

Section 7:

# Career Plan

## Career Plan

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The *WineShop At Home* Career Opportunity is structured with one purpose in mind: to create the most rewarding business income program in the market for part-time and full-time Independent Wine Consultants. For that reason, the Company reserves the right to amend and enhance the Career Opportunity as needed from time-to-time to insure that the purpose behind the plan is always being met or exceeded. You will always be provided with written notice of any such planned enhancements in advance of the effective date.

### Summary of Income Avenues for All Independent Wine Consultants:

The *WineShop At Home* Career Plan provides the following basic ways for all Independent Wine Consultants (IWCs) and higher Career Plan titles to earn income:

1. Providing products to your customers at retail via Tastings; online and other retail transactions
2. Signing Wine Club Members and earning monthly Wine Club commissions. Wine Club sales are bonus-able at 40% of the retail value except for the initial sale, which is bonus-able at 100% of the retail value.
3. Qualifying for retail sales bonuses on your personal sales volume (PV=P<sub>V</sub>-V + PV-WCV)
4. Qualifying for Leadership bonuses based upon meeting or exceeding monthly personal and team sales volume targets

**Bonus Qualified:** In order to qualify for any Career Opportunity bonus income beyond the basic 20% commission an IWC or Leader must qualify by having at least \$300 in personal volume (PV) for the month. This Bonus Qualifying volume consists of retail sales that meet or exceeds \$300 in retail value for the month.

### Career Plan Opportunity Path

#### New Independent Wine Consultant (IWC)

- a. Qualification:
  - Enroll online or submit a completed/signed Independent Wine Consultant Agreement and purchase a *WineShop At Home* Business Kit
- b. Maintenance:
  - Place at least \$300 dollars in commissionable retail value orders (PV-V) in each rolling three month period to retain Active Independent Wine Consultant status
- c. Benefits:
  - 20% retail profits/earnings on sales of products at the retail sales price
- d. Personal Volume Gates:
  - When you reach \$1500.00 in PV-V in a calendar month, your commission increases by 5% for a total of 25% of your Personal Commissionable Volume (PCV).
  - When you reach \$2500.00 in PV-V in a calendar month, your commission increases by another 5% for a total of 30% of your Personal Commissionable Volume (PCV).

- When you reach \$3500.00 in PV-V in a calendar month, your commission increases by another 5% for a total of 35% of your Personal Commissionable Volume (PCV).
- *Note: PV-V does not include Wine Club Volume (WCV)*

### **Senior Wine Consultant (SWC)**

a. Qualifications:

- Must meet all the qualifications of an IWC
- Must have 1 or more qualified personally sponsored IWCs
- Submit \$600 in Personal Volume of which \$200 may be from Wine Club for one month

b. Maintenance:

- Place at least \$300 dollars in commissionable retail value orders in each rolling three month period to retain Active Independent Wine Consultant status and benefits
- Must have 1 or more qualified personally sponsored Active IWCs

c. Benefits:

- Receives all of the bonus benefits of a qualified IWC
- 20% retail commission base on sales of products at the retail sales price

d. Personal Volume Gates:

- When you reach \$1500.00 in PV-V in a calendar month, your commission increases by 5% for a total of 25% of your Personal Commissionable Volume (PCV).
- When you reach \$2500.00 in PV-V in a calendar month, your commission increases by another 5% for a total of 30% of your Personal Commissionable Volume (PCV).
- When you reach \$3500.00 in PV-V in a calendar month, your commission increases by another 5% for a total of 35% of your Personal Commissionable Volume (PCV).
- *Note: PV-V does not include Wine Club Volume (WCV)*

### **PLUS**

- Receives a 3% Business Building Bonus (BBB) on the monthly Personal Volume (PV) of all of his/her personally sponsored IWCs and higher Career plan titles when the SWC is Bonus Qualified for the month (\$300 in PV)
- The opportunity to advance to Team Leader

### **Team Leader**

a. Qualifications:

- Must have \$1,000 or more in Personal Sales Volume (PV) for the month of which up to \$500 can come from Wine Club Volume (WCV)
- Must have 3 or more personally sponsored Active IWCs or SWCs on their Central Team
- Must have \$3,500 or more in Central Team Volume (CQTV) (including the PV of the Team Leader) for the month of which no more than \$1,500 of the \$3,500 total can be from the combined WCV of the Team Leader and the Central Team
- Must meet or exceed these qualifications for two consecutive months to qualify for the title and be paid as a Team Leader

