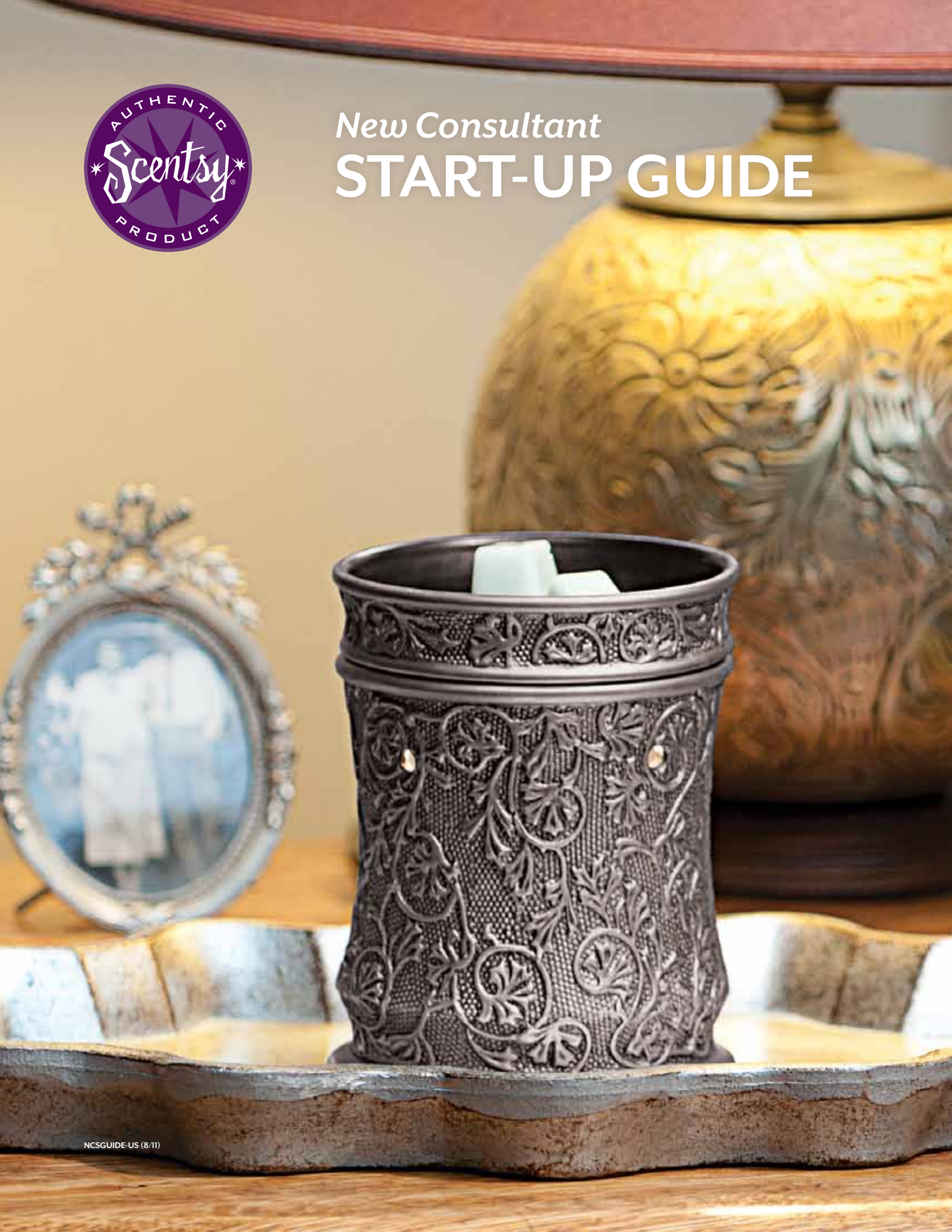




*New Consultant*  
**START-UP GUIDE**





# Welcome to Scentsy

Welcome! We are so happy you have decided to join Scentsy. We strongly believe that our world is getting so busy, and families are suffering from many of the pressures that face our generation. As parents of five wonderful children whom we love, and a dedication to our relationship as husband and wife, we are often concerned with how our work life affects our family. We see so many families that do not have time together because parents are busy just trying to pay the bills. This belief strongly affects everything we do at Scentsy.

It is our vision that through your association with Scentsy, you will be able to create an income for yourself doing something you truly love—so you can have more time to be with the ones you love! For some, running a Scentsy business will mean having extra shopping money. For others, it means having a car payment, a mortgage payment, or the ability to quit a part- or full-time job. Whatever your goal, the Scentsy plan provides an opportunity for you to achieve that goal with less negative impact on what you value most—the relationships in your life.

It is now time to roll up your sleeves and gain what you need to grow your business. Your willingness to join our team, your enthusiasm for our products, and your dedicated efforts will be a reward our family will cherish forever. 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,  
Central Park, New York City





