



*New Consultant*  
**START-UP GUIDE**



*United States*



# Welcome to Scentsy

We are so happy you have decided to join Scentsy. It's very important to us that your work be fulfilling, challenging, and fun! Now that you're part of the Scentsy family, you have the opportunity to reach your goals, support *your* family, and make a contribution to the world by sharing ground-breaking products and a thriving business opportunity with others.

At Scentsy, we have built our business practices on three core values: Simplicity, Authenticity, and Generosity. When you embrace these values and our efforts to "contribute more than we take," your contribution and rewards will grow as Scentsy continues to expand and flourish. Whatever your goal, Scentsy provides you with an opportunity to achieve it without having to compromise what you value most: the relationships in your life.

With five wonderful children, we often become concerned with how our work life affects our family. It is our vision that through your association with Scentsy, you will be able to create an income doing something you truly love—so you can have more time with the ones you love!

Now that you've received your Starter Kit, get well acquainted with everything in it. Try the products, review this guide, visit your Workstation and the Training Center, and schedule your launch party right away while your excitement is high. And don't worry: this is all explained further in the next few pages—there's even a helpful Scentsy Glossary in the back.

We can't wait to see what unique talents you bring to Scentsy. In fact, because you're here Scentsy will never be the same! Your willingness to join our team, your enthusiasm for our products, and your dedicated efforts are a blessing we'll always cherish. Thank you for your association with Scentsy and God bless.

Sincerely,

Heidi Thompson  
President

Orville Thompson  
CEO

## The Scentsy Mission

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



**The Thompson Family**

# 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, get information on Scentsy news and events, 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 displays the Scentsy Consultant Workstation Home page. The page features a navigation menu at the top with links for Home, News, Account, Contacts, Orders, Events, Performance, Resources, Communication, and Support. A sidebar on the left titled 'My Scentsy Business' shows performance metrics for May 2011, including Volumes, PIV, TWV, GWV, and State. The main content area is titled 'Workstation Home' and includes a 'BREAKING NEWS' banner. Below the banner is the 'Order History' section, which shows a table of completed orders. The table has columns for Order Number, Name, Order Type, Submit Date, Grand Total, and Status. The table lists 20 orders, with the first one being a Consultant Tes for \$10.00, submitted on 5/4/2011 at 5:53 AM.

Order Number	Name	Order Type	Submit Date	Grand Total	Status
3673024	Consultant Tes	PWS Subscription	5/4/2011 5:53 AM	\$10.00	Shipped
36590456	Robbie Jackson	PWS	5/3/2011 5:48 AM	\$37.03	Printed
36590453	Chris Williams	Individual	5/3/2011 5:44 AM	\$36.80	Printed
35062254	Consultant Tes	Courtesy	4/20/2011 2:21 PM	\$0.00	Printed
34871306	Consultant Tes	Ecommerce	4/17/2011 5:05 AM	\$5.00	Shipped
34871305	Consultant Tes	Ecommerce	4/17/2011 5:01 AM	\$10.68	Shipped
32838018	Consultant Tes	PWS Subscription	4/3/2011 4:42 AM	\$10.00	Shipped
31660127	Consultant Tes	Courtesy Exchange	3/29/2011 2:28 PM	\$0.00	Shipped
32232819	Consultant Tes	Alternate Exchange	3/29/2011 2:28 PM	\$0.00	Shipped
32232818	Consultant Tes	Courtesy	3/29/2011 2:20 PM	\$0.00	Shipped
32232133	Consultant Tes	Courtesy	3/29/2011 11:23 AM	\$0.00	Shipped
32230191	Consultant Tes	Courtesy	3/29/2011 11:19 AM	\$0.00	Printed
32228199	Consultant Tes	Exchange	3/29/2011 10:59 AM	\$0.00	Shipped
31845912	Robbie Jackson	Individual	3/29/2011 12:13 AM	\$13.54	Shipped
31495998	Consultant Tes	Courtesy	3/23/2011 4:02 AM	\$0.00	Shipped
31495983	Test Order	Individual	3/23/2011 3:41 AM	\$31.30	Shipped
31495971	Test Order2	Individual	3/23/2011 3:05 AM	\$31.69	Shipped
31495968	Test Order2	Individual	3/23/2011 2:42 AM	\$37.03	Shipped
31495962	chris williams	Individual	3/23/2011 2:20 AM	\$56.88	Shipped
31495958	Robbie Jackson	Individual	3/23/2011 1:57 AM	\$37.03	Shipped

## To log in to your Workstation:

- 1 Go to [workstation.scentsy.us](https://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 **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 Scentsy 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 Scentsy, from hosting a party to joining your team!