- Notes:
  - A personally sponsored qualified Leader cannot be included in the CTQV or in the personally sponsored Active Consultant count
  - The first month of qualifying as a Team Leader, the IWC/SWC will be paid and ranked as a Senior Wine Consultant
  - The second month of qualifying as a Team Leader, the SWC will be paid and ranked as a Team Leader.
  - The title promotion to Team Leader is effective on the first day of the month following second month of qualification. However, the title will not post in the system until commissions are run for the month in which the new Team Leader qualified

b. Maintenance: (per qualifications)

- \$1,000 PV Monthly of which up to \$500 may be WCV
- \$3,500 CTQV Monthly of which up to \$1,500 may be WCV
- 3 or more Personally Sponsored Active IWCs or SWCs in the TL's Central Team

Note: These TL qualification and maintenance features are basic and applicable to all higher title qualifications and maintenance requirements.

c. Benefits:

- 20% retail commission base on sales of products at the retail sales price
- Receives a 3% Business Building Bonus (BBB) on the monthly Personal Volume (PV) of all of his/her personally sponsored IWCs and higher Career plan titles when the SWC is Bonus Qualified for the month

d. Personal Volume Gates:

- When you reach \$1500.00 in PV-V in a calendar month, your commission increases by 5% for a total of 34% of your Personal Commissionable Volume (PCV).
- When you reach \$2500.00 in PV-V in a calendar month, your commission increases by another 5% for a total of 39% of your Personal Commissionable Volume (PCV).
- When you reach \$3500.00 in PV-V in a calendar month, your commission increases by another 5% for a total of 44% of your Personal Commissionable Volume (PCV).
- *Note: PV-V does not include Wine Club Volume (WCV)*

**PLUS**

- A Team Leader Personal Sales Volume Bonus of 5% on all of the TL's PCV for the month
- A Central Team Bonus of 4% on the PCV of the Central Team including the TL's PCV
  
- Special Note: A qualified TL is making a total of 29% on his/her PV for the month and the TL is making a total of 7% on the PCV of his/her personally sponsored IWCs and SWCs on the Central Team (3% Business Building Bonus [BBB] + 4% Central Team Bonus)
- The opportunity to advance to Group Leader and the First Generation Leadership Bonus

**Group Leader**

a. Qualifications:

- Must be a qualified Team Leader
- Must have one First Generation Team Leader or higher title

b. Maintenance: (per qualifications)

- \$1,000 PV Monthly of which up to \$500 may be WCV

- \$3,500 CTQV Monthly of which up to \$1,500 may be WCV
- 3 or more Personally Sponsored IWCs or SWCs in the GL's Central Team - Team Leader's or higher do not count for this requirement.
- One First Generation Team Leader or higher title

c. Benefits:

- Receives all of the Career Plan benefits of a qualified Team Leader
- 20% retail commission base on sales of products at the retail sales price
- Receives a 3% Business Building Bonus (BBB) on the monthly Personal Volume (PV) of all of his/her personally sponsored IWCs and higher Career plan titles when the SWC is Bonus Qualified for the month
- A Team Leader Personal Sales Volume Bonus of 5% on all of the TL's PV for the month
- A Central Team Bonus of 4% on the PCV of the Central Team including the TL's PCV
- Note: A qualified TL (GL) is making a total of 29% on his/her PV for the month and the TL (GL) is making a total of 7% on the retail sales of his/her personally sponsored IWCs and SWCs on the Central Team (3% Business Building Bonus [BBB] + 4% Central Team Bonus)

d. Personal Volume Gates:

- When you reach \$1500.00 in PV-V in a calendar month, your commission increases by 5% for a total of 34% of your Personal Commissionable Volume (PCV).
- When you reach \$2500.00 in PV-V in a calendar month, your commission increases by another 5% for a total of 39% of your Personal Commissionable Volume (PCV).
- When you reach \$3500.00 in PV-V in a calendar month, your commission increases by another 5% for a total of 44% of your Personal Commissionable Volume (PCV).
- *Note: PV-V does not include Wine Club Volume (WCV)*