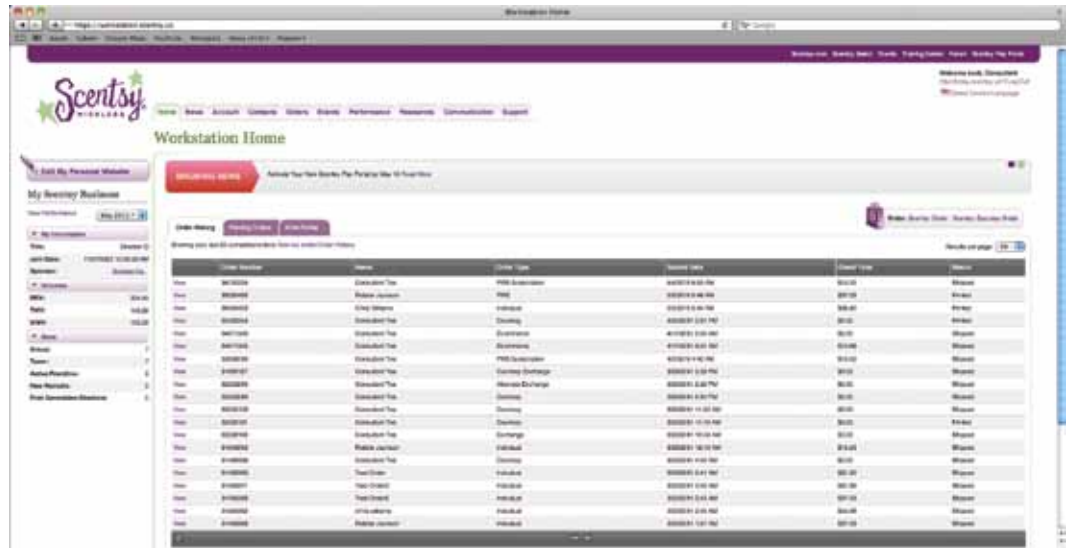
# Using the Consultant Workstation

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!

## To log in to your Workstation:

- 1 Go to [workstation.scentsy.us](http://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. Once you receive your password, write it down on the inside cover of this guide.

[workstation.scentsy.us](http://workstation.scentsy.us)



Upon login, go to the **Training Center** link in the upper right corner to view training videos and download step-by-step instructions on how to use your Workstation.

Have a question? Start a Support Ticket through the **Support** tab on your Workstation to get quick answers from Scentsy's home office team.

# Personalizing Your Personal Website

When you join Scentsy, you get a FREE three-month subscription to your own Personal Website (PWS), which will help you to:

- Promote your business
- Collect online orders
- Announce online parties
- Recruit new Consultants

After your three FREE months, you can maintain 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—just remember that if you want to sponsor new Consultants, you cannot do so without a PWS. A PWS is also required to sell and sponsor outside of the U.S.

You don't have to be a Web designer or a programmer to customize your PWS. It's easy to do on your own!

- 1 Log in to your Workstation.
- 2 Go to **Edit My Personal Website** in the left margin of the page. This will open a new window to edit PWS.
- 3 The **My Website Manager** page contains links to each of the customizable features of your PWS, from your photo to your personal story. Select each of the links to change content, images, and features on your website.

- To upload your own photo, select the **My Photo** link. Choose **Upload a new photo**. You can use the PWS tools to crop and edit your photo, and to add other photos to your library.
- To replace the default story with your personal story, select **My Story**, then **Add a new item**. Write or copy and paste your story into the text box, then save it to preview it.
- Select and edit other PWS options such as **My Module**, **My Theme**, and **My Page** to completely customize the look, feel, and content of your PWS.
- To change your Display Name or Phone Number, close your PWS window and select the **Account** tab on your Workstation home page, then **Edit My Profile**. Type your preferred Display Name or Phone Number into the space provided and select **Save Profile Updates** to save your changes. *Changing your Display Name allows customers and contacts who visit your PWS to see a name other than the legal name you were required to use during enrollment. You can add your business partner or spouse's name, the name of your corporation, or a nickname in this field.*

\* Helpful Hint: When personalizing your website name, make sure not to include "Scentsy" in the name, or other words such as "official" or "corporate." Do not use underscores ("\_") or hyphens ("-"). See Policies and Procedures (Section 6.4.1) for more information on PWS naming.

For detailed training on how to edit your PWS, go to the **Training Center** and view the *Setting Up & Editing Your Personal Website* training video.

# Launching Your Business

## It All Starts With a Goal

You may have joined Scentsy for many reasons. Perhaps Scentsy complements your values and what you expect a company to be like. Maybe you joined to supplement your family income, to have a more flexible schedule, to enhance your personal and professional growth, or to work in a fun and exciting environment.

Whatever the reason **YOU** joined, setting a goal will help you achieve the success you desire.

Here are some basic steps to setting and achieving a goal:

- 1 **Clearly define what your primary Scentsy goal is and write it down. A written goal is proven to have a much higher rate of success.**

*Your Primary Goal:* \_\_\_\_\_

- 2 **Decide what you are willing to do and what it will take to accomplish and achieve your primary Scentsy goal.**

- How many parties will it take each week to reach your goal?  
Suggestion: 1-2 parties per week for the first 70 days.
- Mark the actual times on your calendar when you can do parties.
- Involve your family when planning your calendar.

- 3 **Break your goal down into smaller, achievable pieces.**

- What do you need to do on a daily, weekly, and monthly basis to achieve your goal?
- Remember to talk to your Sponsor or Director for helpful ideas.

- 4 **How much do you want to earn? See pages 13–18 for awards and recognition you can earn during your first 70 calendar days as a Scentsy Consultant.**

- Sell 500 points in Personal Retail Volume (PRV) during your first 15 calendar days after enrollment and earn the **Shooting Star Enhancement Kit**—the option to purchase ten pre-selected warmers from the current catalog for \$200 plus tax. You also earn commissions when you purchase this special kit.

*Goal for First 15 Days:* \_\_\_\_\_

*Goal for First 30 Days:* \_\_\_\_\_

*Goal for First 70 Days:* \_\_\_\_\_

“The difference between a goal and a dream is the written word.”  
– Gene Donohue

Earn one of the three **Scentsational Start Award** levels during your first 70 calendar days after enrollment and earn free product, certificates, and Scentsy jewelry. Level 3 achievers also receive recognition in Scentsy’s monthly newsletter, *Consultant Spotlight*, and at Annual Convention. See pages 13–18 for more information.



# Launching Your Business

As a new Consultant, you will earn a 20% commission on your Personal Retail Volume (PRV). As soon as you achieve a cumulative total of 1,000 points in PRV, you will be promoted to **Certified Consultant** and will be eligible to receive a 25% commission on all future PRV. That's a 5% raise you can earn right away! (Go to page 19 for more information.)