## Orders

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

## Events

From our annual Scentsy 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 Scentsy 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 *Consultant Spotlight* newsletters or the *Scentsy News Weekly Update*, look up Frequently Asked Questions, download high-resolution images for event banners, brush up on Scentsy's *Policies and Procedures*, and much more.

## Communication

Communicate with your teammates, customers, and contacts and personalize your monthly *Making Perfect Scents™* customer e-newsletter each month. *You must have a Personal Website to use the customer e-newsletter.*

## Support

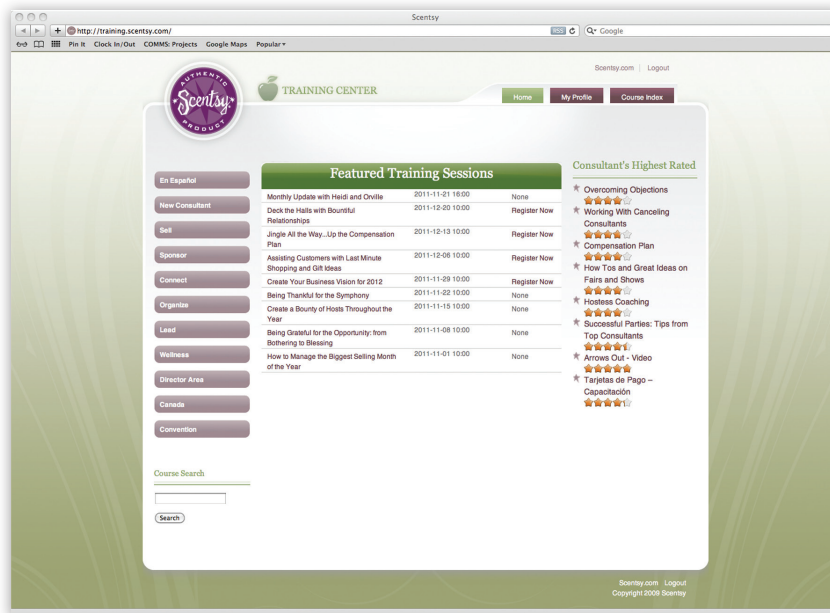
It's never been easier to get help when you need it! Use this tab to submit a Support Ticket when you have a question, problem, or concern. While our Consultant Support Representatives may also be reached by phone or email, submitting a Support Ticket is the *fastest* way to get the help you need.

# Consultant Workstation

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

**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 Scentsy expertise.

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



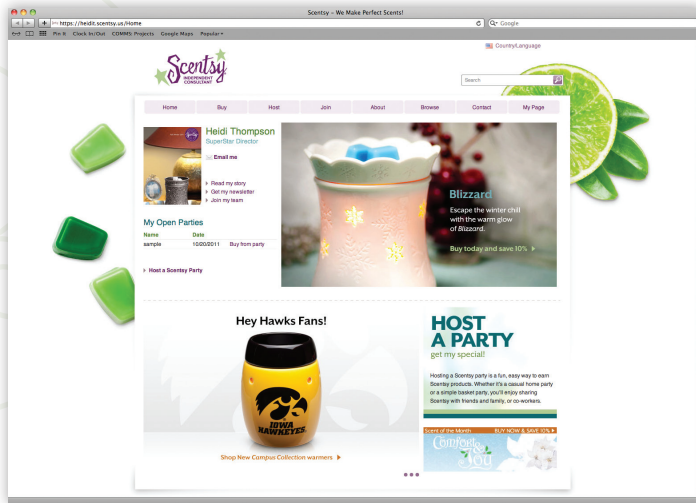
**Success Library:** This link takes you to a website full of resources for personal and professional development, provided by the experts at *Success* magazine.

**Scentsy Select:** Every business comes with expenses, but with *Scentsy Select*, you can enjoy exclusive discounts on the items you need most.

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

# Your Personal Website



When you join Scentsy, 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 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 Scentsy!

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 Scentsy journey with everyone who visits your PWS!