**PLUS Group Leader Benefits**

- Receives a 5% First Generation Leadership Bonus on the total retail sales of all qualified First Generation Team Leaders' (and higher titles) Central Teams
- The opportunity to advance to Director and the Second Generation Leadership Bonus

Note: If the First Generation Team Leader or higher was personally sponsored by the Upline leader, then the Upline Group Leader makes a total of 8% on the promote-out Team Leader's personal volume (3% Business Building Bonus [BBB] + 5% First Generation Bonus)

**Director**

a. Qualifications:

- Must be a qualified Group Leader
- Must have two qualified First Generation Team Leaders or higher

b. Maintenance: (per qualifications)

- \$1,000 PV Monthly of which up to \$500 may be WCV
- \$3,500 CTQV Monthly of which up to \$1,500 may be WCV
- 3 or more Personally Sponsored Active IWCs or SWCs in the Director's Central Team - Team Leader's or higher do not count for this requirement.
- Two First Generation Team Leaders or higher title

## c. Benefits:

- Receives all of the Career Plan benefits of a qualified Team Leader
- 20% retail commission base on sales of products at the retail sales price
- Receives a 3% Business Building Bonus (BBB) on the monthly Personal Volume (PV) of all of his/her personally sponsored IWCs and higher Career plan titles when the SWC is Bonus Qualified for the month
- The Team Leader Personal Sales Volume Bonus of 5% on all of the Director's PV for the month
- A Central Team Bonus of 4% on the PCV of the Central Team including the TL's PCV

## d. Personal Volume Gates:

- When you reach \$1500.00 in PV-V in a calendar month, your commission increases by 5% for a total of 34% of your Personal Commissionable Volume (PCV).
- When you reach \$2500.00 in PV-V in a calendar month, your commission increases by another 5% for a total of 39% of your Personal Commissionable Volume (PCV).
- When you reach \$3500.00 in PV-V in a calendar month, your commission increases by another 5% for a total of 44% of your Personal Commissionable Volume (PCV).
- *Note: PV-V does not include Wine Club Volume (WCV)*

Note: A qualified TL (Director) is making a total of 29% on his/her PV for the month and the TL (Director) is making a total of 7% on the retail sales of his/her personally sponsored IWCs and SWCs on the Central Team (3% Business Building Bonus [BBB] + 4% Central Team Bonus)

**PLUS Group Leader Benefits**

- Receives a 5% First Generation Leadership Bonus on the total retail sales of all qualified First Generation Team Leaders' (and higher titles) Central Teams

Note: If the First Generation Team Leader or higher was personally sponsored by the Upline leader, then the Upline Group Leader makes a total of 8% on the promote-out Team Leader's personal volume (3% Business Building Bonus [BBB] + 5% First Generation Bonus)

**PLUS Director Benefits**

- Receives the Director Second Generation Leadership bonus of 3% on the total retail sales of all qualified Second Generation Team Leaders and higher Central Teams.
- The opportunity to advance to Managing Director and qualify for cash bonus

**Senior Director**

## a. Qualifications:

- Must be a qualified Director
- Must have three qualified First Generation Team Leaders (or higher title)
- Must have total \$25,000 or more in total Downline Group Volume (DGV) for the month of which \$4,000 may be WCV

## b. Maintenance: (per qualifications)

- \$1,000 PV Monthly of which up to \$500 may be WCV
- \$3,500 CTQV Monthly of which up to \$1,000 may be WCV
- 3 or more Personally Sponsored Active IWCs or SWCs in the Managing Director's Central Team - Team Leader's or higher do not count for this requirement.
- Three First Generation Team Leaders or higher title

## c. Benefits:

- Receives all of the Career Plan benefits of a qualified Team Leader
- 20% retail commission base on sales of products at the retail sales price
- Receives a 3% Business Building Bonus (BBB) on the monthly Personal Volume (PV) of all of his/her personally sponsored IWCs and higher Career plan titles when the SWC is Bonus Qualified for the month
- The Team Leader Personal Sales Volume Bonus of 5% on all of the Managing Director's PV for the month
- A Central Team Bonus of 4% on the PCV of the Central Team including the TL's PCV

## d. Personal Volume Gates:

- When you reach \$1500.00 in PV-V in a calendar month, your commission increases by 5% for a total of 34% of your Personal Commissionable Volume (PCV).
- When you reach \$2500.00 in PV-V in a calendar month, your commission increases by another 5% for a total of 39% of your Personal Commissionable Volume (PCV).
- When you reach \$3500.00 in PV-V in a calendar month, your commission increases by another 5% for a total of 44% of your Personal Commissionable Volume (PCV).
- *Note: PV-V does not include Wine Club Volume (WCV)*

