

VELOCITY

VELOCITY WAS CREATED TO EMPOWER INDIVIDUALS TO CHOOSE THEIR OWN PATH – AND PACE – AS THEY WORK TOWARDS THEIR GOALS.



WHAT IS VELOCITY?

The Velocity by Nu Skin™ Sales Performance Plan provides the opportunity to earn compensation selling Products by offering flexible options to fit different lifestyles, giving fast rewards that keep Brand Affiliates motivated, and empowering them to build their fulfilling future in their own way.

NOTE: The term Brand affiliate will also be used as a general reference to all Brand Affiliates and Brand Representatives.

DESIGN, DEVELOPMENT & IMPLEMENTATION

VELOCITY WAS DESIGNED IN ORDER TO:

1. **MOTIVATE** increased Product sharing and customer acquisition
2. **EXPAND** the target market of potential entrepreneurs
3. Deliver **FASTER** rewards
4. Increase sales **PRODUCTIVITY**
5. Increase earnings **POTENTIAL** for new Brand Affiliates
6. Increase **SUSTAINABILITY** and progression of Leadership Teams
7. Provide **INCENTIVES** to Brand Representatives to develop, lead and train other Brand Representatives

Nu Skin's Velocity team worked in close collaboration with company leaders around the world in order to develop the Plan. There was frequent communication and feedback about different elements of the Plan at every stage of development, including implementing the Plan into pilot markets that allowed Velocity to evolve into something that was a good fit for Brand Representatives globally.

OBJECTIVES

1. Modernize the business model within the opportunity economy
2. Create more opportunities for all types of entrepreneurs (i.e. provide opportunity for all)
3. Develop stronger Consumer Groups



Commission earners
up **37%**

Customer
acquisition up

13%

THE VELOCITY

FRAMEWORK

IS SIMPLE...



VELOCITY WAS DESIGNED TO REWARD BRAND REPRESENTATIVES FOR:

- **SHARING** Nu Skin products by introducing new customers to the brand
- **BUILDING** and servicing Consumer Groups
- **LEADING** other Brand Representatives as they build and service their own Consumer Groups

HOW DOES VELOCITY WORK?

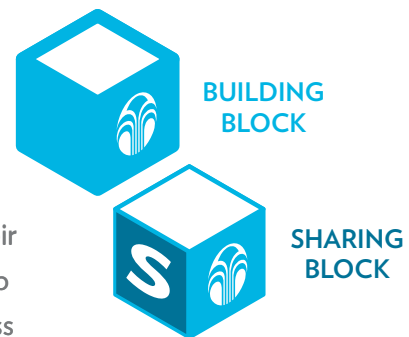


1. SHARE

With Velocity, Brand Affiliates can earn a Retailing Bonus by selling Products to their Retail Customers and letting Nu Skin handle the fulfillment. They can also earn a Sharing Bonus on all purchases made by their Personally Registered Customers (except Brand Representatives) directly from Nu Skin.

2. BUILD

After Qualification, Brand Representatives can earn a Building Bonus for all purchases made by their Consumer Group. Velocity keeps a Brand Representative's hard work organized using a simple system of blocks to represent Sales Volume from their Consumer Group. These blocks are also used to help determine their Brand Representative status, progress and potential Building Bonus. Basically, blocks make understanding and organizing their business easier and more efficient for themselves and their Consumer Group.



EXAMPLE QUALIFICATION:

MONTH 1



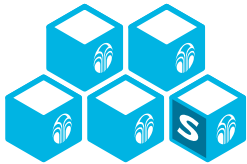
3 BUILDING BLOCKS
(2 ARE SHARING BLOCKS)

MONTH 2



4 BUILDING BLOCKS
(1 IS A SHARING BLOCK)

MONTH 3



5 BUILDING BLOCKS
(1 IS A SHARING BLOCK)

Each completed **Building Block** represents 500 points of Sales Volume that come from a Brand Representative's Consumer Group. The Building Bonus is based on the number of completed Building Blocks. Blocks reset each calendar month, so tracking monthly sales is easier and more straightforward than ever!

Sharing Blocks are a subset of Building Blocks. Sharing Blocks only apply during Qualification, which is the process for a Brand Affiliate to become a Brand Representative (see example to the left).

EARN WEEKLY

Four times a month, Nu Skin pays a Building Bonus for any newly completed Building Blocks. Nu Skin calculates Sales Representative's pay based on sales through the 7th, 14th, 21st, and last day of every calendar month, so they don't have to wait until the end of the month to be paid.

WEEKLY BUILDING BONUS SCHEDULE



BONUSES ARE GENERALLY CALCULATED ON THE 8TH, 15TH, 22ND, AND THE 1ST OF THE FOLLOWING MONTH, MOUNTAIN STANDARD TIME (UTC -7)

3. LEAD

Velocity keeps Brand Representative's hard work organized using a simple system of blocks to represent Sales Volume. These blocks are also used to help determine progress and pay for Sales Representatives. Basically, blocks make understanding and organizing their business easier and more efficient for themselves and their sales Group.



EXAMPLE TEAM

● G1 ● G2 ● G3

- EXECUTIVE BRAND PARTNER
- BRAND PARTNER
- BRAND REPRESENTATIVE
- SENIOR BRAND PARTNER

