



Jordan Essentials Leadership Handbook

Welcome to Leadership!

Congratulations on becoming a part of the leadership team. This is an exciting time and we want to give you the tools and training to grow as a leader with Jordan Essentials. This handbook includes a number of resources and tips, along with things to know that will help you be an effective leader.

Leadership does not happen overnight, but we are here to help you each step of the way! Our mission of healthy skin, healthy life, also includes our desire to create a healthy income and experiences for you and your family.

As a new leader you may feel slightly overwhelmed or wonder how to balance your personal business alongside your growing team. Our home office staff, field trainer, and your upline leaders are all available to answer your questions and support you in this journey. Just take it a step at a time.

In this Leadership Handbook, we are going to walk you through three areas. The first is the Route of leadership. Next will be the Rewards you will earn and finally, the Requirements of leadership. Once you fully understand these three R's, you will be on your way.

Starting at the Director level, we offer exclusive training opportunities, events, and resources, because our goal is to empower you as a leader. This is an opportunity to build your Jordan Essentials' business simply by helping others do the same.

"Be enthusiastic, be loving, be kind and be ready to lead and succeed!"

Nancy Bogart

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The Route

Who is a Leader?

When you sponsor your first person you are considered a leader.

Key Levels of Leadership (see comp plan and comp plan details)

Star 1 & Star 2	Entry Level Leader – Starting to Sponsor
Star 3	Team Leader – Starting to Build a Team
Associate Director	Director-in-Training*
Director	Success Coach - Primary Leadership Position**
Diamond Directors	Success Coach - Upper Leadership Position**
2/3/4 Diamond Directors	Success Coach - Upper Leadership Position**

*Associate Directors are not required to complete all tasks and will continue working with their upline leader.

**Directors and Diamonds have expanded responsibilities, extra support, and enhanced rewards.

Onboarding a New Team Member: Your partnership is key!

Onboarding is the steps you take to ensure that you are setting your new consultants up for success.

Onboarding should include coaching, training, and support, especially in their first 100 days. Once your consultant is past their first 100 Days, coaching will continue at various levels based on their goals. More consistent coaching will take place with your business builders and aspiring leaders.

Remember that training and coaching are two different things and your consultants need both. Here are some examples of training that will help your new team members be more successful as they launch their business.

- Set a time to go through the kit and website.
- Begin with the kit and remove all contents of the kit. The kit has everything they will need for a basic show including the products and support materials.
- The catalog is the cornerstone of your business. Know the catalog and teach your new consultant how to walk through the catalog at a party and to become familiar with the catalog contents.
- Point out the tools in the kit to make the show a success: postcards, order forms, hostess packets, opportunity brochures, and consultant applications.
- Assure them that if they have someone interested in signing up you will be right there to assist them.
- Make a game plan for their 1st 100 days. Help them decide how many shows they would need to do to achieve that goal.
- Help them set up their launch dates and additional parties.
- Help them through the hostess coaching process.
- Plug them into training.
- Promote doing business using our 4 Pillars: Spa Bars (In-Home and Online), Social Selling, Vendor Events, and One-on-One

Leader Resources

The resources in the back of this handbook will guide you as you work with and coach your consultants. These resources are also located in JE University under a special category just for leaders. Go to JEU and look for Leadership Resources. If you do not yet have access, please contact customer support.

Onboarding Checklist (Page 25)

This checklist includes objectives and key points to review with your New Consultants in their first 30 days.

New Consultant Information & Checklist (Page 26-27)

This checklist allows you to store information about each new team member. It also reviews various coaching topics and includes places to track their progress and set action steps.

Although you may do check-in texts and messages more often, we recommend scheduling at least 6 coaching calls with your new team member. Talking once a week for their first six weeks establishes a strong relationship, increases their engagement, and keeps them focused on their goals.