Become a Certified Consultant by (date): \_\_\_\_\_

Achieving the **Shooting Star Enhancement Kit** and the **Scentsational Start Award** will help you quickly promote to Certified Consultant!

Goal for First Six Months: \_\_\_\_\_

Goal for First Year: \_\_\_\_\_

Remember that income is not the only incentive or reward. You have the opportunity to share your dreams and aspirations with others!

As a Scentsy Consultant, income doesn't have to be your only reward! Set your sights on one or all of Scentsy's incentive trips to places like Cancun, the Mexican Riviera, Banff, Alaska, or Hawaii. You can qualify for all-expenses-paid trips! Who knows where Scentsy's next incentive trip might take you?

Goal for Incentive Trip: \_\_\_\_\_

## Plan Your Launch Party

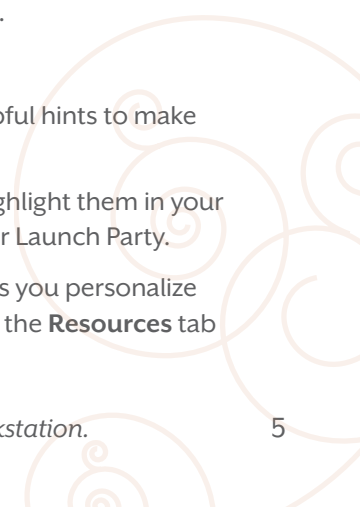
Your Launch Party is the "Grand Opening" of your business! Typically the Launch Party will be held in your home. If that's not possible, consider holding it at a nearby friend's or relative's home.

At your Launch Party, you will schedule additional home parties, gain eager new Scentsy customers, and share the Consultant opportunity. You can act as the Consultant **AND** the Host at your Launch Party, so you can earn half-price and free products to add to your Starter Kit.

### Before Your Launch Party

- Create your *Initial Contact List* (page 7) and *List of 100* (page 8). You may be surprised to see how many people you know!
- Schedule your Launch Party to closely follow the arrival of your Starter Kit. Invite everyone on your *Initial Contact List* and *List of 100*.
- Invite your guests in person or by phone, email, e-vite, or printed invitation. Over invite! Generally, one out of three invited guests will actually attend.
- Get well acquainted with everything in your Starter Kit.
- Create a short presentation. Practice until it feels comfortable.
- Design a simple tabletop display.
- Work closely with your Sponsor to get invaluable tips and helpful hints to make your Launch Party a success.
- Select the dates you are able to conduct home parties and highlight them in your planner. Offer your available dates to your future Hosts at your Launch Party.
- Have catalogs and business cards ready. Scentsy recommends you personalize your business materials with your contact information. Check the **Resources** tab on your Workstation for a label template.

TIP: Set up your Launch Party online to allow non-local contacts the opportunity to place orders.  
TIP: Use the invitations provided in your Starter Kit or send e-vites through your Workstation. Tell anyone who can't attend that they can place an online order with you or host their own party.





*The seeds that you plant with these early events as you launch your business will pay dividends for months and years to come!*

## Launching Your Business

### At Your Launch Party

- Keep your decorations and refreshments simple to keep the focus on your new business!
- Greet your guests with a relaxed smile. Be yourself, and simply share your love for Scentsy products and the business opportunity.
- Let your guests know what your open dates are for your first 30 days. Try to schedule as many parties as you can at your Launch Party. To get your business up and running quickly, a minimum of six parties in your first 30 days is recommended.

### After Your Launch Party

- Work with your Sponsor to enter your party order.
- Congratulate yourself! You've just had your first Scentsy party!
- Make follow-up calls to anyone who couldn't come and remind them they can still place an order or book a party.
- Make follow-up calls to your guests and thank them for coming. Ask them if they are interested in hosting a party.

***The Launch Party is a GREAT way to kick-start your business!***

### Scentsy Success

Scentsy Success provides tools and training materials to help you grow your business. From catalogs, order forms, and invitations to bags and apparel, we have what you need to promote and manage your Scentsy business.

You can place Scentsy Success orders through your Workstation.

### 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 for the first 70 days.\*

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.

\*PowerLaunch discounts are ONLY available for your first 70 days when ordering from Scentsy Success in your Workstation. 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! Do not limit yourself to the number of spaces in each category or the categories listed. Be creative! You really *do* know more people than you think. 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*

---

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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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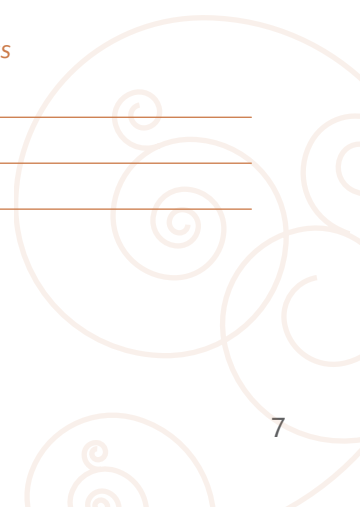
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### *Places You Do Business*

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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	_____



# Successful Parties

## Three Methods for Quick Success

Marketing Scentsy products will be a rewarding experience for you and your Hosts. You have several ways to show your products and share the opportunities Scentsy has to offer. After your Launch Party, three of the most effective ways to get started are the home party, the basket party, and outside orders.

### 1 The Home Party

#### *Presentation Style*

When you have a home party, your Host invites their friends into their home for a comfortable place to meet and have simple refreshments. This provides you with the perfect environment to share the products and business opportunity. You will have the chance to give a brief presentation to sell Scentsy products, interest others in hosting a party, and show everyone how fun and easy it is to be a Scentsy Consultant.

#### *Open House Style*

Some of your Hosts may prefer the casual atmosphere of an open house format for their home party. For an open house, your Host will invite their guests to come during a two- to three-hour time period. Guests can come and go as they wish. Most likely you will not give a formal presentation, but you may give lots of informal ones. Often, more than one display is set up in different rooms. Greet guests as they come in, and answer any questions they have.

