

# SEVEN WAYS TO EARN

with your new home-based business

The Immunotec  
Compensation Plan  
for Independent  
Consultants



# Learn how to earn with Immunotec

*Our compensation plan rewards you with immediate and long-term income based on sales of products to personal customers, and for showing others how to do the same for themselves.*

## **There are seven ways to earn:**

- Retail Profit
- Customer AutoShip Wholesale Profit
- Customer Bonus
- Business Builder Bonus
- Residual Commissions and Rank Advancement
- Moving Up Bonus and Accelerated Moving Up Bonus
- Sponsor Moving Up Bonus and Accelerated Sponsor Moving Up Bonus

The Immunotec compensation plan supports our mission of providing high quality, scientifically based nutrition and wellness products which enhance quality of life and performance, and is one of the most generous in the network marketing industry.

## **Becoming an Immunotec Independent Consultant is easy**

Simply submit a completed Independent Consultant Application and Agreement and purchase the Consultant Welcome Kit. This will entitle you to the following for one calendar year:

- A discount of up to 30% on all commissionable products
- A personal Website to help you promote your Immunotec business
- An online business center to support your business-building efforts

## **You can take the following optional steps to help start your business:**

- 1)** Choose the product selection or Starter Pack that's right for your business. Immunotec's Starter Packs are tailored to offer new Consultants great value on Immunotec's most popular products.
- 2)** Set up your monthly AutoShip order. While AutoShip is optional, special AutoShip product bundles offer Consultants substantial additional savings. You can change, pause, or restart an AutoShip at any time.

**Submit your application today. Build your business. Start earning income!**



# Building a strong customer base is key to a successful business. At Immunotec, there are three ways to earn by selling products to personal customers:

## 1 RETAIL PROFIT

Retail profit is the difference between a Consultant's discount and the retail price of products. You earn retail profit when you purchase products and sell them directly to your customers at the retail price. You also earn retail profit when your customers order through your Consultant Website or when they order directly from Immunotec.

## 2 CUSTOMER AUTOSHIP WHOLESALE PROFIT

Customers on AutoShip receive a discount on their products. You earn wholesale profit on their monthly orders.

## 3 CUSTOMER BONUS

The Customer Bonus rewards you based on the amount of Customer Sales Volume (CSV) you accumulate. CSV is the total volume purchased directly from Immunotec by your first level customers. The higher the volume, the more you earn. The Customer Bonus is paid in addition to Retail Profit or Customer AutoShip Wholesale Profit as follows:

CUSTOMER SALES VOLUME (CSV)	MINIMUM NUMBER OF CUSTOMERS ON YOUR FIRST LEVEL WITH PV	CUSTOMER BONUS PAYOUT LEVEL
1,000 – 1,999	2	5% of CV
2,000 – 2,999	4	10% of CV
3,000 +	6	20% of CV

Residual Commissions (G1 to G8) are paid on a modified commission base when the Customer Bonus is paid, so the maximum commission payout is 47%. The Customer Bonus will be paid to a Customer's immediate qualified upline who is a "Paid as" Venture or above with a minimum of 400 PV.

## 4 BUSINESS BUILDER BONUS

The Business Builder Bonus rewards you for helping personally sponsored Consultants sell products to their customers. The Business Builder Bonus (BBB) can be 5%, 10%, or 20% depending on the number of BBB credits you accumulate in any given month. The 20% BBB is paid bi-monthly to qualified active Consultants. You earn 1 BBB credit each time you help a personally sponsored Consultant generate CV through sale of products in the same month that they register. BBB is paid as a percentage of Commissionable Volume (CV) associated with product sales as follows:

BBB CREDITS	BBB PAYOUT	BBB EARNING EXAMPLE
1	5% of CV	\$500 CV x 1 x 5% = \$25
2	10% of CV	\$500 CV x 2 x 10% = \$100
3+	20% of CV	\$500 CV x 3 x 20% = \$300

## 5 RESIDUAL COMMISSIONS AND RANK ADVANCEMENT

In addition to income generated through their personal customer base, Consultants earn residual commissions based on the customer sales made by their distribution network. Immunotec pays Consultants up to 47% in residual commissions on the Commissionable Volume (CV) of every product sold. As you sponsor Consultants and support them in selling products and help them teach their teams to do the same, your network sales can grow. Commissions are earned from the sale of Immunotec products by Independent Consultants.