Monthly Tracker (Page 28)

The Monthly Tracker is a resource that your new team member will use to track their leads, hosts, and customers. Once they've set their goals, they'll use the tracker to connect with new leads, and follow-up with current leads.

Recognition and Team Engagement Calendar (Page 29)

Consultants who are recognized and engaged are more likely to be consistent in their business. As a leader, you play an important role in sharing tips, ideas, recognition and information.

Directors and above may choose to use tools such as a Team Facebook Group to share information and inspiration with their team. Use the Recognition and Engagement Calendar for tips on what to recognize and focus on at various times throughout the month.

Keep in mind that a general post in your team's Facebook group is not going to have the same impact as a personal message, personal recognition, or personal invitation.

Recognition

Recognition can be as simple or elaborate as you like. As a new leader, begin slowly and work to a comfortable level. One benefit of creating your own system of awards and achievements is how proud your team will be to say "I am on _____ team!" You can create a team recognition program in addition to what the company provides to boost the performance of your team.

Praise and recognize every team member that is active and working their business. Use the online reports to find the information to see the performance of each team member.

Set the Bar

Leaders at all levels are expected to maintain a strong personal business which includes sales and sponsoring. Your personal business is an example that speaks louder than words. A strong consistent business will ensure that your team members will have strong consistent businesses. Successful leaders never ask their team members to do more than they are willing to do.

Building Your Team through Sponsoring is Essential

To maintain a healthy team, it's important to continue adding new members. Leaders should lead the way and be excited about sharing the gift of our opportunity! Since it is common in our industry for one-third of consultants to decide not to continue with their business, bringing in new consultants will ensure that your team thrives and that you are consistently paid at your title. Plus, the larger your team, the more likely you will have team members interested in leadership. Promoting new leaders not only means you will promote to a Diamond level, but it is a very fulfilling experience for upper-level leaders.

Training Opportunities

Jordan Essentials hosts national training opportunities on the 2nd and 4th Monday of each month in the Consultant Community Group located at www.facebook.com/groups/jeconsultantcommunity

This training is referred to as Monday Night Live (MNL). Success Coaches host training opportunities for their team on the opposite weeks.

1st Monday – Team Training with Success Coaches (can choose another day of the week)

2nd Monday - Company sponsored MNL

3rd Monday – Team Training with Success Coaches (can choose another day of the week)

4th Monday – Company sponsored MNL

Team Training (In Person or Virtual Meetings)

ALL Success Coaches, Director and higher, are required to promote MNL and host and facilitate team training. You can co-lead with another coach; however, you must co-lead and attend training on a regular basis. Part of being a leader is your participation and support of your team.

Team Training can be held in person in your home or alternate location (with non-local consultants participating through Zoom, Facetime, or Facebook Live.). Or, it can be a virtual meeting for your entire team. Most Success Coaches use Zoom (learn more at zoom.us) or Facebook Live in their Team Facebook Group. Some do this training on a conference call.

In-person meetings follow the same format as virtual meetings.

6 Steps to Make Your Team Training a Success

Step One: Welcome and Recognition

Have consultants comment with a WIN for the week or share what they have planned for the upcoming week. This shows you care and gets consultants engaging with you and other team members.

Do recognition and shout-outs for team accomplishments.

Remind team members to continue utilizing resources such as JE University, your Team Group, and the Consultant Community. Answer any questions they may have or address stumbling blocks to their goals.

Step Two: News

Use the Elevate Sheet and Month at a Glance Flyer to review the current specials and remind everyone to set and recalculate their goals each week.

Step Three: Team Idea Share Time

This is when team members share what is working for them. For example, they did something at a Spa Bar or vendor event that was successful, or they did something to add additional bookings to their calendar or consultants to their team. Or, they can share how they were intentional or overcame their fear, etc.

Step Four: Education/Training

Use the JE University to choose topics for your team each week. You can also use books and resources. This is also a great time to share ideas on how to promote the current month's specials and promotions.

