

Usborne Books at Home

PASSPORT TO SUCCESS



How do
I join?



BUSINESS DEVELOPMENT PROGRAMME

Season: January–April 2021

Criteria

To achieve

Gold Level Membership

on the Business Development Programme

Promote to Team Leader status for the first time.

OR

Promote to Group Leader status or higher for the first time
(you must also achieve at least the criteria for 'Bronze' Level Membership).

OR

Be the first line Leader of an Organiser who promotes to any new status for the first time
(the first line Leader must also achieve at least the criteria for 'Bronze' Level Membership).

To achieve

Silver Level Membership

on the Business Development Programme

Organisers of Team Leader status and above must be paid at Team Leader status every
month and recruit at least six new Organisers within the four month qualification period.

To achieve

Bronze Level Membership

on the Business Development Programme

Organisers of Team Leader status and above must be paid at Team Leader status every
month during the four month qualification period.

The *Business Development Programme* operates across three seasons:

January to April, May to August and September to December

Each season acts as a qualification period and a reward period.

You qualify in one season, for membership in the next season.

There are three levels of membership on the *Business Development Programme*. The criteria for membership at each level is based on your 'status' and your sales over the course of a season. The Organiser Handbook explains the status qualification requirements and how to maintain your status.

Here are the *Business Development Programme* membership levels:

Bronze: Maintain business consistency.

Silver: Develop your business by growing your team.

Gold: Support others to become business leaders.

Terms and Conditions:

A change to Business Development Programme criteria for Autumn membership

- A key element of the Business Development Programme membership criteria is to ensure you are 'paid at Team Leader status' (minimum) for each of the four months of the incentive period.

The current incentive period is 1st September to 31st December inclusive.

Qualifying orders must be completed between 1st September 2020 to midnight on 31st December 2020.

Incorrect or late orders, Agreements or payments will not be valid.

- Members at every level must be active (i.e. achieve min. £120 sales) within every month of the incentive period (depending on their 'start date').
- For the purpose of Silver Level Membership, a new Organiser is defined as any new recruit that joins your team between 1st September to midnight on 31st December. Your name must be on the signed agreement as the 'Mentor'. New Organisers must have their accounts activated by 31st December 2020 to count towards qualification for Business Development Programme membership. i.e. Organisers who join online must have returned their signed agreement to arrive by 31st December 2020. Please note that, due to the current global situation, we ask that Organiser Agreements only be returned digitally (to mail@usbornebooksathome.co.uk), rather than by post.
- For the purpose of Gold Level Membership, a Team Leader promotion is defined as a first time promotion to Team Leader status (i.e. an Organiser that has not been at Team Leader status before, since signing their Agreement).
- For those new Team Leaders achieving Double Promotion Bonus they are required to be 'active' within the first complete calendar month of their start date (and all subsequent months of the incentive period) to be eligible to achieve Gold level membership. For example, if an Organiser joins on 30th September they must be 'active' in October, November and December. The month in which the New Organiser joins will be treated as a grace month. The definition for 'active' is outlined in the Organiser Handbook.
- For the purpose of Gold Level Membership, a Group Leader or higher promotion is defined as a first time promotion to Group Leader status or higher (i.e. an Organiser that has not been at Group Leader, Divisional Leader or Executive Leader status before, since signing their Agreement).
- For the purpose of Gold Level Membership, a first time leader promotion during the course of this qualification period will earn their first line leader Gold Level Membership for the following season provided that the first line leader themselves achieves at least Bronze Level Membership.

NB: The newly promoted leader does not need to be a personal recruit; merely first line.

Terms and Conditions (continued):

- If any newly promoted leader demotes during their membership period, they will be allowed to enjoy all relevant benefits

B BUSINESS DEVELOPMENT PROGRAMME



for the full membership period.

- All benefits are available during the period of membership only.
- Free P&P (where applicable) is available to UK deliveries only. EU achievers can deduct up to £10 from the cost of delivery on their orders, depending on the level of membership.
- All prevailing rules, terms and conditions of the Organiser Handbook and Agreement apply to this incentive. If, in the company's opinion, these rules, terms and conditions have not been adhered to, the company reserve the right to disqualify any Organiser from the incentive.
- All the above rules apply for the lifetime of this incentive in its current format.