Your relationship with your Host is one of the keys to having a successful home party. Go to page 11 to learn about Host Rewards.

### 2 The Basket Party

The basket party is the Scentsy version of a catalog party. It is a great way to get orders from people with busy schedules who are not able to attend or host a home party. It is also a great way for a Host who does not live in your immediate area to host a party. Give your Host a “basket” full of catalogs, order forms, and testers, and leave it with them for 10–14 days. Tell your Host to share Scentsy products with their friends, relatives, and coworkers, and then return the basket—and completed order forms—to you to be processed.

Host Rewards for a basket party are the same as for a home party. Go to page 11 for Host Rewards information.

*Basket party sales are not meant to replace home party sales because they don't provide the same environment for sharing all of the benefits of Scentsy.*



See Policies and Procedures Section 7.3.3 for more information on closing basket parties.

## Successful Parties

### Basket Party Tips

- Create a basket with testers, order forms, and 5–10 catalogs. The **Training Center** and **MyScentsy Forum** on your Workstation are great places to get tips and advice on how to set up your basket.
- Set basket party goals with your Host and set a closing date for the basket party. Give a maximum of 10–14 days for the basket party orders to be gathered.
- Show your Host how to complete the Customer Order Form. Include a completed sample with an instruction sheet.
- Follow up with your Host in one week, and then again to close the party.

### 3 Outside Orders

If your Host has guests who cannot attend a party, your Host can gather orders from them and give them to you to add to your Host’s order total. This will increase your Host’s total party sales and Host Rewards. Guests may also place their party orders directly on your Personal Website. When a guest places an order through your Personal Website, you may count it toward a party total to reach Host Rewards requirements. However, PRV for online orders is earned when those orders are placed, not when the party closes.

Party orders of \$150 or more are shipped free within the contiguous U.S., but orders shipped directly to a customer incur a shipping charge. See page 36 for details on shipping.

As you grow your business, you may also begin to get online orders. This is one of the benefits of having a Personal Website!

For more information and party ideas, go to the **Resources** tab on your Workstation.

### Tips for Booking Parties

- **If you are a “seasoned” Consultant and need a party**, consider scheduling a “Grand Re-Opening” in your home. Invite friends, family, and past Hosts. Have a drawing for a “Mystery Host” where one or two guests receive the Host Rewards!
- **Know your open dates.** Be prepared to schedule a party whenever and wherever you are by knowing when you want to work in the next several weeks.
- **Offer your next available date!** There is no rule that says you must have two or three weeks of lead time on booking a party. Most people know on Thursday whether or not they are available the following Tuesday. Your Host will save money on postage and their excitement level will remain high when they schedule a fast and easy party!
- **Get referrals.** Ask everyone for referrals. Even if someone isn’t interested in being a Host, ask them, “Who’s the party person in your neighborhood?” They will probably be able to give you a name right away.
- **Overbook!** Always schedule more parties than you need to reach your monthly income goals.

Party training is available in the **Training Center** on your Workstation.

# Host Rewards Program

The Host is the lifeblood of the party plan system and so important to you and to Scentsy. Your Host will do almost all the prospecting for you! The Host needs to be motivated and rewarded generously for opening their home and bringing together prospects to experience Scentsy products. With the Host Rewards Program, Hosts can earn free products, half-price items, and booking rewards.

- The product awarded to the Host from their party is paid for by Scentsy.
- There is a fee to the Consultant (\$5) if all of the half-price items earned at a party are not redeemed.
- The minimum threshold for a Host to receive rewards is \$150 in sales, excluding tax, shipping, and handling.
- Each qualifying party (\$150 or more) also earns one additional half-price item to be used as the Perpetual Party Reward. See page 35 for more information.
- Because they're specially priced to raise funds for the organizations they honor, Scentsy's Campus Collection Warmers, charitable cause products, and Patriot Collection Warmers are not available to purchase using Host Rewards or in Combine and Save multipacks.
- Host Rewards do not count toward PRV.

Be sure you fully understand the Scentsy Host Rewards Program and can confidently explain the program's benefits. **This is one of your strongest tools in the development of your business.**

*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.*

## Host Rewards Program Chart

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

For more information on Host Rewards, go to the Training Center on your Workstation.

## Host Packet

It is a good idea to give your Host a packet of information at least two weeks prior to their party. Here are some recommended items to include in a Host Packet:

- Invitations
- Order Forms
- Catalogs
- Your business card
- Host Brochure
- *Monthly Specials* flyers (Scent and Warmer of the Month)
- Host Guest List
- Host Party Planning Tools
- Host Summary Form

These items are available in your Starter Kit or in the Party Tools link in the **Resources** tab on your Workstation. To re-order items from your Starter Kit, you can place a Scentsy Success order through the **Orders** tab in your Workstation.



# 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.

Price: \$10 per month

## Personal Website (PWS)

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 or sponsor new Consultants internationally. *Certain states require Scentsy to charge sales tax on the monthly service charge for Personal Websites. Contact [salestax@scentsy.com](mailto:salestax@scentsy.com) for more information.*

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.

Price: \$35 per month

## Scent of the Month Kit

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

Price: \$60 per month

## Scent & Warmer of the Month Combo Kit

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.

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

## International Service Fees

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 **page 33** for detailed information on International Services Fees and the Agreements that must accompany them.

# Awards & Recognition

Scentsy gives each Consultant many opportunities to be recognized for superior effort and achievement. Each award is designed not only to give the company an opportunity to congratulate you, but to encourage you to do the things that will have the greatest positive impact on your success.

As you strive to earn an award or achieve a goal, you become a Consultant who has a profitable and enjoyable Scentsy experience. As you familiarize yourself with the awards available, you will learn what it takes to get the most out of your time and effort.