Note: A qualified TL is making a total of 29% on his/her PV for the month and the TL is making a total of 7% on the retail sales of his/her personally sponsored IWCs and SWCs on the Central Team (3% Business Building Bonus [BBB] + 4% Central Team Bonus)

**PLUS Group Leader Benefits**

- Receives a 5% First Generation Leadership Bonus on the total retail sales of all qualified First Generation Team Leaders' (and higher titles) Central Teams

Note: If the First Generation Team Leader or higher was personally sponsored by the Upline leader, then the Upline Group Leader makes a total of 8% on the promote-out Team Leader's personal volume (3% Business Building Bonus [BBB] + 5% First Generation Bonus)

**PLUS Director Benefits**

- Receives the Director Second Generation Leadership bonus of 3% on the total retail sales of all qualified Second Generation Team Leaders and higher Central Teams

**PLUS Senior Director Benefits**

- \$500 cash bonus for the month
- The opportunity to advance to Managing Director and a larger cash bonus

**Managing Director**

## d. Qualifications:

- Must be a qualified Director
- Must have four qualified First Generation Team Leaders (or higher title)
- Must have total \$40,000 or more in total Downline Group Volume (DGV) for the month of which \$8,000 may be WCV



- e. Maintenance: (per qualifications)
  - \$1,000 PV Monthly of which up to \$500 may be WCV
  - \$3,500 CTQV Monthly of which up to \$1,000 may be WCV
  - 3 or more Personally Sponsored Active IWCs or SWCs in the Managing Director's Central Team - Team Leader's or higher do not count for this requirement.
  - Four First Generation Team Leaders or higher title
  
- f. Benefits:
  - Receives all of the Career Plan benefits of a qualified Team Leader
  - 20% retail commission base on sales of products at the retail sales price
  - Receives a 3% Business Building Bonus (BBB) on the monthly Personal Volume (PV) of all of his/her personally sponsored IWCs and higher Career plan titles when the SWC is Bonus Qualified for the month
  - The Team Leader Personal Sales Volume Bonus of 5% on all of the Managing Director's PV for the month
  - A Central Team Bonus of 4% on the PCV of the Central Team including the TL's PCV
  
- e. Personal Volume Gates:
  - When you reach \$1500.00 in PV-V in a calendar month, your commission increases by 5% for a total of 34% of your Personal Commissionable Volume (PCV).
  - When you reach \$2500.00 in PV-V in a calendar month, your commission increases by another 5% for a total of 39% of your Personal Commissionable Volume (PCV).
  - When you reach \$3500.00 in PV-V in a calendar month, your commission increases by another 5% for a total of 44% of your Personal Commissionable Volume (PCV).
  - *Note: PV-V does not include Wine Club Volume (WCV)*

Note: A qualified TL is making a total of 29% on his/her PV for the month and the TL is making a total of 7% on the retail sales of his/her personally sponsored IWCs and SWCs on the Central Team (3% Business Building Bonus [BBB] + 4% Central Team Bonus)

#### **PLUS Group Leader Benefits**

- Receives a 5% First Generation Leadership Bonus on the total retail sales of all qualified First Generation Team Leaders' (and higher titles) Central Teams

Note: If the First Generation Team Leader or higher was personally sponsored by the Upline leader, then the Upline Group Leader makes a total of 8% on the promote-out Team Leader's personal volume (3% Business Building Bonus [BBB] + 5% First Generation Bonus)

#### **PLUS Director Benefits**

- Receives the Director Second Generation Leadership bonus of 3% on the total retail sales of all qualified Second Generation Team Leaders and higher Central Teams

#### **PLUS Managing Director Benefits**

- \$1,500 cash bonus for the month
- The opportunity to advance to Executive Director and a larger cash bonus



**Executive Director**

## a. Qualifications:

- Must be a qualified Managing Director
- Must have six qualified First Generation Team Leaders (or higher title)
- Must have \$75,000 or more in total Downline Group Volume (DGV) for the month of which \$15,000 may be WCV

