consultant and begin earning a 25% commission. **That's a 5% raise you can earn right away!**

Once you promote to Certified Consultant, keep climbing! Your income opportunities continue to grow as you advance to each new title.

Recruiting New Consultants

When you subscribe to a Personal Website (PWS), you can sponsor new Consultants and build a Scentsy Group team. Here are a few things to keep in mind when recruiting:

- New Consultants must be at least 18 years of age or the age of majority in the Consultant's state of residence at enrollment.
- Consultants must be U.S. citizens or permanent residents, if enrolling in the U.S.
- They must have a valid Taxpayer Identification Number (Social Security Number or Employer Identification Number).
- New Consultants must accept the Independent Consultant Agreement and purchase a Starter Kit.

As a Velata Consultant, you are eligible to sponsor new Velata Consultants or new Scentsy Wickless Consultants, even if you don't sell Scentsy Wickless yourself. This allows your recruits to choose the brand they're passionate about and still join your team!



Visit the [Training Center](#) to learn all you can about creating income and building a team!

Creating Income and Getting Paid

Scentsy Group Pay Portal

As a Velata Consultant, you receive a Scentsy Group Pay Portal account where your commissions and bonuses are loaded every pay day. You can access your Scentsy Group Pay Portal account by going to the Scentsy Group Pay Portal link on your Workstation or to www.scentsypay.com. If you already have a Scentsy Wickless Pay Portal, you will use the same Pay Portal and Compensation Card to access your earnings.

From your Scentsy Group Pay Portal account, you can transfer your earnings to up to two personal bank accounts. For more information on the Scentsy Group Pay Portal, go to the **Training Center** on your Workstation or to the FAQ section on the Pay Portal home page.

Scentsy Group Compensation Card

All U.S. Consultants will receive a Compensation Card in the mail approximately 15 days after joining Scentsy Group. Once you activate your card, your commissions and bonuses will automatically be "cashed-out" to your card. If you wish to change how your commissions and bonuses are being distributed, log in to your Pay Portal account. If you already have a Compensation Card through Scentsy Wickless, you will not be issued a new card. If you are having problems with your card, call 1.866.277.1790.

Pay Days

Commissions and bonuses for each month are loaded to your Scentsy Group Pay Portal account by the end of the day on the tenth day of the following month; if the tenth falls on a weekend or a bank holiday, commissions will be paid on the next business day. To be included in the following month's commission payment, orders must be submitted any time during the qualifying month, but prior to the end of the day (23:59 PT) on the last day of the month. Ranks and titles are updated when commissions are paid.

Example: Any qualifying sales during the month of April earn a commission payment by May 10.

Checking Account

We recommend setting up a separate checking account exclusively for your Velata business so you do not commingle funds between your personal and business accounts. This will allow you to track your business expenses and follow your financial progress.

Income Tax Form 1099

Consultants who earn \$600 or more in commissions, awards, and/or bonuses in a calendar year will receive a Form 1099 from Scentsy, Inc. for tax purposes. This will be available in the **Account** tab on your Workstation. If you earn \$599.99 or less, you will not receive a 1099. Scentsy Group accounts can be listed as a business entity and have a 1099 issued to an Employer Identification Number. Consultants who wish to list their account as a business must submit the Business Entity form (specifying their business name and EIN), located under *Scentsy Group Documents* in the **Resources** tab on your Workstation, to accountservices@scentsy.com. You will only receive one 1099 for all Scentsy Group brands.



Go to the *New Consultant* section in the **Training Center** for Pay Portal and Compensation Card information.

Important Information

Accepting Card Payments from Customers

Gather ALL information on the Order Form: name, credit/debit card number, expiration date, and the security code on the back of the card. Velata accepts Visa, MasterCard, American Express, and Discover. Keep in mind that receiving a customer's card information is a sacred trust—treat that trust with care. Your customer's card information will be transmitted to Velata at the time you place the order online. You will not be running the card yourself—Scentsy Group will process all card payments through your Workstation.

Checks Must Be Payable to You

Velata 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. Be sure there is a phone number on checks you receive and that your customer's check clears your account before you deliver product.

Tax Rates

Sales tax is collected on all Velata orders. The Workstation will determine the tax rate for the order based on the shipping address and product type. To find the appropriate tax rate, set up your party in your Workstation beforehand. In some areas, food items may be taxed differently than non-food items. To know the appropriate tax rate, add both food and non-food items to an order. Always collect taxes based on the rate of the location to which your order is being sent.