Use the other tabs to manage the look and feel of your PWS—you can even select a theme for the entire site from among several Scentsy options!

*Helpful Hint: When personalizing your website name, be sure not to include “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!

# 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 Scentsy. 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 you achieve the success you want!

Clearly define your primary Scentsy 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 Scentsy business around work and/or family. In fact, involve your family when planning your Scentsy calendar 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 *Organize* 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 Scentsy 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.

**Scentsational Start Award**—must be earned within 70 days of enrollment.

See pages 14-15 for award details.



Check out the *New Consultant* 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 Scentsy 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 Scentsy customers and Hosts so you can schedule more parties and begin sharing the Scentsy 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 Scentsy products and a desire to share them with others.



Check out the *New Consultant* 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 in the way that works best for you: 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 Scentsy 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 Scentsy orders based on the rate of the shipping destination.

# Launching Your Business

## Scentsy Success

Shop the *Scentsy Success Order* link in the **Orders** tab in your Workstation for catalogs, order forms, invitations, bags, Scentsy apparel, décor, and other items you can use to help grow your business!

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

New Consultants can take advantage of a one-time offer for one large or small car vinyl at half price. To receive the discount, enter code: PLVINYL at checkout.

### 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 Scentsy!

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 seen and fallen in love with the products, so now all that's left to do is 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 Scentsy 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 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 *New Consultant and Sell* sections in the *Training Center*!

\*PowerLaunch discounts are ONLY available for your first 70 days when ordering from Scentsy Success 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 Scentsy 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 Scentsy business.

## *Friends and Family*

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## *Spouse's Friends and Family*

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

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## *Neighbors and Acquaintances*

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## *Teachers*

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## *Someone Who Loves Candles*

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## *Contacts Through Children*

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## *Co-workers*

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## *Someone Who Travels*

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## *Someone Who Wants Extra Income*

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## *Church or Social Contacts*

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## *Places You Do Business*

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# Your List of 100

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

## What's Your Party Style?

There isn't just one way to share Scentsy with others! When it comes to experiencing Scentsy products, we offer a variety of options—from living room to workspace to cyberspace—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, whether they're already fans or new to Scentsy. Your Host will provide the location, invite friends and family, and supply simple refreshments—you take care of the rest. Pass around more than 80 scent testers and share the Scentsy business opportunity, interest others in hosting a party, and show them how much fun you can have as a Scentsy Consultant!

#### *Open House Style*

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—you can even set up small displays in several rooms! It's the ultimate casual Scentsy experience.

### 2 The Basket Party

While it may not offer the full social experience of a home party, the Scentsy basket party is the perfect alternative for guests-on-the-go. Provide your Host with a beautiful display basket full of Scentsy product samples, order forms, and all the information they'll need. Give your Host 10-14 days to share it with as many people as they can at as many locations as they like. Then collect the basket and completed order forms and enter them into your Workstation.

### 3 Outside Orders

Encourage your Host to collect orders before the party from guests who can't attend to maximize their Host Rewards! Guests can also join a party on your Personal Website (PWS) and place their own orders there. Online ordering is great for repeat customers, too—that's one of the benefits of having a PWS!



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

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

- To earn Host Rewards, your Host must throw a qualifying party of at least \$150 in sales, excluding tax and shipping.
- The product awarded to the Host is paid for by Scentsy—discounts and free product will not come out of your commissions.
- 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!*
- *Campus Collection Warmers, Patriot Collection Warmers*, and charitable cause products are not available to purchase using Host Rewards or in Combine and Save, to make the most of each contribution opportunity.
- Host Rewards do not count toward Personal Retail Volume (PRV).

Use the handy chart below to understand and be able to confidently explain the benefits of Scentsy'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 Scentsy 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* brochure, *Monthly Specials* flyers, and other helpful tools.

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



Go to the [Training Center](#) to get creative ideas for your Host Packet!