## b. Maintenance: (per qualifications)

- \$1,000 PV Monthly of which up to \$500 may be WCV
- \$3,500 CTQV Monthly of which up to \$1,000 may be WCV
- 3 or more Personally Sponsored Active IWCs or SWCs in the Executive Director's Central Team - Team Leader's or higher do not count for this requirement.
- 
- Six First Generation Team Leaders or higher title

## c. Benefits:

- Receives all of the Career Plan benefits of a qualified Team Leader
- 20% retail commission base on sales of products at the retail sales price
- Receives a 3% Business Building Bonus (BBB) on the monthly Personal Volume (PV) of all of his/her personally sponsored IWCs and higher Career plan titles when the SWC is Bonus Qualified for the month
- A Team Leader Personal Sales Volume Bonus of 5% on all of the Executive Director's PV for the month
- A Central Team Bonus of 4% on the PCV of the Central Team including the TL's PCV

## d. Personal Volume Gates:

- When you reach \$1500.00 in PV-V in a calendar month, your commission increases by 5% for a total of 34% of your Personal Commissionable Volume (PCV).
- When you reach \$2500.00 in PV-V in a calendar month, your commission increases by another 5% for a total of 39% of your Personal Commissionable Volume (PCV).
- When you reach \$3500.00 in PV-V in a calendar month, your commission increases by another 5% for a total of 44% of your Personal Commissionable Volume (PCV).
- *Note: PV-V does not include Wine Club Volume (WCV)*

Note: A qualified TL is making a total of 29% on his/her PV for the month and the TL is making a total of 7% on the retail sales of his/her personally sponsored IWCs and SWCs on the Central Team (3% Business Building Bonus [BBB] + 4% Central Team Bonus)

**PLUS Group Leader Benefits**

- Receives a 5% First Generation Leadership Bonus on the total retail sales of all qualified First Generation Team Leader's (and higher titles) Central Teams

Note: If the First Generation Team Leader or higher was personally sponsored by the Upline leader, then the Upline Group Leader makes a total of 8% on the promote-out Team Leader's personal volume (3% Business Building Bonus [BBB] + 5% First Generation Bonus)

**PLUS Director Benefits**

- Receives the Director Second Generation Leadership bonus of 3% on the total retail sales of all qualified Second Generation Team Leader's and higher Central Teams

**PLUS the Executive Director Benefit**

- \$2,500 Cash Bonus for the month

**Senior Executive Director**

## a. Qualifications:

- Must be a qualified Executive Director
- Must have eight qualified First Generation Team Leaders (or higher title), two of which are fully qualified Directors or higher
- Must have \$100,000 or more in total Downline Group Volume (DGV) for the month of which \$20,000 may be WCV

## b. Maintenance: (per qualifications) –

- \$1,000 PV Monthly of which up to \$500 may be WCV
- \$3,500 CTQV Monthly of which up to \$1,000 may be WCV
- Three or more Personally Sponsored Active IWCs or SWCs in the Senior Executive Director's Central Team - Team Leader's or higher do not count for this requirement.
- Eight First Generation Team Leaders or higher title in which two must be qualified Directors or higher

## c. Benefits:

- Receives all of the Career Plan benefits of a qualified Team Leader
- 20% retail commission base on sales of products at the retail sales price
- Receives a 3% Business Building Bonus (BBB) on the monthly Personal Volume (PV) of all of his/her personally sponsored IWCs and higher Career plan titles when the SWC is Bonus Qualified for the month
- A Team Leader Personal Sales Volume Bonus of 5% on all of the Executive Director's PV for the month  
A Central Team Bonus of 4% on the PCV of the Central Team including the TL's PCV

## d. Personal Volume Gates:

- When you reach \$1500.00 in PV-V in a calendar month, your commission increases by 5% for a total of 34% of your Personal Commissionable Volume (PCV).
- When you reach \$2500.00 in PV-V in a calendar month, your commission increases by another 5% for a total of 39% of your Personal Commissionable Volume (PCV).
- When you reach \$3500.00 in PV-V in a calendar month, your commission increases by another 5% for a total of 44% of your Personal Commissionable Volume (PCV).
- *Note: PV-V does not include Wine Club Volume (WCV)*

Note: A qualified TL is making a total of 29% on his/her PV for the month and the TL is making a total of 7% on the retail sales of his/her personally sponsored IWCs and SWCs on the Central Team [3% Business Building Bonus [BBB] + 4% Central Team Bonus