Example: If you hold a party in Oregon, which has no sales tax, but have the party order shipped to an address in Idaho, which has a tax rate of 6%, you will be charged 6% tax on your entire order.

Policy for Inactivity

A Consultant must have a monthly total of at least 150 points in Personal Retail Volume (PRV) at the Scentsy Group level during at least one month in a consecutive three-month period to be current. Consultants who do not meet this minimum qualification will lose their downline, but keep their account. Their downline will roll up to their Sponsor. If a Consultant earns no PRV during the six-month period ending on December 31, their account will be cancelled on January 1. To review your (and your downline's) activity, go to the **Performance** tab on your Workstation and click on *Start a New Report*.

If a Consultant is inactive for two consecutive months, a checkmark will appear in the box for the *Will Lose Downline* column during the third month, until 150 PRV points are earned. The 150 points in PRV can come from individual customer orders, party orders, or online orders made through your Personal Website.

If your Velata account is cancelled, you may be eligible to restore your account by contacting Account Services at accountservices@scentsy.com.



Contacting Consultant Support

If you have a question or issue, contact your Sponsor first. It's important to develop a relationship with your Sponsor—who better to help you than someone with first-hand experience as a Consultant?

If your Sponsor is unsure of the answer or unable to help you, your next best resource is Consultant Support. Create a Support Ticket in the **Support** tab of your Workstation to get the fastest response!

Before contacting Consultant Support, here is some information commonly requested by Consultants:

Shipping Times

Velata policy is to have your order shipped within ten business days from the date the order is submitted. 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. You can check the shipping status of your order through your Workstation by going to the **Orders** tab and viewing your **Order History**. If your order has not shipped within ten business days, submit a Support Ticket.

Back Orders

If your Order Status indicates "PBO," 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" and a new "Tracking" code will be assigned.

Broken or Damaged Items

Velata will exchange broken, damaged, or defective items. Submit a Support Ticket on your Workstation with the following information: Consultant ID Number, order number, customer name, item that needs to be exchanged, description of what is wrong, and a shipping address.

A Consultant Support Representative will place an exchange order. If an item is damaged during shipment or defective, Velata is accountable for all shipping charges and will send a return shipping label to use in sending back the damaged/defective item. If you neglect to mail the damaged/defective item back to Velata within ten days, the value of the exchanged product will be deducted from your commissions. To exchange an undamaged product, you (or your customer) will be held accountable for return shipping charges. The exchange must take place within 30 days of receipt.

Consultant Support Contact Information

Email: support@scentsy.com

Toll free: 877.855.0617

Consultant Support Hours: 5 a.m. to 10 p.m. (MT), Monday through Friday

SG Success Support Hours: 9 a.m. to 5 p.m. (MT), Monday through Friday



Frequently Asked Questions

Here are a few of the most common questions we receive from Consultants and customers. Familiarize yourself with these answers and you'll be a Velata expert in no time!

Q. What does "Velata" mean?

A. Velata, pronounced VEH-LAW-TUH, is the Latin word for "veiled" or "covered."

Q. What's the difference between a Scentsy Wickless warmer and a Velata warmer?

A. Unlike Scentsy Wickless warmers, Velata's silicone dish is microwave-safe and dishwasher-safe and is suitable for warming and serving food. Velata warmers use a patent-pending technology that keeps the melted chocolate at the perfect temperature—warm enough to stay melted, but cool enough not to scorch.

Q. What type of light bulb does a Velata warmer use?

A. Velata Fondue Warmers use a 25-watt light bulb.

Q. Can I use a Scentsy Wickless warmer for Velata chocolate?

A. No. Scentsy Wickless warmer dishes are not made for food use.

Q. Can I use my Velata dish with my Scentsy Wickless warmer?

A. Velata warmers are designed to work with the accompanied dish. The type of ceramic material, the number of vent holes, and the position of the light bulb relative to the dish are all factors that can change the temperature of the chocolate. Use Velata warmers for warming chocolate; Scentsy Wickless warmers for warming wax.

Q. What kind of chocolate is used?

A. Velata uses premium Belgian chocolate—the finest chocolate in the world.

Q. Can I use other brands of chocolate in a Velata warmer?

A. Our warmers are calibrated to work with the varieties of chocolate we sell. You will not get a better experience using any other chocolate. The Velata warranty will not cover damage caused by non-Velata brand products.

