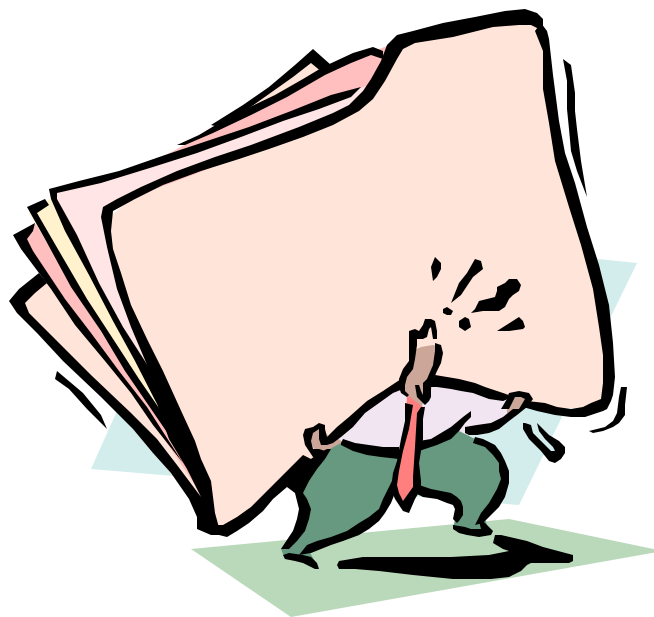


The
Allegre
Compensation
Plan
For



Beginners
Part I
Associate to Manager

JUNE - SALLY'S ENROLLMENT MONTH



You have just finished sharing the Allegre Opportunity with your prospect, Sally. Sally is very enthusiastic about the company and the opportunity and wants to get started right away. However, your work is not finished, it has just begun. ***The most important thing that you can do for Sally is to help her determine how she would like to enroll.*** Sally's initial enrollment will determine how much money she can earn from the Allegre Compensation Plan.

ENROLLMENT CHOICES

Sally has several enrollment choices before her.

1. Sally can enroll as an Allegre Preferred Customer, only.

As a Preferred Customer (PC), Sally will receive a 30% to 40% discount on all the Allegre products she purchases. To enroll as a Preferred Customer, Sally will fill out the **Preferred Customer Agreement Form** and pay the \$10.00 enrollment fee. The PC Form will be either mailed or faxed to the company and processed. As a Preferred Customer, Sally commits to purchase a minimum of \$29.00 Personal Business Volume (PBV) worth of products each month. Should Sally fail to qualify her position in any given month, she will be sent the back-up order of products which she specified on the back of her Preferred Customer Agreement Form. The back-up order is important for Sally, because, if for any reason she should fail to qualify as a Preferred Customer for two consecutive months, she will, automatically lose her Preferred Customer status. The back-up order is designed to keep her Preferred Customer status active and in good standing.

2. Sally can enroll as a Travel Agent, only.



If all Sally desires to do is have a home-based travel business, earn some commissions and enjoy the perks and benefits of the travel business, she can join solely as an Independent Travel Agent of America's Travel Companies. To enroll as a travel agent, Sally must fill out the **Independent Travel Agent Agreement Form** and the **Preferred Benefits Program Agreement Form**. By filling out and signing the PBP Form, Sally agrees to allow Allegre the opportunity to draft her designated account \$20.00 per month which keeps her travel agent business active and in good standing. Sally must also pay the \$149.00 enrollment fee, plus the \$8.00 shipping and handling fee. Those forms will be either mailed or faxed to the company and processed.

- a. As a travel agent, Sally can earn income in several ways:
 - i. She can earn a 50% commission on all the leisure travel that she books. The 50% commission is paid from the net commission paid to the company from the travel vendor.
 - ii. She can also earn a referral fee from the individuals that she talks to about the company who enroll with America's Travel Companies as a travel agent.
 - 1) The referral fee is 30% of the \$149.00 enrollment or \$44.70.

AND/OR

3. Sally can enroll as an Allegre Independent Representative.

The logo for Allegre, featuring the word "Allegre" in a stylized, cursive script font, positioned to the left of a vertical line.

Should Sally desires to build an Allegre business and create additional income through enrolling other travel agents, the sponsoring of independent representatives, the enrollment of preferred customers or through the retail sales of the Allegre products, she can enroll as an Independent Representative. To enroll as an Independent Representative, Sally will fill out the **Independent Representative Agreement Form** and the **Preferred Customer Agreement Form** and pay the \$29.00 enrollment fee, plus the \$8.00 shipping and handling fee. Those forms will be either mailed or faxed to the company and processed.