*Certain states now require Scentsy 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@scentsy.com](mailto:salestax@scentsy.com) for more information on proper sales tax calculation in your state.*

## Monthly Subscriptions and Fees

Scentsy offers Consultants subscriptions to monthly product specials, which they can receive before products become available to customers. They are offered to Consultants at a discounted price. In addition, a 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 Scentsy products and recruit new Consultants. A PWS subscription is required if you want to sell internationally and/or sponsor new Consultants. *You must have a PWS to access the customer e-newsletter.*

### **Making Perfect Scents™ Monthly Customer e-Newsletter**

Your PWS subscription includes Scentsy's monthly e-newsletter service. *Making Perfect Scents™* is automatically sent out to your customers' email addresses the first Wednesday of every month. Be sure to tag new customers or contacts to receive the e-newsletter by selecting the "Newsletter Subscriber" Contact Tag when you add a new contact in the **Contacts** tab on your Workstation. Links within the newsletter take customers directly to your PWS where they can buy products, host a party, join your team, or request information.

You can add a personalized photo and message to your e-newsletter by going to the **Communications** tab on your Workstation. For more information, check out the *Newsletter FAQs* in the **Resources** tab.

### **Scent of the Month Kit\***

Price: \$35 per month

The Scent of the Month Kit contains products to help Consultants promote a brand new scent being released the following month. The kit includes 11 Scentsy Bars, one Scentsy Room Spray, one Party Tester, one Mini Tester, and 50 copies of the *Monthly Specials* flyer.

### **Scent & Warmer of the Month Combo Kit\***

Price: \$60 per month

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

### **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. The In-Region International Service Fee allows you to sell and sponsor in other countries within your "home" Scentsy Region. The Out-of-Region International Service Fee allows you to sponsor (but not sell) in other Scentsy Regions. Refer to pages 28-29 for detailed information on International Services Fees and the Agreements that must accompany them.

\*Prices and contents subject to change without notice.

## Awards & Recognition



You work hard to make your new Scentsy business grow—you deserve to be recognized for your efforts! Scentsy gives every Consultant opportunities 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 only, the **Shooting Star Award** and **Scentsational Start Awards**.

### **Shooting Star Award\***

Sell 500 points in PRV **during your first 15 days as a 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 special Shooting Star charm and bracelet! Track your progress in the **Performance** tab on your Workstation.

Earn this award to also be eligible to purchase the Shooting Star Enhancement Kit: DISCOUNTED Scentsy product you can use in party displays and promotions or resell to your customers! The purchase cost is \$200 (plus tax), and you get more than \$300 worth of products and business builders. Scentsy 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 the kit, you must purchase it within **90 days**. 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 amazing incentive!

\*Prices and contents subject to change without notice.



## Awards & Recognition

The Scentsational Start Awards program 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 Consultant. Day one is the day you enroll 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\*
- Green Scentsy Scentsational Start lapel 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\*
- Purple Scentsy Scentsational Start lapel 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\*
- Teal Scentsy Scentsational Start lapel pin
- Certificate of Achievement
- Name in Scentsy's monthly newsletter, *Consultant Spotlight*
- Scentsy Star paperweight

\*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.

## Scentational 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 lapel pin, Certificate of Achievement, and product credit in the amounts listed below. Level 3 Consultants will also be recognized in Scentsy's monthly newsletter, *Consultant Spotlight*.

<b>Level</b>	<b>PRV</b>		<b>Active Recruit</b>		<b>PRV</b>		<b>Product Credit</b>
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 & Recognition

## Monthly Awards

These awards are given monthly by Scentsy to all Consultants who qualify and are current at the end of the qualification period. Each award may be earned numerous times.

### *The Scentsy Bracelet*

- Sent with the first monthly award 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's monthly newsletter, *Consultant Spotlight*, for first-time achievers
- Sales charm for first-time achievers

## NEW 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's monthly newsletter, *Consultant Spotlight*, for first-time achievers

## NEW 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's monthly newsletter, *Consultant Spotlight*, when three or more personal recruits achieve Shooting Star within one month
- Shooting Star charm

*\*Maximum of one charm per month.*

# Awards & Recognition

## Top Sales of the Month

### Qualifications

- This award is given monthly 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'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's monthly newsletter, *Consultant Spotlight*
- Sponsoring charm

## Annual Awards

Annual Awards are announced at Scentsy's annual Convention. Qualification period runs from June 1-May 31.