Step Five: Motivation and Challenge

Step four is where you share WHAT to do. This segment is the WHY and HOW. Why should they be excited to implement the ideas shared and what specific actions will they take?

Step Six: Wrap Up and Shout Outs!

Make team announcements, including upcoming team training and corporate events.

Consistent Communication

Successful leaders will make themselves available to communicate frequently with their teams, including answering questions, offering encouragement and praise in the successes—no matter how large or small. Communication keeps your team in the know. They will not be surprised by a special or promotion deadline because their leader informs them of what is available to them. Communication keeps your team engaged and teaches them how to be a leader who cares.

Attending Company Training

Learning is an invaluable part of being a successful leader. In truth, we never stop learning. Leaders are expected to attend all Director events and training whenever possible. It is not mandatory; however, your attendance at corporate events will be recorded as evidence of your leadership commitment. Please report any extenuating circumstances such as health issues to the home office as soon as possible.

Jordanvention - The annual event of the year! This is a great time to gather all the team members you can and bring them to Convention. The education and connectedness will benefit you as a leader all year long.

Director Dinner at JV - The evening before Jordanvention is a special time for networking with other leaders and a time when we recognize and appreciate our Success Coaches.

Leadership Summit - Leadership training at its best! This exclusive event for Directors and above is a time of specialized training and support. This is currently held in January and a vital event for your business at the start of the year.

Note: To participate in Director Dinner and Leadership Summit, you must hold the title of and be a Director or higher at the time of the event, not just when you register.

Spring Launch - Typically held in February, Jordan Essentials launches the new spring catalog at this event. Directors and above are encouraged to host a local event. JECO will send event materials and information to all Spring Launch Hosts.

Incentive Trips – At this annual company destination-based incentive trip, leaders enjoy exciting extras such as sneak peeks and previews of new products and programs, and time with our Founder, Nancy Bogart. Time with your Jordan family, along with your team and family seeing you succeed is priceless.

The Rewards

Besides advancing in the compensation plan with each level, you'll enjoy these added benefits...

Star 1 Consultant

Newsletter Recognition

Star 2 Consultant

Newsletter Recognition

Star 3 Team Leader

Newsletter Recognition

Star 3 Pin

Eligible to Earn Rank Advancement Bonus

Recognition at JordanVention*

Associate Director

Newsletter Recognition

Associate Director Pin

Eligible to Earn Rank Advancement Bonus

Recognition at JordanVention*

Director

Newsletter Recognition

Facebook Leadership Group (Success Coaches)

Weekly Leader Live in Success Coaches Group @ www.facebook.com/groups/jesuccesscoaches

Director Dinner at JV

Leadership Summit

Home Office Leads are given to Paid-As Directors who qualified the prior month

Director Pin

Recognition at JordanVention*

Director Bonus – (This program subject to change. Check current bonus and requirements.)

Eligible to Earn Rank Advancement Bonus

In order to receive Director recognition and applicable bonuses, Directors must sign and submit the Leadership Agreement on the last page of this handbook.

Diamond

Newsletter Recognition

JE Gift

Eligible to Earn Rank Advancement Bonus

Recognition at JordanVention*

2/3/4 Diamond

Newsletter Recognition
JE Gift
Eligible to Earn Rank Advancement Bonus
Recognition at JordanVention*
Participation in special coaching and forum groups

Promotion Recognition at JordanVention

*In order to be recognized at JordanVention for a title promotion, you must have that title the month JordanVention is held. For example, Susan promotes to Director in October, but does not meet Director qualifications for six months. Susan's title moves to Associate Director. She would not be recognized as a new Director unless those qualifications are reached again before JordanVention.

If Susan does repromote to Director after Jordanvention and holds that title the next year, she must submit a request for recognition to customer care@jordanessentials.com no later than June 1 in order to receive convention recognition since the system does not track demotions or who had an opportunity to walk at a previous convention.