Q. How do I melt the chocolate?

A. Velata chocolate comes in a microwaveable pouch. It is designed to be melted in the microwave and kept warm in the Velata warmer.

Q. Can I melt the chocolate directly in the warmer?

A. Velata chocolate can be removed from the pouch and melted in the warmer instead of the microwave. Please allow 45 minutes for the chocolate to melt.

Q. Do I use the whole pouch at once?

A. Each microwave-safe pouch holds just the right amount of chocolate to fill the dish.

Q. What is the best way to store any leftover chocolate once it has been melted?

A. If any melted chocolate remains in the dish, first let it cool, then cover it with plastic wrap or a warmer lid and store in the refrigerator. Velata chocolate may have a cloudy appearance once melted and cooled. Taste, quality, and appearance are unaffected when re-melted.

Frequently Asked Questions

Q. What is the expiration date on the chocolate, both before and after the pouch is opened?

A. Please follow the "Best by" date on your Velata chocolate pouch.

Q. How do I clean the chocolate out of the dish?

A. The Velata Fondue Warmer Dish is dishwasher safe! Or use soap and warm water to clean your dish.

Q. Is Velata gluten-free? Dairy-free? Sugar-free?

A. All Velata chocolate is gluten-free. Our dark chocolate is dairy-free, but processed on the same line as products that contain dairy. No Velata products are sugar-free, but we are exploring sugar-free options.

Q. Does Velata contain peanuts or tree nuts and/or is it processed in a facility that processes products that contain peanuts or tree nuts?

A. No. Velata does not contain any peanuts or tree nuts and is not produced in a facility that processes products that contain peanuts or tree nuts.

Q. Can Velata Consultants sell product online?

A. Yes, but only through your Velata Personal Website (PWS).

Q. Can Velata Consultants sell product on eBay or Craigslist?

A. No. Consultants are prohibited from selling on any online auction site or service.

Q. Can Velata Consultants sell at fairs and events?

A. Yes. Consultants are allowed to sell at temporary events and expos in their country of residence. You can purchase inventory to resell at the events or take orders, at your preference. But only one Velata booth can exhibit at a fair or event at one time and may not be combined with any other brand.

Q. Can Velata Consultants sell in retail stores?

A. No, but you can set up a promotional display in a retail location, with marketing materials to generate new customers.



Top 20 Policies

Quick Tips for New Consultants

Reading and understanding Velata's *Policies and Procedures* document will help you run your business effectively. Here is a summary of the 20 most asked-about policies. We encourage you to go to the *Policies and Procedures* document in the **Resources** tab on your Workstation and read the full text of these policies.

New Consultant Enrollment and Training

- 1 New Consultants must enroll in Velata under their intended Sponsor. No sponsorship changes will be allowed except under exceptional circumstances. (Section 7.4.1)
- 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 Hosts are obligated to deal fairly and honestly with your customers. (Section 11.2)
- 4 When you join Velata, 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 4.4)
- 5 To remain a Velata Consultant, you must have at least one point in PRV in the six months ending December 31. If you do not earn 150 PRV points at the Scentsy Group level during at least one month in a consecutive three-month period, you will lose your downline—which will roll up to your Sponsor—but you may continue to sell Velata. If no PRV points are earned within the six-month period ending December 31, your account will be cancelled on January 1 of the following year. (Section 13)
- 6 All home party orders must be submitted within five days of the date of the home party. 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)
- 7 You may participate in other direct selling ventures, but you may not promote other non-Scentsy Group companies and products together with Velata products. To promote to Director, you may not participate in or be a representative of another direct selling company. (Section 11.5.1)
- 8 When enrolling a Consultant there cannot be any promise of any incentive in connection with the enrollment action. The enrollment must stand alone without any incentive for enrollment. (Section 7.4.4)
- 9 As a Consultant you are allowed to operate, own, have an interest in, or receive compensation from only one Scentsy Group business (which may include multiple Scentsy Group brands). Individuals from the same household and their dependents may not have an interest in more than one Scentsy Group business. (Section 7.5)
- 10 You, or members of your immediate household, are not allowed to sell any non-authentic products or services to other Scentsy Group Consultants when such products are related to the conducting or maintaining of a Scentsy Group business. (Section 11.5.2)