Time Frame: Your First 15  
Calendar Days

## Shooting Star Enhancement Kit

Scentsy offers an amazing tool for new Consultants called the **Shooting Star Enhancement Kit**. This is a great way to add to your Starter Kit. Get your business off and running with this awesome incentive!

### Program Details

Important: The day you enroll and order your Scentsy Starter Kit is "**Day One**" of the countdown, not when your Starter Kit arrives. Plan your Launch Party, basket parties, and other events to help you earn this one-time discount. Once you have earned the Shooting Star Enhancement Kit, you will need to call Consultant Support to place your order.

- Sell 500 points in Personal Retail Volume (PRV) during **your first 15 calendar days as a Consultant** to earn the option to purchase ten pre-selected warmers from the current catalog.
- You pay \$200 plus tax. Shipping is **FREE!**
- Volume is earned and commissions are paid on the **Shooting Star Enhancement Kit**.
- This is a one-time offer and must be ordered through Consultant Support within 30 days after the end of the qualification period—which is 45 calendar days from the day you enrolled as a Scentsy Consultant.
- Track your progress with the chart on page 15 or on your Workstation under the **Performance** tab.
- Only the Consultant can receive the Shooting Star Enhancement Kit.

Your Target Date to Qualify: \_\_\_\_\_  
(Your enrollment date plus 14 calendar days)

Time Frame: Your First 70  
Calendar Days

## Scentsational Start Awards Program

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. Even though there are three levels to the **Scentsational Start Award**, you can only earn one. You will be awarded the highest level award you achieve during your first 70 calendar days—**Day One is the day you enroll and order your Scentsy Starter Kit**. Track your progress with the *Scentsational Start Award Tracker* on page 15 or in your Workstation **Performance** tab.

# Awards & Recognition

## 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*
- Recognition at Scentsy's Annual Convention
- Scentsy Star sent after Convention

\*Product credit is posted in your Workstation the month following your qualification date, by the tenth day of the month. (For example, if your qualification period end date is January 2, the award will be posted by February 10). To redeem your product credit, select "Product Credit" in the Payment Type drop-down menu in the payment screen of a new order.

Certificates and pins will be sent by the end of the month following the qualification date.

Send award questions with your Consultant ID to [awards@scentsy.com](mailto:awards@scentsy.com).

## Scentstational 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*, and at Scentsy's Annual Convention.

<b>Level</b>	<b>PRV</b>		<b>Active Recruit</b>		<b>PRV</b>		<b>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*
- Dollar sign charm



### Monthly Mentor Award

#### *Qualifications*

- Three or more new personally enrolled Consultants who become active for the first time in a calendar month

#### *Award Received*

- \$25 Product Credit
- Name in Scentsy's monthly newsletter, *Consultant Spotlight*
- Key charm



### Scentsational Trainer Award

#### *Qualifications*

- When you have a personal recruit reach Scentsational Start Level 2 or 3

#### *Award Received*

- \$25 bonus per Consultant who reaches Level 2 or 3
- Name in Scentsy's monthly newsletter, *Consultant Spotlight*
- Girl charm





# Awards & Recognition



## Top Sales of the Month

### Qualifications

- This award is given monthly to the top Consultant in each title with the highest Personal Retail Volume (PRV) points in one calendar 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*
- Contract charm

## Annual Awards

Annual Awards are announced at Scentsy's Annual Convention.

The qualification period is }  
June 1 through 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

The qualification period is }  
June 1 through May 31.

### Annual Mentor Award

#### 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



# 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 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

*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).*

## Notes

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# Creating Income

## Title Advancement—Consultant Levels

### Essential Consultant

#### Qualifications

- 18 years of age or the age of majority in the Consultant's state of residence at enrollment
- U.S. citizen or permanent resident
- Valid Taxpayer Identification Number (Social Security Number or Employer Identification Number)
- Accepted Independent Consultant Agreement
- Purchased a Starter Kit

#### Income

- 20% commission on Personal Retail Volume (PRV)

### Certified Consultant

#### Qualifications

- 1,000 points in lifetime PRV as an Essential Consultant

#### Income

- 25% commission on PRV

Once a Consultant achieves a lifetime total of 1,000 points in PRV, over any period of time, they will be promoted to the title of **Certified Consultant** or higher and will then be eligible to receive a **25% commission** on all future PRV. Any PRV made in the qualifying month for Certified Consultant will be paid at 25%.

Achieving the “quick-start” incentives—the **Shooting Star Enhancement Kit** and the **Scentsational Start Awards**—will help earn a quick promotion to Certified Consultant.

### Lead Consultant

#### Qualifications

- 500 PRV points in the month
- 1,000 points in Group Wholesale Volume (GWV) in the month
- One Active Frontline Consultant/Director in the month

#### Income

- 25% commission on PRV
- 2% bonus on Personal Wholesale Volume (PWV)
- 2% bonus on Frontline Essential or Certified Consultant Team Wholesale Volume (TWV)

See page 23 for a glossary of Compensation Plan Terms and Definitions.