### 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 Scentsy's annual Convention and in the *Consultant Spotlight* newsletter, a Certificate of Achievement, a personalized trophy, and a \$1,000 bonus

### Annual Mentor Award—Prior to June 1, 2012

#### Qualifications

- Personally sponsor 20 or more new Consultants who enroll and become active during the qualification period

#### Award Received

- Recognition at Scentsy's annual Convention and in the *Consultant Spotlight* newsletter, a Certificate of Achievement, a personalized trophy, and a \$25 bonus per active recruit

### Annual Mentor Award—Beginning June 1, 2012

#### 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 Scentsy's 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 & 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 Scentsy's 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 Scentsy's annual Convention
- A personalized trophy

### Shining Star Award



#### Qualifications

- This award is given to the one Scentsy 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's Executive Team.
- Must be nominated by another Scentsy Consultant or Host. Nominations must be submitted in writing or by email to [awards@scentsy.com](mailto:awards@scentsy.com), and must be dated by May 31 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 Scentsy's annual Convention

### NEW 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 stage recognition at Scentsy's annual Convention

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

Only one award—bracelet, certificate, pin, charm, or trophy—will be given per Consultant. Extras won't be sent for a spouse or business partner(s).

# Creating Income & Getting Paid

## Compensation Plan

It's time to learn how to make your Scentsy business profitable! Scentsy's Compensation Plan offers commissions on personal sales and leadership bonuses as you build a team. As you set your Scentsy 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 *New Consultant* and *Sponsor* sections 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 (TWW)	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 (Q) 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.															
<b>SuperStar Director</b>	500	80,000	10,000	3	4	25%	9%	9%	7%	5%	2%	3%	3%	4%	5%
<b>Star Director</b>	500	30,000	6,000	3	2	25%	9%	9%	7%	5%	2%	3%	3%	4%	
<b>Director</b>	500	10,000	2,000	3		25%	9%	9%	7%	5%	2%	3%	3%		
<b>SuperStar Consultant</b>	500	6,000		3		25%	7%	7%	5%	3%					
<b>Star Consultant</b>	500	2,500		2		25%	4%	4%	2%						
<b>Lead Consultant</b>	500	1,000		1		25%	2%	2%							
<b>Certified Consultant</b>	1,000*					25%									
<b>Essential Consultant</b>						20%									
<b>RANK</b>	<b>RESPONSIBILITIES</b>					<b>REWARDS</b>									

To determine the percentage you will be paid on your commission and bonuses, first determine your rank for the month, then look across the chart to find the title held by your frontline Consultants. You are paid according to your own rank and the title(s) of the Consultants in your frontline.

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

## Creating Income & Getting Paid

Scentsy'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 uses "points" instead of "dollars" when determining commissions earned. This allows Scentsy 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 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. The exceptions are in calculating commissions on licensed (*Campus Collection* and *Patriot Collection Warmers*) and charitable cause products.

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. Take advantage of all of the resources Scentsy has to offer and the knowledge of your Sponsor, work hard, and you CAN make it to the top!

### Recruiting New Consultants

When you subscribe to a Personal Website (PWS), you can sponsor new Consultants and build a Scentsy 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.



Visit the *Training Center* to learn all you can about creating income and building a team!

# Creating Income & Getting Paid

## Scentsy Pay Portal

As a Scentsy Consultant, you receive a *Scentsy Pay Portal* account where your commissions and bonuses are loaded every pay day. You can access your *Scentsy Pay Portal* account by going to the *Scentsy Pay Portal* link on your Workstation or to [www.scentsypay.com](http://www.scentsypay.com).

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

## Scentsy Compensation Card

All U.S. Consultants will receive a Compensation Card in the mail approximately 15 days after joining Scentsy. 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 on to your Pay Portal account. 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 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 Scentsy 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 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 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, Inc. Documents* in the **Resources** tab on your Workstation.



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. Scentsy 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 Scentsy at the time you place the order online. You will not be running the card yourself—Scentsy will process all card payments.

## Checks Must Be Payable to You

Scentsy does not accept checks from customers or Consultants. When you take a personal check from a customer, make sure you deposit the check right away. 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 Scentsy orders. The Workstation will determine the tax rate for the order based on the zip code of the shipping address. To find the appropriate tax rate, set up your party in your Workstation beforehand. 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) 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 (PWS).

*If your Scentsy account is cancelled, you will be eligible to restore your account by contacting Account Services at [accountservices@scentsy.com](mailto: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 (view the **News** and **Resources** tabs on your Workstation for other common information):

### Shipping Times

Scentsy 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

Scentsy 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, Scentsy 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 Scentsy 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](mailto:support@scentsy.com)

Toll free: 877.855.0617

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

Scentsy 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 Scentsy expert in no time!