	ASSOCIATE	VENTURE	SILVER	GOLD	DIAMOND	EXECUTIVE DIAMOND	PLATINUM
	ACHIEVEMENT REQUIREMENTS		MONTHLY QUALIFICATION REQUIREMENTS				
	400 PV in any 1 commission month	2,000 PGV of which 400 must be PV in any 1 commission month	6,000 TOV	30,000 TOV	125,000 TOV	500,000 TOV	1,500,000 TOV
			HELP 3 QUALIFIED VENTURE LEGS SELL PRODUCT		HELP 1 ADDITIONAL (TOTAL OF 4) QUALIFIED VENTURE LEG SELL PRODUCT		
	MONTHLY MAINTENANCE REQUIREMENTS		NO MORE THAN 2,700 POINTS PER LEG	NO MORE THAN 13,500 POINTS PER LEG	NO MORE THAN 56,250 POINTS PER LEG	NO MORE THAN 225,000 POINTS PER LEG	NO MORE THAN 675,000 POINTS PER LEG
	180 PV	400 PV	400 PV	600 PV	600 PV	600 PV	600 PV
G1	5%	5%	5%	5%	5%	5%	5%
G2		5%	10%	10%	10%	10%	10%
G3		5%	5%	7%	7%	7%	7%
G4			5%	7%	7%	7%	7%
G5				7%	7%	7%	7%
G6					7%	7%	7%
G7						2%	2%
G8							2%

## 6 MOVING UP BONUS AND ACCELERATED MOVING UP BONUS

Consultants earn Moving Up Bonuses by selling products and helping others do the same. These bonuses are paid each time a Consultant advances to a higher rank and maintains it in the following months. The Moving Up Bonus rewards you for moving up to a new rank at any time. The Accelerated Moving Up Bonus rewards you even more for moving up to a new rank within a specific time period.

MOVING UP BONUS		OR	ACCELERATED MOVING UP BONUS						
MOVE UP TO	YOUR MOVING UP BONUS		MOVE UP IN YOUR FIRST	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6	TOTAL
SILVER	\$200		2 MONTHS	\$200	\$200				\$400
GOLD	\$500		4 MONTHS	\$500	\$500				\$1,000
DIAMOND	\$2,500		8 MONTHS	\$2,500	\$1,250	\$1,250			\$5,000
EXECUTIVE DIAMOND	\$5,000		12 MONTHS	\$5,000	\$5,000	\$5,000	\$5,000		\$20,000
PLATINUM	\$10,000		24 MONTHS	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$100,000

The Moving Up Bonus is paid when a Consultant promotes and maintains his/her new rank for a second consecutive month. The Accelerated Moving Up Bonus is paid when a Consultant promotes to a new rank within a specific period of time and pays out across several months. The new rank must be maintained each month to earn the bonus. The Accelerated Bonus can be earned in any of the eligible months the rank is maintained. **Note:** Bonuses apply to new promotions and are earned once per rank.

## 7 SPONSOR MOVING UP BONUS AND ACCELERATED SPONSOR MOVING UP BONUS

Immunotec recognizes the efforts of leadership and the sponsoring Consultants who teach, inspire, and support their Consultants to move up in rank by selling products and helping others do the same. The Sponsor Moving Up Bonus and Accelerated Sponsor Moving Up Bonus rewards you for these efforts.

SPONSOR MOVING UP BONUS			AND	ACCELERATED SPONSOR MOVING UP BONUS					
A CONSULTANT IN YOUR DOWNLINE MOVES UP TO	YOUR RANK (PAID AS)	MONTH 2		A CONSULTANT IN YOUR DOWNLINE MOVES UP IN THEIR FIRST	MONTH 3	MONTH 4	MONTH 5	MONTH 6	MAXIMUM EARNINGS
GOLD	1st qualified Gold or higher	\$250	4 MONTHS	\$250					\$500
DIAMOND	1st qualified Diamond or higher	\$1,000	8 MONTHS	\$1,000	\$1,000				\$3,000
EXECUTIVE DIAMOND	1st qualified Executive Diamond or higher	\$2,500	12 MONTHS	\$1,666	\$1,666	\$1,668			\$7,500
PLATINUM	1st qualified Platinum	\$10,000	24 MONTHS	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$35,000

The Sponsor Moving Up Bonus is paid to the upline sponsor of equal or greater "Paid as" rank when a Moving Up Bonus is earned by their downline Consultants at Gold rank and above. As an example: when a downline Consultant promotes to Diamond and earns the Moving Up Bonus, the first upline sponsor "Paid as" Diamond or above will receive \$1,000 in Sponsor Moving Up Bonus. The Accelerated Sponsor Moving Up Bonus is paid when a Downline Consultant promotes to a new rank within a specific period of time and pays out across several months. The Downline Consultant's new rank must be maintained each month to earn the bonus. **Note:** Bonuses apply to new promotions and are earned once per rank.