Top 20 Policies

- 11 You are allowed ONE external website or blog to personalize your Velata business and promote the Velata opportunity. If you sell multiple Scentsy Group brands, you must choose one brand to feature on your one external website. (Section 6.4.5.2)

Shipping and Warranties

- 12 Shipping is free for qualifying party orders within the contiguous U.S. Direct-ship orders and orders to Alaska, Hawaii, U.S. territories, or APO/FPO addresses incur a charge. (Section 7.3.2)
- 13 Velata products come with a Lifetime Replacement Warranty for manufacturing defects and a 30-day Satisfaction Guarantee for replacement or exchange. (Section 9)

Retailing

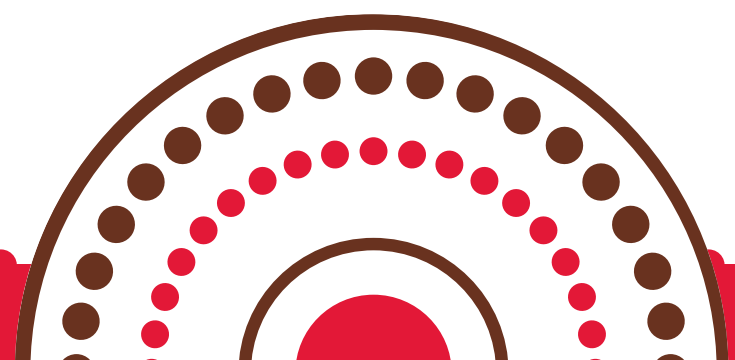
- 14 You cannot sell Velata products in a retail store, including mall kiosks (Section 6.5.1), nor do cooperative advertising and/or promotion with retail entities. (Section 6.5.3)
- 15 You can sell Velata products in the country in which you enrolled on a cash-and-carry basis at fairs, shows, expos, and other temporary events, but must adhere to specific procedures when you do so. (Section 6.5.4)

E-Commerce and Web Marketing

- 16 You may not use or register any name that uses the word "Velata," "Scentsy," or any derivatives, for a URL/domain name, an email address, a nickname, or an online alias. (Section 6.4.1)
- 17 You may not list or sell Velata 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 and 6.4.4.3)

Advertising and Promotion

- 18 When marketing your Velata business, your efforts must promote the good reputation of Scentsy Group. You must avoid discourteous, deceptive, misleading, or unethical practices. (Section 6.2)
- 19 You must sell Velata products in their original packaging and may not repackage, re-label, or alter the products or labels (other than adding a personalized sticker) in any way. (Section 6.2.6)
- 20 If you want to use a Velata logo in your marketing efforts, you must use the Independent Velata Consultant logo. You may not use the corporate Velata logo. (Section 6.2.1)





International Sales and Sponsoring

Your “home” country is the country you specified during the enrollment process. Your “home” Region is the Scentsy Group Region your home country is located in. Velata products are currently available in Region 1 only, the United States, its territories, and Canada, so you have the opportunity to sponsor new Consultants and/or sell Velata products in these countries.

To sell and/or sponsor outside of your home country, you must agree to an In-Region International Service Fee, which allows you to **sell and sponsor** in other countries within your home Scentsy Group Region. You are also required to have a country-specific International Sales and/or Sponsoring Agreement when you agree to an International Service Fee.

Once you have accepted a Scentsy Group International Service Fee, there is no additional cost to enroll in country-specific International Sales and/or Sponsoring Agreements within that Region.

The combination of an International Service Fee and a country-specific International Sales and/or Sponsoring Agreement provides the following services:

- Currency conversions and tax collection related to your sales and/or the sales of your downline which take place outside of your home country.
- PWS translations into local languages and currencies.
- Country-specific product offerings, pricing, and shipping (where applicable).
- Ability to sponsor new Consultants in that country.
- Access to the Workstation for that country, including training material, Scentsy Group’s *Policies and Procedures*, and other tools to help you grow and lead your team outside your home country.

These International Service Fees also help to cover the administrative costs involved with bonus payouts and currency conversion, and must be collected to process your bonus(es) on your downline sales outside of your home country. **If any of your downline has volume outside of your home country, you may want to keep the International Service Fees in effect on a monthly basis.**

International Service Fee: In-Region

Price: \$5 per month

If you’d like to sell and sponsor outside of your home country, or have downline that you expect to earn bonuses on, agree to an In-Region International Service Fee and enroll in the country-specific International Sales and Sponsoring Agreement. You must have a country-specific International Sales and Sponsoring Agreement for each country in which you’d like to do business.