*Example: If you sold 500 points in PRV during the month you enrolled in Scentsy, you would receive a 20% commission on this volume. If you sold another 500 points in PRV in the following month, you would qualify to be promoted to Certified Consultant. Since you completed your 1,000 points in PRV requirement in your second month, you would be promoted to Certified Consultant and be paid 25% on all PRV earned for that month. This is because you advanced to Certified Consultant and are paid at the rank you qualify for each calendar month.*



## Creating Income

### Star Consultant

#### Qualifications

- 500 Personal Retail Volume (PRV) points in the month
- 2,500 points in GWV in the month
- Two Active Frontline Consultants/Directors in the month

#### Income

- 25% commission on PRV
- 4% bonus on PWV
- 4% bonus on Frontline Essential or Certified Consultant TWV
- 2% bonus on Frontline Lead Consultant TWV

### SuperStar Consultant

#### Qualifications

- 500 PRV points in the month
- 6,000 points in GWV in the month
- Three Active Frontline Consultants/Directors in the month

#### Income

- 25% commission on PRV
- 7% bonus on PWV
- 7% bonus on Frontline Essential or Certified Consultant TWV
- 5% bonus on Frontline Lead Consultant TWV
- 3% bonus on Frontline Star Consultant TWV

## Title Advancement—Leadership Levels

### Director

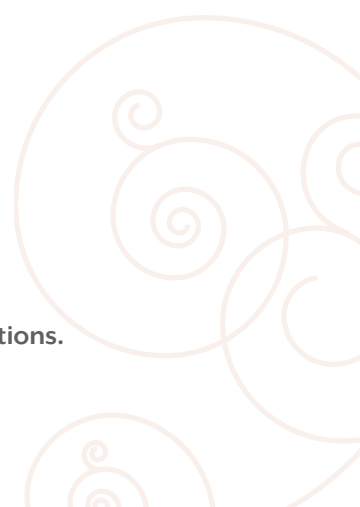
#### Qualifications

- 500 Personal Retail Volume (PRV) points in the month
- 10,000 points in GWV in the month
- 2,000 points in TWV in the month
- Three Active Frontline Consultants/Directors in the month

#### Income

- 25% commission on PRV
- 9% bonus on PWV
- 9% bonus on Frontline Essential or Certified Consultant TWV
- 7% bonus on Frontline Lead Consultant TWV
- 5% bonus on Frontline Star Consultant TWV
- 2% bonus on Frontline SuperStar Consultant TWV
- 3% bonus on Frontline Director (Q) TWV
- 3% bonus on First Generation Director TWV

See page 23 for a glossary of Compensation Plan Terms and Definitions.





## Creating Income

### Star Director

#### Qualifications

- 500 Personal Retail Volume (PRV) points in the month
- 30,000 points in GWV in the month
- 6,000 points in TWV in the month
- Three Active Frontline Consultants/Directors in the month
- Two First Generation Directors in the month

#### Income

- 25% commission on PRV
- 9% bonus on PWV
- 9% bonus on Frontline Essential or Certified Consultant TWV
- 7% bonus on Frontline Lead Consultant TWV
- 5% bonus on Frontline Star Consultant TWV
- 2% bonus on Frontline SuperStar Consultant TWV
- 3% bonus on Frontline Director (Q) TWV
- 3% bonus on First Generation Director TWV
- 4% bonus on Second Generation Director TWV

### SuperStar Director

#### Qualifications

- 500 PRV points in the month
- 80,000 points in GWV in the month
- 10,000 points in TWV in the month
- Three Active Frontline Consultants/Directors in the month
- Four First Generation Directors in the month

#### Income

- 25% commission on PRV
- 9% bonus on PWV
- 9% bonus on Frontline Essential or Certified Consultant TWV
- 7% bonus on Frontline Lead Consultant TWV
- 5% bonus on Frontline Star Consultant TWV
- 2% bonus on Frontline SuperStar Consultant TWV
- 3% bonus on Frontline Director (Q) TWV
- 3% bonus on First Generation Director TWV
- 4% bonus on Second Generation Director TWV
- 5% bonus on Third Generation Director TWV

### Director (Q)

Director (Q) is the title assigned to any Director who has not qualified for the Director rank for three consecutive months. For additional information, go to the **Training Center** on your Workstation.

See page 23 for a glossary of Compensation Plan Terms and Definitions.



# Compensation Plan

Being a Scentsy Consultant allows you to have a flexible schedule and set your own goals. No matter what your background is or how many hours you wish to work, you can have a successful Scentsy business that fits your lifestyle! Scentsy's Compensation Plan offers commissions on personal sales and leadership bonuses as you build a team. For detailed information on Scentsy's Compensation Plan, go to the **Training Center** on your Workstation.

COMPENSATION PLAN															
	Monthly						Title								
	Personal Retail Volume (PRV)	Group Wholesale Volume (GWW)	Team Wholesale Volume (TWV)	Active Frontline Consultants	First Generation Directors	Commission from Personal Retail Volume	Bonus from Personal Wholesale Volume	Frontline Essential or Certified Consultant TWV Bonus	Frontline Lead Consultant TWV Bonus	Frontline Star Consultant TWV Bonus	Frontline SuperStar Consultant TWV Bonus	Frontline Director (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.

*Go to page 30 for answers to common sales, rank, and compensation questions.*



# Compensation Plan

## Compensation Plan Terms and Definitions

- Group** A Consultant and everyone in their downline.
- Level** How your downline is organized and the distance of each downline Consultant from you.
- Generation** A term to describe the relationship of Directors to each other within a group.
- Team** A Consultant and their downline, excluding any Directors in their group and those Directors' downlines.
- Rank** The qualification level at which the Consultant's compensation will be determined from month to month.
- Title** The highest rank achieved by a Consultant to date, or Director (Q) (see page 21). A Consultant's title only changes by advancement, except in the case of a change to Director (Q) status.
- 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.
- 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 into the global PRV for that warmer. The current peg rate for the United States is 1. See *Understanding Scentsy's Global Compensation Plan* on page 25 for more information.
- Personal Wholesale Volume (PWV)** 75% of the point value of commissionable products that you sell.  $PRV \times 75\% = PWV$ .
- Team Wholesale Volume (TWV)** The sum of the Personal Wholesale Volume (PWV) of each person on a team.
- Group Wholesale Volume (GWV)** The sum of the Personal Wholesale Volume (PWV) of each person in a group.
- Commission** The compensation paid to a Consultant for the personal sales of commissionable Scentsy products.
- 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.
- Frontline** All Consultants in the first level of a Consultant's downline. These are the Consultants you personally recruit.
- 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.