An email to customer care is also required if you promote to a new level, but demote to a lower level that is still higher than you have been recognized at a previous convention. If you believe you fall into this situation, you must email customer care no later than June 1 and your promotion and career title will be reviewed.

Recognition requests will not be accepted after June 1.

The Compensation Plan

Knowing your compensation plan is vital for a leader.

Career & Compensation Plan



	Essential Consultant	Star 1 Consultant	Star 2 Consultant	Star 3 Team Leader	Associate Director	Director	Diamond Director	2 Diamond Director	3 Diamond Director	4 Diamond Director	5 Diamond Director
	EC	S1	S2	S3	AD	DIR	DD	2DD	3DD	4DD	5DD
QUALIFICATION											
Personal Commissionable Volume (PV)		\$200	\$300	\$400	\$600	\$800	\$800	\$800	\$800	\$800	\$800
Bonus Qualifying Legs (\$200 PV)		1 Q Leg	2 Q Leg	2 Q Leg	4 Q Leg	4 Q Leg	4 Q Leg	4 Q Leg	4 Q Leg	4 Q Leg	6 Q Leg
Personal Group Volume (GV)				\$1,000	\$3,500	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Total Downline Volume (DV)							\$24,000	\$60,000	\$120,000	\$200,000	
Structural Requirements							1 DIR Leg	2 DIR Legs	3 DIR Legs (1 DD Legs)	4 DIR Legs (2 DD Legs)	5 DIR Legs (3 DD Legs) <small>More Qualifications</small>
COMPENSATION											
Retail Profit (Active) %	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%
Power Seller Bonus 1 (\$1,000) PV	5% (30%)	5% (30%)	5% (30%)	5% (30%)	5% (30%)	5% (30%)	5% (30%)	5% (30%)	5% (30%)	5% (30%)	5% (30%)
Power Seller Bonus 2 (\$2,000) PV	8% (33%)	8% (33%)	8% (33%)	8% (33%)	8% (33%)	8% (33%)	8% (33%)	8% (33%)	8% (33%)	8% (33%)	8% (33%)
Power Seller Bonus 3 (\$3,000) PV	10% (35%)	10% (35%)	10% (35%)	10% (35%)	10% (35%)	10% (35%)	10% (35%)	10% (35%)	10% (35%)	10% (35%)	10% (35%)
Level 1 Overrides		5%	7%	9%	12%	12%	12%	12%	12%	12%	12%
Level 2 Overrides				3%	6%	6%	7%	7%	7%	7%	7%
Level 3 Overrides					3%	5%	5%	5%	5%	5%	5%
Level 4 Overrides											4%
Group Volume Override						2%	2%	2%	2%	2%	2%
Generation 1							4%	4%	4%	4%	4%
Generation 2								4%	4%	4%	4%
Generation 3									4%	4%	4%
Generation 4										4%	4%
Generation 5											4%
Rank Advancement Bonus*				\$250	\$600	\$1,000	\$1,500	\$2,000	\$5,000	\$7,500	\$10,000

*Must earn paid as rank 3 months in a row. Can be earned once per rank only.

MARCH 2021

Reading the Compensation Chart

The top section of the compensation plan is what you need to qualify and the bottom listed under compensation is what you will be paid.

Read the chart from left to right, notice the increase in pay as the green gets darker. Personal requirements are based on retail sales and do not include hostess rewards orders or the customer specials.

Levels and all bonuses paid to you from your team is calculated at wholesale. To determine the wholesale, take the retail and subtract out the 25% personal sales commission paid to the consultants (or 75% of retail).

Returns from customers or consultants may still be reported online in your reports but will be “clawed back” and visible on your e wallet reports. (see clawback)

Terms in Alphabetical Order

Active Status

Consultants are expected to be a product of the product and minimally sell or personally use \$200 retail sales volume of products every six (6) months and maintain their business fee of \$8.75 monthly.