To agree to an International Service Fee, go to *My Subscriptions* in the **Account** tab on your Workstation.



Go to the *Sponsor* section in the **Training Center** for more information on International Sales and Sponsoring!

Velata Glossary

- Active** A Consultant is considered active if they have at least 150 points in Personal Retail Volume (PRV) at the Scentsy Group level during the monthly commission period. Consultants within your downline must meet this amount to be considered active as listed on the Compensation Plan.
- Bonus** The amount paid out to leaders (Lead Consultants and above) as a percentage of Personal Wholesale Volume (PWV) on personal sales and the Team Wholesale Volume (TWV) of downline Consultants' sales at the Scentsy Group level.
- Brand** Scentsy Group is the umbrella company to two brands, Velata and Scentsy Wickless. All Scentsy Group Consultants are eligible to sell either brand after purchasing the Starter Kit and signing the Consultant Agreement for each brand. If a Consultant signs up to sell only one brand, he/she is still eligible to sponsor new Consultants to sell either Scentsy Group brand.
- Commission** The compensation paid to a Consultant for the personal sales of commissionable Velata products.
- Current** A Consultant is considered current if they maintain an account and can place orders on the Workstation.
- Director (Q)** The title assigned to any Director who has not qualified for the Director rank for three consecutive months.
- Downline** A Consultant's frontline and all Consultants enrolled under their frontline.
- Frontline** All Consultants in the first level of a Consultant's downline. These are the Consultants you personally recruit.
- Generation** A term to describe the relationship of one Director to the next Director in their downline.
- Group** A Consultant and everyone in their downline.
- Group Wholesale Volume (GWV)** The sum of the Personal Wholesale Volume (PWV) of each person in a group.
- Home Country** Country you specified during the enrollment process.
- International Agreements** These are Sales and/or Sponsoring Agreements specific to each country in which you would like to do business internationally. Once you agree to the International Service Fee for a specific Region, you must agree to at least one country-specific Sales and/or Sponsoring Agreement. See page 29 or go to the **Account** tab on your Workstation for more details.
- International Service Fee** If you wish to do business internationally, you must agree to an International Service Fee. See page 29 or go to the **Account** tab on your Workstation for more details.
- Level** How your downline is organized and the distance of each downline Consultant from you.
- Peg Rate** A calculation applied to PRV to convert PRV points to local currency to pay commissions. The peg rate is derived by dividing the local sales price of a Velata Fondue Warmer before tax by the global PRV for that warmer. The current peg rate for the United States is 1. See page 21 for more information.
- Perpetual Party Reward** If a guest at a party books his or her own Velata party, the original Host will receive an additional half-price item when they attend that qualifying (\$150 or more) party.

Velata Glossary

- Personal Retail Volume (PRV)** The point value of commissionable products you sell. If enrolled in more than one Scentsy Group brand, PRV will accumulate between brands. PRV is a global point system convertible to local currency using a peg rate. The current peg rate for the United States is 1 (one point in PRV equals \$1 [USD] in retail sales), with the exception of licensed products and Host Rewards.
- Personal Website (PWS)** When you join Velata, you get a FREE three-month subscription to your own Personal Website (PWS), which will help you promote your business, collect online orders, announce online parties, and recruit new Consultants. You can maintain your PWS for a subscription fee of \$10 per month after the first three months.
- Personal Wholesale Volume (PWV)** 75% of the point value of commissionable products that you sell. $PRV \times 75\% = PWV$.
- Rank** The qualification level at which the Consultant's compensation will be determined from month to month.
- Roll Up** When a vacancy occurs in a downline organization due to the cancellation of a Consultant's business, everyone shifts up one level; so the first level (or frontline) of the cancelled Consultant now becomes the first level (or frontline) of the cancelled Consultant's Sponsor.
- Scentsy Group** The umbrella company to Velata and Scentsy Wickless.
- Scentsy Group Region** A grouping of countries defined by Scentsy Group. Currently, there are two Scentsy Group Regions. Region 1 includes the United States and its territories and Canada. Region 2 includes the United Kingdom, Germany, and Ireland. Velata products and the business opportunity are only available in Region 1.
- Sponsor** The individual you enrolled under to become a Velata Consultant.
- Starter Kit** The Starter Kit contains the tools necessary to start your Velata business. This \$99 kit is required as part of your enrollment as a Velata Consultant.
- Team** A Consultant and their downline, excluding any Directors in their group and those Directors' downlines.
- Team Wholesale Volume (TWV)** The sum of the Personal Wholesale Volume (PWV) of each person on a team.
- Title** The highest rank achieved by a Consultant to date or Director (Q) (see page 30). A Consultant's title only changes by advancement, except in the case of a change to Director (Q) status.
- Training Center** A centralized location for all training content for all Velata Consultants. Access the **Training Center** by clicking the link in the upper right corner of your Workstation home page.
- Workstation** This is the heart of your Velata business. You will use it to place and track orders, set up your events, track your sales, get information on Velata news and events, and much more. You can log in with your Consultant ID and password at workstation.scentsy.us.