As a **Preferred Customer**, Sally commits to generate a minimum of \$29.00 Personal Business Volume (PBV) each month through her business efforts. That Personal Business Volume can be generated from travel sales, her personal Preferred Benefits BV, if she is also a travel agent, the enrollment Business Volume (BV) of other travel agents she might bring into America's Travel Companies, and all other product sales. Should Sally fail to qualify her position in any given month, she will be sent the back-up order of products which she specified on the back of her Preferred Customer Agreement Form. The back-up order is important for Sally, because, if for any reason she should fail to qualify her Independent Representative position for two consecutive months, she will, automatically loose her Preferred Customer status and her Independent Representative status. The back-up order is designed to keep her business active and in good standing.

COMMITMENT LEVELS

- b. As soon as Sally enrolls as an Independent Representative, *it's important for her* to determine the commitment level at which she would like to participate.



Level 1 – As a level 1 participant, Sally would like to purchase products at Preferred Customer prices, possibly sell some products to her family and friends and/or enroll individuals as independent agents for America's Travel Companies. She might consider building a business in the near future. Recommend a *Value Pack, so she can purchase products at below Preferred Customer prices and have products to use, demonstrate and show to others.

Level 2 – As a level 2 participant, Sally has the same interests described under Level one, but she anticipates that, through the sharing of her experience with her family and friends, she will generate enough money to subsidize, or completely pay-for her personal product purchases and/or business operating expenses. At level 2, Sally can realistically expect to give 2 to 5 hours per week in developing her business. Also, at the number 2 level, it is important that Sally purchase a *Value Pack so she can receive products at below Preferred Customer prices and have products to use, demonstrate and show to others.

Level 3 – At level 3, Sally can visualize a business that adds \$300 - \$500 dollars per month to her income and she is willing to devote the time and energy necessary to reach that goal. She has friends, family and acquaintances that she believes would be interested in joining her in a new business venture. At level 3, Sally can realistically expect to give 5 to 10 hours per week in developing her business. Recommend to Sally that she commit to purchasing a *Career Pack (CP) so she can convert her home to the Allegre products and qualify for Career Pack and Value Pack (VP) Bonuses. As an added bonus, Sally will qualify for the rank of Account Executive based on the Business Volume of the Career Pack. The \$50.00 Career Pack and \$30.00 Value Pack Bonus will be paid to Sally when someone she sponsors also purchases a CP or VP. Also, because of her CP purchase, Sally will be able to receive Leadership Advancement Bonuses as she moves up in rank under the compensation plan. (See the compensation plan for details).



Level 4 – At the 4th level, Sally is very serious about operating an Allegre business and recognizes an opportunity to supplement her income with an additional \$500 to \$1,000 per month. She knows that she can develop 5 key leaders within her organization and she is willing to assist each of them in developing their own organization. Sally knows that

this effort will require several evenings per week but she is willing to give the time and dedication necessary to reach her goal. Realistically she can expect to give 10 to 15 hours per week in developing her business. Recommend to Sally that she commit to purchasing a *Career Pack (CP) so she can convert her home to the Allegre products and qualify for Career Pack and Value Pack (VP) Bonuses. As an added bonus, Sally will qualify for the rank of Account Executive based on the Business Volume of the Career Pack. The \$50.00 Career Pack and \$30.00 Value Pack Bonus will be paid to Sally when someone she sponsors also purchases a CP or VP. Also, because of her CP purchase, Sally will be able to receive Leadership Advancement Bonuses as she moves up in rank under the compensation plan. (See the compensation plan for details).



Level 5 – At the top level or the 5th level, Sally sees a true opportunity for financial freedom! She knows that she can develop 5 – 10 key leaders within her organization and she is willing to assist each of them in developing their own organization. She wants to earn a five figure monthly income and is willing to devote herself to the development of an extensive business organization. She envisions an extensive business organization dedicated to people helping people reach their goals. Sally can expect to give 15 to 20 hours per week in developing her business. At this level purchasing a *Career Pack (CP) is a must. Sally needs to commit to purchasing a *Career Pack (CP) so she can convert her home to the Allegre products and qualify for Career Pack and Value Pack (VP) Bonuses. As an added bonus, Sally will qualify for the rank of Account Executive based on the Business Volume of the Career Pack. The \$50.00 Career Pack and \$30.00 Value Pack Bonus will be paid to Sally when someone she sponsors also purchases a CP or VP. Also, because of her CP purchase, Sally will be able to receive Leadership Advancement Bonuses as she moves up in rank under the compensation plan. (See the compensation plan for details).

**Note: The opportunity to purchase a Career Pack or Value Pack is only available within the first 60 days after enrollment so it is important to share this opportunity with your new enrollee as soon as they enroll.*

After sharing all the levels with her turn to Sally and ask the following question: “Sally, how do you see yourself participating with us, as a Level 1, Level 2, Level 3, Level4, or Level 5?”