**PLUS Group Leader Benefits**

- Receives a 5% First Generation Leadership Bonus on the total retail sales of all qualified First Generation Team Leaders' (and higher titles) Central Teams

Note: If the First Generation Team Leader or higher was personally sponsored by the Upline leader, then the Upline Group Leader makes a total of 8% on the promote-out Team Leader's personal volume (3% Business Building Bonus [BBB] + 5% First Generation Bonus)

**PLUS Director Benefits**

- Receives the Director Second Generation Leadership bonus of 3% on the total retail sales of all qualified Second Generation Team Leader's and higher Central Teams

**PLUS Exclusive Senior Executive Director 3rd Generation Bonus**

- Receives a Third Generation Leadership bonus of 2% on the total retail sales of all qualified Third Generation Team Leader's and higher Central Teams

**PLUS the Senior Executive Director Benefit**

- \$3,500 Cash Bonus for the month

**Career Plan Protocols****Expectations & Established Best Practices**

- ❖ The *WineShop At Home* Independent Wine Consultants train, recognize, and support all IWCs they personally sponsor into the business as well as all IWCs in their Downline Central Team.
- ❖ Group Leaders and higher are required to work with their First Generation Leader(s) they promote, including but not limited to training and coaching. Lack of communication is not in the spirit of support at *WineShop At Home*, and does not demonstrate effective leadership, which could result in a written warning, loss of title, and/or other actions deemed necessary.
- ❖ Independent Wine Consultants follow Company Policies and Procedures in the conduct of their businesses and will carry out their business activities in a fair, ethical and professionally courteous manner.
- ❖ IWCs shall safeguard and promote the reputation of *WineShop At Home* and its products, and shall refrain from all conduct, which might be harmful to the reputation of *WineShop At Home* or to the marketing of such products, and shall avoid all discourteous, deceptive, misleading, unethical or immoral conduct or practices. Failure to comply may result in disciplinary action, up to or including termination.
- ❖ All questions regarding professionalism and conduct will be reviewed by the WSAH Compliance Committee for adherence to the established protocols and best intent for all Independent Wine Consultants. WSAH reserves the right to issue warnings and take action from loss of your downline to ultimately termination as deemed appropriate to the spirit of the company.

**“Paid As” Rank**

- ❖ In any commission month should an IWC not meet minimum maintenance per title, the IWC will be “paid as” the title for which the IWC meets maintenance.

### Grace Periods

- ❖ Rank Maintenance: Should any IWC titled Team Leader or higher miss meeting maintenance requirements for 12 consecutive months, the Team Leader or higher will assume the title for which they do meet maintenance at the end of the 12th month. Full qualifications must then be met again to promote to higher titles.
- ❖ First Time Team Leader: As a Team Leader or higher, it is anticipated you will be growing and promoting Leaders. When a Team Leader promotes up in your Central Team the original Team Leader or higher has a two (2) month grace period as follows:
  - Must have a minimum \$1000 PV in each of the 2 months of which up to \$500 may be PV-WCV
  - Must have a minimum two (2) personally sponsored Active IWCs or SWCs – Team Leader's or higher do not count for this requirement
  - Must have a minimum of \$1,750 CTQV of which up to \$875 may be Wine Club Volume
  - Sponsor may count the CTQV of the newly promoting Team Leader in their CTQV in the month in which the new Team Leader qualifies.
- ❖ Re-Promoting Team Leader: If a Team Leader has lost their rank and is promoting again, then the upline leader can count the re-promoting Team Leader's PV in their CTQV in the month in which the re-promotion occurs. However, the upline leader DOES NOT receive the two month grace period as it would for first time Team Leader promotions.

### Personal Sales to Retain Rank

It is understood that Team Leaders and above, in order to properly lead their teams, will abide by the *WineShop At Home* Business Model of booking and holding Wine Tastings. Leading by example is the preferred way to ensure organizations operate under a culture of productive personal businesses. Any pattern of personally purchasing products to reach PV-V requirements to maintain title - while not booking and holding tastings – is not in the spirit of Leadership at *WineShop At Home* and is grounds for a written warning from the Company. Any behavior that discourages any Wine Consultant not to reach or maintain Leader qualifications is also not in the spirit of *WineShop At Home*. *WineShop At Home* reserves the right to audit activity. Continued breeches in the above will result in possible disciplinary action, up to and including termination.