Shipping Charts

CONTIGUOUS U.S.	Retail Sales		
	Minimum	Maximum	Shipping Charge
Individual Orders and Personal Website Orders	\$0.01	\$49.99	\$5.00
	\$50.00	\$149.99	10%
	\$150.00	Unlimited	FREE
Party Orders	\$150.00	Unlimited	FREE
Party Order—Direct Shipment*	\$0.01	\$49.99	\$5.00
	\$50.00	Unlimited	10%
SG Success Order	\$0.01	\$29.99	\$5.00
	\$30.00	Unlimited	FREE

ALASKA, HAWAII, U.S. TERRITORIES, AND APO/FPO ADDRESSES	Retail Sales		
	Minimum	Maximum	Shipping Charge
Individual Orders and Personal Website Orders	\$0.01	\$34.99	\$7.00
	\$35.00	\$149.99	20%
	\$150.00	Unlimited	10%
Party Orders	\$150.00	Unlimited	10%
Party Order—Direct Shipment*	\$0.01	\$34.99	\$7.00
	\$35.00	Unlimited	20%
SG Success Order	\$0.01	\$29.99	\$7.00
	\$30.00	Unlimited	FREE

*Orders sent directly to a customer instead of to the primary shipping address chosen by the Consultant.

Scentsy Group Contact Information

Please submit a Support Ticket before attempting to contact Scentsy Group's home office by email.

SCENTSY GROUP DEPARTMENT	TOPIC OF YOUR QUESTION, SUGGESTION, OR CONCERN	EMAIL ADDRESS
Account Services	Suspensions, voluntary cancellations, restorations, Social Security updates, new Consultant welcome calls	accountservices@scentsy.com
Awards/Incentives	Nominations and questions specific to annual awards, monthly awards, start-up awards, and incentives	awards@scentsy.com
Compliance	Internet marketing, logo usage, promotional materials	adapproval@scentsy.com
Consultant Support	Velata <i>Policies and Procedures</i> , domain and email name issues, guidelines for fairs and shows, order status, product questions, special requests, ordering assistance, Workstation questions, rank advancements, troubleshooting of any kind, returns, lost shipments, and product issues	support@scentsy.com
Events	Convention, Spring Sprint, Boot Camp, incentive trips, Leadership Retreat	events@scentsy.com
Finance	Commissions, bonuses, Compensation Plan	commissions@scentsy.com
	Velata Pay Portal issues	payportal@scentsy.com
	1099-MISC forms	finance@scentsy.com
	Sales tax	salestax@scentsy.com
Media Relations	Publicity, public relations, media relations	mediarelations@scentsy.com
Product Development	Product suggestions and feedback	productideas@scentsy.com
Scentsy Family Foundation	Charitable donations, sponsorships, scholarships, cause warmer suggestions	www.scentsyfamilyfoundation.org
SG Success	SG Success, communications, and questions	sgsuccesssupport@scentsy.com
	SG Success product ideas	sgsuccessideas@scentsy.com
Subscriptions	Personal Website, Scent and Warmer of the Month, International Service Fees	subscriptions@scentsy.com
Training and Development	Training, personal development, business development	training@scentsy.com
Velata News	Email communications from home office, <i>Consultant Spotlight</i> newsletter	news@scentsy.com

Scentsy Group Compensation Card 1.866.277.1790



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