After you ask the question, don’t say a word. Just sit quietly. This is Sally’s decision and whatever decision she makes is great.

If Sally responds that she is a Level 1, or Level 2 say, “Great! Let’s get all your paperwork filled out and submitted to the company. Do you prefer the Value Pack or a Career Pack for your first product order?”

If Sally responds that she is a Level 3, Level 4 or Level 5 say, *“Great! Let’s get all your paperwork filled out, along with your Career Pack order, and submit it to the company.”*

Note: We are going to spend the majority of our time with the Level’s 3-5. We will give the 1’s and 2’s a short basic training and be available for continued support, but the 3, 4, and 5’s are going to receive our undivided attention.

Sally responds that she is a level 5 and ready to get started. Immediately we fill out all of her enrollment paperwork, which includes the Preferred Customer Product Order Form for her Career Pack. We fax or mail the information into the company. We also set up Sally’s Day Planner and schedule her 48 hour follow-up training and several in-home meetings where Sally can invite over some of her family and friends. Sally has now entered the world Network Marketing. And you, as her sponsor, have earned an additional \$50.00 from Sally’s Career pack purchase.

There are 7 positions or titles in the company. The positions in the company are Associate, Account Executive, Manager, Director, Executive Director, National Director and Presidential Director. Sally, because she purchased a Career Pack, will advance to the Rank of Account Executive on the first of the month, following the month of her enrollment. In other words, if she enrolled June 25th, Sally will be promoted to Account Executive July 1st. The 160 Business Volume associated with the Career Pack is what advanced her to the Account Executive position.

Had Sally not purchased a Career Pack, in order to reach the rank of Account Executive, she would either had to personally enroll 2 Preferred Customers over any time period or create \$150.00 Personal Business Volume in one calendar month.

July – Account Executive to Manager

In July, the month after her enrollment, Sally begins to share the opportunity with her family and friends and invites them to her home to see a presentation of a new business she is starting. As Sally’s sponsor, you do the presentation for her. After the presentation is completed, Sally enrolls her good friend Tom. Tom is placed on Sally’s frontline, or directly below her in her genealogy. Sally is now called Tom’s sponsor or another term often used is upline.

Tom really sees the potential of the Allegre opportunity and tells Sally that he is a Level 3 participant. Sally helps Tom fill out the Independent Representative Agreement Form and the Preferred Customer Agreement Form. Tom also purchases a Career Pack and qualifies to become an Account Executive the next month. Sally sets-up Tom’s 48 hour follow up training and tells him of her next in-home meeting and encourages him to bring a couple of guests.

Also, at the presentation, Sally enrolls her Dad. Her Dad however, does not have an interest in building a business, but he desires to purchase the Allegre products at a 30% - 40% discount so he enrolls as a Preferred Customer. This places Sally's Dad in her **genealogy on her frontline. Sally's Dad orders his first product order worth 35 Business Volume.

Sally also sponsors Kathy as a Travel Agent. Kathy has no desire to be involved with the marketing arm of the company, but wants to build a travel business from her home. She helps Kathy fill out the Independent Travel Agreement Form and the Preferred Benefits Application and Agreement Form.

Having enrolled two Preferred Customers, Sally will now promote to the Account Executive Position, the first of the next month. Plus, Sally has now started a residual income base, as well as earned an additional \$50.00 from Tom's Career Pack Purchase.

The other guests, having not made a decision, are sent home with some information about the company and an Allegre Product Brochure. Sally realizes that even though they may not join with her in the business, they have the potential to become her retail customers or travel clients. They are also invited back to the next presentation to view the company again.



Account Executive



Kathy



Tom



Dad

Another way Sally could have promoted to the Account Executive level was by generating \$150.00 in Personal Business Volume (PBV) in one month. She could do this in several ways.

1. Purchase a Career Pack that has 160 BV as we previously stated.
2. Sally could purchase a Personal Care Value Pack that carries 110 BV and enroll one travel agent by selling the Travel Agent Tutorial Program (ITTP) that carries 74 BV. That is a total of 184 PBV and that is enough PBV to promote her to the Account Executive position.
3. Sally could enroll 2 new travel agents by selling 2 ITTP's. Each ITTP has 74 BV each for a total of 148 BV. If Sally is also a Travel Agent her Preferred

Benefits Program is worth 14 BV. That is a total of 162 PBV and that is enough PBV to promote her to the Account Executive position.

4. If Sally is also a travel agent, she could sell enough travel to create 150 BV in one month. However, Sally will not receive credit for the Travel BV until the commissions have been paid to America's Travel Companies.