# Important Information—General

## General Information for Running Your Business

### 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 your Scentsy Compensation Card or to up to two personal bank accounts. If you have questions about your Scentsy Pay Portal account, create a Support Ticket or email [payportal@scentsy.com](mailto:payportal@scentsy.com) for assistance. For more information on the Scentsy Pay Portal account, go to the **Training Center** on your Workstation or to the FAQ 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 to have earnings cashed out to your bank account(s) as well. If you are having problems with your card, call 1.866.277.1790.

### Pay Days

Commissions and bonuses for the preceding month are loaded to your Scentsy Pay Portal by the end of the day on the tenth day of the 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 month, but prior to the end of the day (23:59 PST) on the last day of the month. Ranks and titles are updated when commissions are paid. If you have a question about commission or bonus calculations, create a Support Ticket in the **Support** tab of your Workstation or email [commissions@scentsy.com](mailto:commissions@scentsy.com).

### Policy for Inactivity

A Consultant must have a monthly total of at least 150 points in Personal Retail Volume (PRV) in one of the last three months to continue their agreement with Scentsy. Any Consultant who does not accumulate at least 150 PRV in any one of the last three months will be cancelled from Scentsy. To review your (and your downline’s) activity go to the **Performance** tab on your Workstation.

If a Consultant is inactive for two consecutive months the “Will Term” column will be checked during the third month, until 150 points in PRV is reached. The 150 points in PRV can come from individual customer orders, party orders, or online orders made through your Personal Website.

*If your Scentsy account is cancelled, you will be eligible to complete the enrollment process again six months from the date of cancellation. Contact Account Services at [accountservices@scentsy.com](mailto:accountservices@scentsy.com) for assistance.*

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

*Example: In either January, February, or March a Consultant would need to achieve at least 150 points in PRV. If they did not have 150 PRV in January or February, they would need to have 150 PRV in March to avoid cancellation.*



## Important Information—General

### Accepting Credit Card Payments from Customers

Gather **ALL** information on the Order Form: name, credit 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 credit card is a sacred trust—treat that trust with care. Your customer's credit card information will be transmitted to Scentsy at the time you place the order online. You will not be running the credit card yourself—Scentsy will process all credit 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.*

### Checking Account

We recommend that you set up a separate checking account exclusively for your Scentsy business so that you do not co-mingle 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 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.*

### Understanding Scentsy's Global Compensation Plan

Scentsy has a global Compensation Plan that is designed to support multiple countries. Commissions are paid 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 in local currency, 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. The commission calculation is: PRV x Commission Percentage x Peg Rate = Commission amount in local currency.



# Important Information—Consultant Support

## Support Information

If you have a question or issue, please contact your Sponsor or Director first. If they are unsure of the answer or they cannot assist you, create a Support Ticket in the **Support** tab on your Workstation. Please refer to the sections below before creating a Support Ticket—many Consultant questions can be answered in your Workstation or in other Scentsy communications.

- 1 **Communication**—Updated information from Scentsy is found in the **News** tab of your Workstation. Scentsy posts a monthly newsletter for all Consultants called *Consultant Spotlight* on or around the 15th of each month in the **Resources** tab under the Consultant Spotlight Newsletter link.
- 2 **Training**—The **Training Center** link on your Workstation and your Sponsor or Director are your primary sources for training. If you are unsure about how to place an order or need training for other issues, contact your Sponsor and/or Director first.
- 3 **Order History**—Your Workstation includes information on the order history for your business. The order history can be found on your Workstation by selecting the **Orders** tab. Orders can be sorted in multiple ways, including by “Order Type” or “Party Date.” Once an order’s status is marked as “Shipped,” you will be able to find the tracking information by clicking on “View” and then clicking on the “Tracking” code.
- 4 **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.
- 5 **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.







## **Important Information—Consultant Support**

**6** *Broken or Damaged Items*—Scentsy will exchange broken, damaged, or defective items. Start a Support Ticket on your Workstation with the following information:

- Your Consultant ID
- Order number
- Customer name
- Item that needs to be exchanged
- Description of what is wrong
- 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.

Refer to Section 9.4 of the *Policies and Procedures* for more information on Consultant exchanges.

**7** *Calling Consultant Support*—If for some reason you cannot submit a Support Ticket, or your question hasn't been addressed, you can contact Consultant Support by phone or email; see the contact information below. When you need to call Consultant Support, please have your Consultant ID and the order number you are calling about available to help us serve you more efficiently and decrease call wait times.

### **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

## Product-Related Questions

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

**A.** We use a custom, high-quality paraffin wax blend. Our wax blend is designed for a specific scent load and melt point.

**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.** Scentsy Bars come in eight break-apart sections. One or more sections can be used at a time according to preference. Wax will not dissipate and should be replaced when the fragrance is gone.

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

**A.** While the wax is warmed and melted, pour it into a disposable container and wipe the dish with a paper towel or napkin. For Plug-In Scentsy Warmers, turn the warmer on for 2–3 minutes to soften the wax. Remove wax and clean the warmer dish with a paper towel. Grab Tabs™ can also be used to easily remove wax from Plug-In Scentsy Warmers.

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

**A.** A 25-watt light bulb should be used in a Full-Size Scentsy Warmer. A 20-watt light bulb should be used in a Mid-Size Scentsy Warmer. A 15-watt light bulb should be used in a Plug-In Scentsy Warmer. Each new warmer comes with a light 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 will make each new catalog available one month early to give you time to prepare for the upcoming season.

## Shipping Questions

**Q. How much is shipping?**

**A.** Shipping is free in the contiguous U.S. for party orders of \$150 or more in total retail sales. Direct-ship orders and orders to Alaska, Canada, Hawaii, U.S. territories, or APO/FPO addresses will incur a charge. For complete shipping information, view the charts on page 36.