Bonus Qualified

A Consultant must maintain at least \$200 Personal Volume (PV) to be considered Bonus Qualified for that period. If a Consultant is not Bonus Qualified in the period, they receive no commissions from their downline. However, they will receive personal retail commissions from their own personal purchases even if they are not Bonus Qualified. A Consultant’s customer purchases will accrue to the Consultant’s PV and count toward Bonus Qualified status.

Bonus Qualified Leg (Q Leg)

Any first level Consultant and their entire downline where at least one person is considered to be Bonus Qualified.

Career Title

A consultant’s career title is their recognition title or the highest title they have achieved. A consultant’s career title does not change unless they are promoted or demoted (see Demotion Policy), unlike a paid-as title, which may vary from month to month.

For example, Joanna met the requirements to promote to the title of Director in June. Her career title is now Director and will remain so until she promotes to a higher title or is demoted (see Demotion Policy). In July, she is paid-as a Director. Her career title and paid-as title are the same. In August, she is paid-as a Star 3 Team Leader. Her career title remains as a Director but her paid-as title for August is Star 3 Team Leader.

Claw back

Should you see the word “clawback” on your earning history report, it is a returned item and commission that has been paid must be “clawed back”. This may be a personal customer or a team member’s customer at any level in your organization.

Company Direct Customer and Consultant Leads for Paid-As Directors

Directors and above who are paid as a Director or higher from the prior month will be added to a list of qualified leaders and be eligible to receive customer and consultant leads from the home office.

Directors must be in good standing and consistently sponsor (i.e. sponsor in the preceding month.)

Customers who enter Jordan Essentials through the main website will be transferred to the Directors and higher on the list. The sale itself will not move and remains with the company to support the web management fees associated with creating new customers. Once that customer is moved all future orders, parties or when they join is connected to the Director (or higher) who received that customer.

Leads who are looking to join Jordan Essentials are manually placed with the Directors or higher on the list that best fits the leads needs and yet will still be evenly distributed to the leaders on the list.

Company Direct enrollments will be contacted and asked if they are associated with a Consultant. We allow company direct enrollments and it may not be an immediate move to a leader based on the needs of the New Consultant.

We believe the best place for a New Consultant is on a loving and supportive team with a talented leader. On the rare occasion, a person is best fit to remain company direct they will not be assigned a leader but also may be moved at a later time as deemed necessary by the company.

Consultants placed with a leader will not be considered Personally Sponsored for contests and incentives which do not require personal volume by the new Consultant. Ex: Top Monthly Sponsors recognition.

If Personal Volume by the new consultant is required, the placed consultant and their volume will be counted. Ex: Sponsor Spotlight requires the personally sponsored consultant to have \$200 in Personal Volume. A placed consultant would be counted for this award.

Policy on questions from guests on the Discover Group and Corporate Facebook Business Page.

Leads that come in through the corporate channels such as the Discover Group or Facebook Corporate Business Page are placed in the Director lead rotation. This is a perk we give to our Directors. Please do not friend request or send a direct message to people asking questions in these locations. If consultants on your team are doing this, let them know it is against policy and that they will receive leads when they become a Director. Anyone who does not abide by this policy will be removed from the Discover Group or blocked from the corporate business page.

COMPRESSION (GENERAL)

When a consultant is canceled and no longer part of the company, their downline is compressed to their upline filling the gap left by the canceled Consultant. When a Consultant is compressed they cannot join as a Consultant again for 6 months.

This situation may occur if a consultant cancels their contract, requests to no longer be in the company or does not meet the minimum sales requirements or does not have an active business center membership fee paid in full.

If the Consultant is not active, their account will convert from Consultant to Customer and all of their customers moved to their sponsor. You will still be able to see that former consultant in your genealogy report as a first level person who is now customer status allowing you to continue to help them enjoy products as a customer or one of your hostesses. A compressed Consultant cannot reenroll for 6 months.