As her sponsor, your goal is to help Sally move up in rank within the company as quickly as possible. Our first real goal is to help Sally reach the Manager position within 2 consecutive months of her enrollment. Remember, Sally purchased a Career Pack so she is eligible to double her Leadership Advancement Bonuses by advancing to the Manager Position within 2 consecutive months of her enrollment date. For example, if Sally enrolled on June 5th, she will have until August 31st, to reach the Manager position. Since June was her enrollment month, it does not count against her Leadership Advancement Bonus qualification.

By becoming a Manager quickly, Sally sets an example for her entire group and she shows them that she is a leader who can be followed. Also, Sally is now eligible to receive income from the Revenue Sharing Pool under the Revenue Sharing Pool Guidelines, she is eligible to receive a \$100 Leadership Advance Bonus, and she will receive residual income from three ***generations** of payline in her organization.

In order for Sally to promote to the Manager position, she will either have **to enroll 3 more Preferred Customers** or **generate \$500.00 in Personal Business Volume** in the month.

Sally continues her recruiting efforts and invites more guests to her home for her second in-home presentation. At her second meeting, Alice, who had come to the first meeting but did not enroll, comes again to see it a second time. Several new guests arrive that Sally has invited and Tom has brought a couple of guests with him, too. As before, Sally's sponsor does the presentation for her and at the end of the presentation, Sally sponsors Lynn, Alice, and Michael. Both Michael and Lynn desire to build a business, but Alice only wants to become a Preferred Customer. Lynn says she is in the Level 4 category and purchases a Career Pack and will promote to the Account Executive position on the first of the month. Michael says he is a level 3 participant and purchases a Value Pack. Alice places her first product order worth \$40 BV.

Here is the good news. Both of Tom's guests, Peter and Andrea and Rod enroll as Independent Representatives. Peter and Andrea say they are Level 4 participants and purchase a Career pack and Phyllis, a Level 3 participant purchases a Value Pack. Sally now schedules a couple of meetings in August at Tom's house, plus schedules two meetings at her own home. Sally is well on her way to building a dynamic organization and on the first of the month, Sally will promote to the Manager position.



Account Executive



Michael
IR/PC



Tom
IR/PC



Lynn
IR/PC



Dad
P/C



Alice
P/C



Andrea/Peter



Rod

By the end of July, Sally because she is an Account Executive will now earn 7% of the BV created in her group (excluding the Career Pack and Value Pack BV because Career Pack and Value Pack Bonuses are paid to the sponsor). She has qualified for the Manager position to which she will be promoted on the 1st of August. The good news is that Sally has already created a good structure to take her to the top ranks of the company. Tom and Lynn will promote to the Account Executive Position because they purchased Career Packs. And Sally will have earned \$285.13 from the following:

1. \$50.00 from Tom's Career Pack
2. \$50.00 from Lynn's Career Pack
3. \$30.00 from Michael's Value Pack
4. \$10.43 from her Dad and Alice's product order and Kathy's ITA kit.
(7% of 149 BV)
5. \$44.70 Retail Profit from the enrollment of Kathy as an ITA
6. \$100.00 Leadership Advancement Bonus (will be paid after her enrollees have remained qualified for three consecutive months.)

Tom will also receive a check for \$80.00 because of Andrea and Peter's Career pack Purchase and Rod's Value Pack purchase.

AUGUST – Promotion to Manager

Sally is very excited about her Allegre business because she has promoted to Manager and she knows she is on track to reach the top levels of the company and earn her Leadership Advancement Bonuses. Sally's next goal is to reach the Director Position. To learn how Sally goes from Manager to Director read The Allegre Compensation Plan for Beginners, Part II, Manager to Director.



Manager



Michael
IR/PC



Tom
Account Executive



Lynn
Account Executive



Dad
P/C



Alice
P/C



Andrea/Peter
Account Executive



Rod

****Note:** A generation includes all tiers, or levels, in your Downline from one Qualified Position to the next succeeding Qualified Position. Upon qualification, you are your own 1st Generation. Let me explain

Sally will always be at the top of her organization and is considered to be her first generation. When Tom and her Dad enrolled and were placed under her in her genealogy, they were also within her first generation. However, as soon as Tom reaches the Account Executive level and becomes the leader of his own group, he now becomes Sally's 2nd Generation. As soon as Tom enrolls an individual who becomes an Account Executive, that will become Sally's 3rd generation, and so on. Sally's Dad, because he is only a Preferred Customer, will always remain in Sally's 1st generation. All personally sponsored Associates and Preferred Customers will always remain in Sally's first generation. It is not until a person she has personally sponsored becomes an Account Executive that she begins another generation. To be considered active, each Account Executive or above, must do the minimum PBV requirement each month.