# SOME COMMONLY USED IMMUNOTEC WORDS AND TERMS

**ACTIVE CONSULTANT** A Consultant who has generated PV during the current month, or who is qualified as an Associate Consultant or higher. Active Consultants are eligible to earn residual income and additional bonuses in accordance with their rank and sales achievements.

**ASSOCIATE CONSULTANT** A Consultant that has accumulated 400 PV once within one commission period. Associate Consultants qualify for the maximum 30% discount and are eligible to be paid on Customers and down one generation (G1) on other Associate Consultants only. Associate Consultants must maintain 180 PV monthly to maintain their "Paid as" Associate status.

**AUTOSHIP** The optional automatic monthly order program for Independent Consultants and customers. AutoShip may be canceled, paused, or restarted at any time up to 2 business days prior to selected shipping day.

**AUTOSHIP CUSTOMER** A customer who subscribes to the optional automatic monthly order program and receives a discount.

**COMMISSIONABLE VOLUME (CV)** Value assigned to a product on which commissions are paid. CV may have a different value than the actual product cost.

**CUSTOMER** A customer is a consumer who purchases at retail price but does not participate in the business opportunity.

**CUSTOMER SALES VOLUME (CSV)** Includes all volume points generated from sales to a Consultant's personal customers who purchase product directly from Immunotec.

**DOWNLINE** All Independent Consultants and customers who are below you in your organization.

**ENROLLER** The person who introduced you to this business is your enroller. You'll be the enroller of the people you bring into the business.

**ENTREPRENEUR CONSULTANT** A Consultant who has not met the requirements for Associate rank or higher. An Entrepreneur Consultant is eligible for a 20% discount.

**GENERATION** A generation is the relationship between a qualified upline Consultant and a qualified Consultant in their downline. Qualification is dependent on the Consultant being "Paid as" their rank title during a given monthly period. The generation may be represented by "G" with the generation number. For example, G3 would be 3 generations below the "Paid as" Consultant.

**LEG** A leg is all first level Consultants and their downline.

**LEG QUALIFICATION** For a Consultant to be paid Silver or above, the Consultant must have sales volume coming from at least one Qualified Venture in each "leg" of their downline organization. The number of Qualified Venture legs you need to help generate product sales depends on your "Paid as" title.

**PAYOUT COMPRESSION** Consultants who are not qualified to earn commission at a specific generation, the commission for that generation flows up to the next upline Consultant qualified to earn at that generation.

**PERSONAL GROUP VOLUME (PGV)** Includes Personal Volume (PV), customer volume and all volume of personally sponsored Consultant lines that haven't promoted to Associate or higher in the prior month.

**PERSONAL VOLUME (PV)** Is the sum of all volume points generated from personally purchased products by a Consultant.

**QUALIFIED VENTURE** A Consultant who is paid at the rank of Venture or above.

**QUALIFYING VOLUME** Is the sum of all Personal Volume (PV) and the volume of all legs up to the maximum per leg volume allowed for rank achievement.

**RANK** Your rank depends on your Qualifying Volume as well as product sales generated by Qualified Venture legs.

**RESIDUAL COMMISSIONS** Commissions paid on the sale of products by Consultants you sponsor, and other Consultants sponsored by them.

**RETAIL SALES** These are any sales you make to customers at the suggested retail price.

**SPONSOR** Is the Consultant you are personally placed under at the time of enrollment.

**TOTAL ORGANIZATIONAL VOLUME (TOV)** Includes all Personal Volume (PV) plus the PV of all downline Consultants.

**VOLUME POINTS** Are used for rank advancement and qualification purposes. All products and packs have an associated PV. Please refer to the price list for more details.

## INCOME DISCLOSURE STATEMENT

The income examples in this booklet should not be considered as a guarantee or projection of your actual earnings or profits. Any representation or guarantee of earnings, whether made by Immunotec or an Independent Immunotec Consultant would be misleading. The time and effort Consultants devote to their respective businesses is an individual choice and is not designated by the Company. Please refer to the US Income Disclosure Statement on our Website on the Compensation Plan page: [http://www.immunotec.com/IRL/Public/en/USA/d2012\\_compensation.wcp](http://www.immunotec.com/IRL/Public/en/USA/d2012_compensation.wcp)



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