### Active/Inactive Status

- ❖ IWCs must submit Interest Forms representing \$300 (PV-V, see Compensation Plan) in transactions per the Compensation Plan during a rolling three-month period to remain active in the Program.
- ❖ If there is less than \$300 of transactions from Interest Forms in a three-month period from IWC activation date IWC will be considered “inactive” in the program. Once on inactive status IWCs no longer receive program benefits and will not be renewed in the program unless they submit \$300 in transactions. Their upline leader will also not be able to count them in their personally sponsored active requirement.
- ❖ Inactivity may result in deactivation from the *WineShop At Home* program
- ❖ Should an IWC resign from their Independent Contractor relationship with *WineShop At Home*, *WineShop At Home*, will buyback the re-usable materials in your Business Kit for up to 90% within one year. Materials must be in excellent, unused, re-sellable condition. The buyback amount will be less any commissions/awards remitted and monies owed the Company. IWC may also choose to keep the Business Kit and discontinue their contract. Upon resignation the IWC's customer list and any team members may be rolled up to their active Upline or qualified sponsor.

❖ **Reactivation**

- After 12 months of inactivity you must re-submit an IWC agreement and pay for a new *WineShop At Home* Business Kit and are eligible to enroll under a different sponsor than the original.
- If less than 12 months, reactivation under the previous sponsor is mandatory.

## Terms & Definitions

**Business Building Bonus (BBB):** A 3% commission paid to an SWC or higher on the monthly PV of a personally sponsored IWC or greater provided the SWC or higher is Bonus Qualified at \$300 for the month.

**Bonus Qualified:** In order to qualify for any Career Opportunity bonus income beyond the basic 20% retail profit an IWC or Leader must qualify by having at least \$300 in personal volume for the month. This Bonus Qualifying volume consists of retail sales that meet or exceeds \$300 in Personal Volume for the month

**Central Team:** A Team Leader or higher title and all members in their Downline until a TL or higher encounters another TL or higher.

**Central Team Commissionable Volume (CTCV):** The CTCV of a TL or greater is the sum of the PCV (definition follows) of each Central Team Member including the PCV of the TL or higher.

**Central Team Qualifying Volume (CTQV):** The Central Team Qualifying Volume of a TL or higher is the sum of the PV (definition follows) of each Central Team Member including the PV of the TL or higher. For a Team Leader to be fully qualified, the Central Team Qualifying Volume (CTQV) must be \$3,500.

**Downline Group Volume (DGV):** The sum of all the PV in the Downline infinitely. It also includes an IWC's own PV.

**Downline:** All Active IWC titles to infinity as the title relates to Upline.

**Genealogy:** The structure which represents the placement of all IWCs.

**Generation Leadership Bonuses:** A 5% 1st Generation Leadership Bonus override is based on the volume of the first Leader and their team promoted in a leg of an organization. A 3% 2nd Generation Leadership Bonus is based on the volume of the Second Leader and their team promoted in a leg of an organization under the First Leader. A 2% 3rd Generation Leadership Bonus is available to Senior Executive Directors only.

**Minimum Active Status:** A minimum of \$300 in sales (PV-V) in a rolling 3 month period.

**Personal Commissionable Volume (PVC):** This is the commissionable volume amount on which commissions are paid.  $PCV = PV-V + 40\% \text{ of } PV-WCV$ . This is the figure on which all percentage commissions are paid.

**Personal Sponsor:** The IWC responsible for originally introducing and signing a new IWC.

**Personal Volume for Qualifications (PV):** The PV of a WSAH Consultant is the sum of the Consultant's PV-V and PV-WCV.  $PV = PV-V + PV-WCV$ . This is the figure used to determine reaching title qualifications/maintenance and for trips and incentives qualifications.

**Personal Volume Bonus Gates:** Achieved by hitting or exceeding specific PV-V target amounts and paid on your PCV.

**Personal Base Volume (PV-V):** All commissionable sales including the first Wine Club Member sale.

**Retail Sales Commissions:** Based on qualified title increases when hitting specific dollar volumes. Resets to the retail base commission level you are qualified for on the 1st of the month.

**Wine Club Volume (WCV):** The amount of commissionable volume generated by a WineShop At Home Consultant from their monthly Wine Club Member's billed autoships.