**Q. How long will I have to wait for delivery?**

**A.** Scentsy policy is to have your order shipped within ten business days from the date the order is submitted. By telling customers their orders should arrive within three weeks of the order date, you will be safe from unpleasant surprises.



# Frequently Asked Questions

## Sales Venue Questions

### **Q. Can I sell online?**

**A.** Yes. Consultants can sell Scentsy products online only through their Scentsy Personal Website (PWS). All online advertising is limited and subject to approval by the home office. Please refer to Scentsy *Policies and Procedures* concerning all online advertising guidelines.

### **Q. Can I sell on eBay?**

**A.** No. To maintain the quality and integrity of the Scentsy brand experience, Consultants are prohibited from selling on eBay or any other online auction site or service.

### **Q. Can I sell on Craigslist?**

**A.** No, but you can promote your events and the business opportunity.

### **Q. Can I sell at fairs and events?**

**A.** Yes. Consultants are allowed to sell at temporary events and expos in their country of residence. They can elect to purchase inventory to resell at the events or take orders, at their preference. **Only one Scentsy booth can exhibit at a fair or event at one time.**

### **Q. Can I sell in retail stores?**

**A.** No. A Consultant can have a promotional display with marketing materials for the purpose of generating leads or orders. Absolutely no selling can be done in a fixed retail establishment.

## Subscriptions and International Fees Monthly Payments

### **Q. When are my monthly payments of Scent and/or Warmer of the Month, Personal Website (PWS), and the International Service Fee(s) due?**

**A.** Scentsy treats each reoccurring payment differently. For the Scent and/or Warmer of the Month, Scentsy charges your on-file credit or debit card on the 15th 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. For example, if you became a Consultant on March 5, your payment is due on the fifth day of each month. You cannot cancel or exchange your subscription once your payment has processed.



# Frequently Asked Questions

## Sales & Rank Advancement Questions

**Q. Are there any monthly or quarterly sales requirements?**

**A.** Consultants need to submit at least 150 points in Personal Retail Volume (PRV) in one month out of the last three-month period to be eligible to order. If they fail to qualify, the Consultant's account will be cancelled. There are no monthly sales requirements to receive a commission on personal sales.

**Q. I've met the PRV, GWV, and the number of active Frontlines required to be a Lead Consultant. Why am I still listed as an Essential Consultant?**

**A.** To be promoted to Lead Consultant or higher, you must have achieved a lifetime Personal Retail Volume (PRV) of 1,000 points in addition to the other requirements.

**Q. Are there any requirements to earn Frontline TWV and Director Generation bonuses?**

**A.** To earn Frontline TWV and Director Generation bonuses you must qualify as a Lead Consultant or higher. All leadership ranks require 500 PRV points monthly to qualify in addition to the other requirements indicated on the Compensation Plan on page 22. If you have additional questions, please contact your Sponsor or Director.

## Compensation Questions

**Q. Why didn't I get paid on my Frontline Consultant?**

**A.** To be paid on your Frontline Consultants, **your rank** must be higher than **their title**. Rank can change monthly and is determined by your achievements in PRV, GWV, and the number of active Frontline Consultants.

**Q. I've made enough sales to earn commissions, but I haven't been paid by Scentsy. When do I get paid?**

**A.** Commissions are paid by the end of the day on the tenth of each month, or the following business day if the tenth falls on a weekend or bank holiday, for the activity performed in the previous month. Visit the **Performance** tab on your Workstation and click on the **Commission History** button on the left margin for more information.



# 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 current as a Scentsy Consultant, you must sell 150 points in Personal Retail Volume (PRV) in any one of the three previous calendar months. (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)





## Top 20 Policies

- 11 You are allowed **ONE** external website or blog to personalize your Scentsy business and promote the Scentsy opportunity. (Section 6.4.5.2)

### *Shipping and Warranties*

- 12 Shipping is free for party orders of \$150 or more in retail sales within the contiguous U.S. Direct-ship orders and orders to Alaska, Canada, 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*

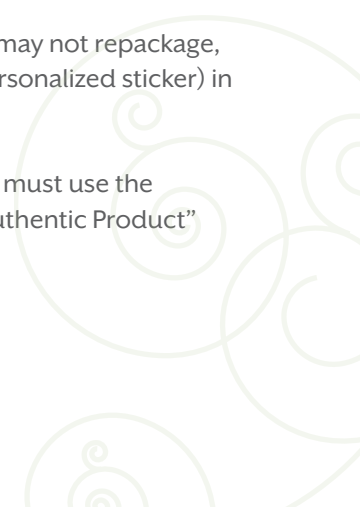
- 14 You cannot sell Scentsy products in a retail store, including mall kiosks (Section 6.5.1), nor do cooperative advertising and/or promotion with retail entities. (Section 6.5.3)
- 15 You can sell Scentsy products in the country in which you enrolled on a cash-and-carry basis at fairs, shows, expos, 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.

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.

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 and Germany.

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.

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.

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.**

Price: \$5 per month

### International Service Fee: In-Region

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.

Price: \$10 per month

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

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 **Training Center** for information on sponsoring internationally.

# 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 have the ability to order and sell Scentsy products.

**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 page 33 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 page 33 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 into the global PRV for that warmer. The current peg rate for the United States is 1. See *Understanding Scentsy's Global Compensation Plan* on page 25 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 Wholesale Volume (PWV)** 75% of the point value of commissionable products that you sell.  $PRV \times 75\% = PWV$ .
- 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.
- Rank** The qualification level at which the Consultant's compensation will be determined from month to month.
- 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 and Germany.
- 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 21). 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.



KE-GUIDEFW11

*\*PowerLaunch discounts are available ONLY for your first 70 days when ordering from Scentsy Success. Not available as part of a party order. Pricing and/or availability of all PowerLaunch items are subject to change without notice.*