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

**A.** We use a custom, high-quality paraffin wax blend, designed to give long-lasting fragrance!

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

**A.** Scentsy fragrances typically contain a mixture of natural and synthetic fragrance oils.

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

**A.** Nope! One or two cubes should be plenty. Once the scent runs out, replace the wax with fresh cubes.

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

**A.** While the wax is melted, pour it out and wipe the dish clean with a paper towel. For Plug-In Scentsy Warmers, turn the warmer on for 2–3 minutes to soften the wax before you remove it, or use a handy Grab Tab™!

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

**A.** Full-size warmers use a 25-watt bulb, mid-size warmers use a 20-watt bulb, and plug-in warmers use a 15-watt bulb.

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

**A.** Twice a year: one in the spring (March) and one in the fall (September). Scentsy makes each new catalog available one month early to give Consultants time to prepare for the upcoming season.

**Q.** *Can Scentsy Consultants sell product online?*

**A.** Yes, but only through their Scentsy Personal Website (PWS).

**Q.** *Can Scentsy Consultants sell product on eBay or Craigslist?*

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

**Q.** *Can Scentsy 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 Scentsy booth can exhibit at a fair or event at one time!

**Q.** *Can Scentsy 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.

**Q.** *When are my monthly payments for subscriptions due?*

**A.** Scent and/or Warmer of the Month subscriptions are due on the fifteenth of each month. For the PWS and the International Service Fee(s), Scentsy charges your card each month on the anniversary day of your enrollment.

# Top 20 Policies

## Quick Tips for New Consultants

Reading and understanding Scentsy'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 *Scentsy, Inc. Documents* 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 Scentsy under their intended Sponsor. No sponsorship changes will be allowed. (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 Scentsy, you become an independent contractor. (Section 4.1) You are solely responsible for paying local, state, and federal taxes on the income you generate. (Section 4.4)
- 5 To remain a Scentsy 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 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 Scentsy. 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 13.2)
- 6 All home party orders must be submitted within five days of the date of the home party. Basket and online parties may not be open for more than 14 days, with all resulting orders submitted within five days of closing. (Section 7.3.3)
- 7 You may not participate in other direct selling ventures whose primary products compete with Scentsy, such as candles, scented wax, or home fragrances. (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 business. Individuals from the same household and their dependents may not have an interest in more than one Scentsy 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 Consultants when such products are related to the conducting or maintaining of a Scentsy business. (Section 11.5.2)
- 11 You are allowed **ONE** external website or blog to personalize your Scentsy business and promote the Scentsy opportunity. (Section 6.4.5.2)

# Top 20 Policies

## 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 Scentsy 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 Scentsy products in a retail store, including mall kiosks (Section 6.5.1), nor do cooperative advertising and/or promotion with retail entities. (Section 6.5.3)
- 15 You can sell Scentsy 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 “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 Scentsy products on eBay, other online auction sites, or on any online retail store or e-commerce site, nor can you enlist or knowingly allow a third party to do so. (Sections 6.4.4.2 and 6.4.4.3)

## Advertising and Promotion

- 18 When marketing your Scentsy business, your efforts must promote the good reputation of Scentsy. You must avoid discourteous, deceptive, misleading, or unethical practices. (Section 6.2)
- 19 You must sell Scentsy 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 6.2.5)
- 20 If you want to use a Scentsy logo in your marketing efforts, you must use the Independent Consultant logo. You may not use the circular “Authentic Product” logo or the Scentsy Wickless 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 Region your home country is located in.

As a Scentsy Consultant, you have the opportunity to do business internationally. You can sponsor new Consultants and/or sell Scentsy products outside of your home country. You may not sell Scentsy products outside of your Region, but you may sponsor outside of your Region. Currently, there are two Scentsy Regions. Region 1 includes the United States and its territories and Canada. Region 2 includes the United Kingdom, Germany, and Ireland.

To sell and/or sponsor 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. The In-Region International Service Fee allows you to **sell and sponsor** in other countries within your home Scentsy Region. The Out-of-Region International Service Fee allows you to **sponsor (but not sell)** in other Scentsy Regions. You may enroll in one or both, but you are required to have at least one country-specific International Sales and/or Sponsoring Agreement when you agree to an International Service Fee.

Once you have accepted a Scentsy 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’s *Policies and Procedures*, and other tools to help you grow and lead your team outside your home country.

## International Sales and Sponsoring

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.

### **International Service Fee: Out-of-Region**

Price: \$10 per month

If you'd like to sponsor Scentsy Consultants outside of your home Scentsy Region, or have downline that you expect to earn bonuses on, agree to the Out-of-Region International Service Fee and enroll in the country-specific International Sponsoring Agreement. You will receive the benefits outlined above when you have an Out-of-Region International Service Fee.

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!



# Scentsy Glossary

**Active** A Consultant is considered active if they have at least 150 points in Personal Retail Volume (PRV) during the monthly commission period. Consultants within your downline must meet these criteria 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.

**Commission** The compensation paid to a Consultant for the personal sales of commissionable Scentsy products.

**Current** A Consultant is considered current if they have at least 150 points in Personal Retail Volume (PRV) in one month during a three-consecutive-month period. Current Consultants retain their downline.

**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 Directors to each other within a group.

**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 pages 28-29 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. There are two types: In-Region and Out-of-Region. See pages 28-29 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 full-size 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 Scentsy party, the original Host will receive an additional half-price item when they attend that qualifying (\$150 or more) party.

**Personal Retail Volume (PRV)** The point value of commissionable products you sell. 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 Scentsy, 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 Scentsy 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 Region** A grouping of countries defined by Scentsy. Currently, there are two Scentsy Regions. Region 1 includes the United States and its territories and Canada. Region 2 includes the United Kingdom, Germany, and Ireland.

**Sponsor** The individual you enrolled under to become a Scentsy Consultant.

**Starter Kit** The Starter Kit contains the tools necessary to start your Scentsy business. This \$99 kit is required as part of your enrollment as a Scentsy 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 Scentsy Consultants. Access the *Training Center* by clicking the link in the upper right corner of your Workstation home page.

**Wholesale Volume** The value of Retail Volume after commissions have been subtracted.  $Retail\ Sales\ Volume \times 75\% = Wholesale\ Volume$ .

**Workstation** This is the heart of your Scentsy business. You will use it to place and track orders, set up your events, track your sales, get information on Scentsy news and events, and much more. You can log in with your Consultant ID and password at [workstation.scentsy.us](http://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%
Scentsy 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%
Scentsy 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 Contact Information

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

SCENTSY 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
	Making Perfect Scents™ customer e-newsletter	makingscents@scentsy.com
Awards	Nominations and questions specific to annual awards, monthly awards, and the Scentsational Start Award	awards@scentsy.com
Compliance	Internet marketing, logo usage, promotional materials	adapproval@scentsy.com
Consultant Support	Scentsy Policies & Procedures, 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
	Scentsy 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
Scentsy News	Email communications from home office, <i>Consultant Spotlight</i> newsletter	news@scentsy.com
Scentsy Success	Scentsy Success Support, communications, and questions	scentsysuccesssupport@scentsy.com
	Scentsy Success product ideas	scentsysuccessideas@scentsy.com
Subscriptions	Personal Website, Scent & Warmer of the Month, International Service Fees	subscriptions@scentsy.com
Training and Development	Training, personal development, business development	training@scentsy.com

Scentsy Compensation Card 1.866.277.1790



## TOOLS & TRAINING THAT MAKE PERFECT SCENTS!

### **PowerLaunch**

To help you get started, new Consultants are enrolled in the Scentsy Success PowerLaunch program. Get the most effective Scentsy Success tools for launching your business at a discount for the first 70 days.\*

### **FREE Downloads**

Click on the **Resources** tab in your Workstation and you'll find FREE templates, signs, and helpful tips on successfully branding your business!

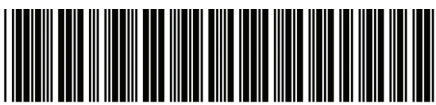
### **Business Tools**

When your customers hear "Scentsy," we want them to think of you. We offer basic business tools and supplies as well as professional products and accessories that will help market and brand your business. With Scentsy Success, you will find the combination of tools you need to achieve your business goals.

### **Promotions**

Look in your email and on the Scentsy Success page in your Workstation for weekly Scentsy Success promotions. You'll get sale prices on your favorite tools, links to valuable training opportunities, and information on the latest Scentsy programs and events.

*\*PowerLaunch discounts are ONLY available for your first 70 days when ordering from Scentsy Success 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.*



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