Compression (Diamond Director and Higher)

If a consultant that was paid-as a Diamond Director (DD) or higher in the last four months is canceled (whether voluntarily or involuntarily), their downline will only be compressed under the following conditions:

1. If their Personal Sponsor has been paid-as a DD or higher at least once in the last four months, then the downline will immediately be compressed up.
2. If their Personal Sponsor has not been paid-as an DD or higher at least once in the last four months, then they will be given the following six months to be paid-as an DD or higher at least twice. If the Consultant promotes to DD in the last month of the six month period, then they will be given the following month to qualify as a DD again (to meet the 2 month requirement of being paid-as DD or higher).
 - a. If the personal sponsor qualifies under these conditions, then the downline of the canceled consultant will be compressed up upon the completion of the qualifications.
 - b. If the personal sponsor does not qualify under these conditions, then the position of the canceled consultant will remain permanently vacant.

Note: The term compression and roll-up are often used interchangeably within the industry. It is important to understand what an individual is referring to when they speak or ask about compression. For this reason, we have defined our use of these terms in this document.

Note: This is not to be automated – requires administrative intervention

CUSTOMER

A customer is an individual who purchases products for personal use and has not signed an agreement with the company. Customers are not allowed to sponsor (i.e. have a downline), do not receive commissions, and are not credited with volume. The volume from a customer's purchase(s) is credited to the Consultant who sponsored them.

DEMOTION POLICY STAR 3 AND HIGHER

Star 3 and higher levels must be paid-as their Career title at least once every 6 months in order to keep their Career Title. If a Consultant is not paid-as their Career Title at least once within 6 rolling months their Career Title will be demoted to one level lower.

For example, if you qualify for your title in June, being month one, and you do not get paid as a Director for the 6 months afterward you will keep your career title until December. When commissions are run for December your title will be lowered one level or demoted.

Associate Directors Group volume will roll up and count toward their upline Directors volume.

Diamond Directors and higher have the same Director 6 month qualification as other Directors and must maintain their higher title as well at least once per 12 rolling months.

Downline

All of the people below you are considered to be part of your downline.

Downline Volume (DV)

The total Qualifying Volume (QV) from a consultant and their entire downline organization. It includes ALL downline consultants regardless of their titles and the consultant themselves.

Eligible

A Consultant is considered eligible to receive a commission if they meet the Career Title requirements for a particular payout. Eligibility does not mean a Consultant will receive the particular payout. To receive a payout, a Consultant must be both eligible and qualified. It is possible for a Consultant to be eligible but unqualified. Please also refer to the definition of Qualified. A Consultant must be both eligible and qualified to receive a particular payout.

Generation

A Generation is based on career title, regardless of level. It starts with a Career Title of Director or higher and includes everyone below them, down to, but not including the next Career Title Director (or higher). The next Director or higher (based on Career Title) is the start of the next Generation. If a Director or higher is not paid-as a Director, they are still considered a Generation to their upline Director or higher.

Generation Overrides

Paid-as Directors and higher may receive Generation Overrides on the Wholesale Volume (WV) from their downline Generations. For example, a Generation 1 would pay out on the first downline Director or higher title (based on Career Title) and all the people below them, down to but not including the next Director or higher (Career Title) which would be the start of Generation 2.

Grace Period for promoting team Directors

When a Director or higher (Career Title) has a consultant in their personal group promote to a Director (or higher) for the first time, thus breaking away for the first time, then in the two months following the promotion,

all of the upline, up to and including the first Director (or higher) based on Career Title, will only be required to have half of the required GV for their title. (They are also able to promote to a higher title using only half of the required GV.) Beginning with the third month following the promotion, they must again have the full GV required in order to be paid at that level. If a consultant has more than one consultant promoting to Director (or higher) in the same month or in back-to-back months (one following the other), then any overlapping Grace Months will have a GV of \$0 for the upline. Please see also Group Volume (GV).

Group Volume (GV)

A Consultant, and their entire downline, down to but not including, the next Director (Career Title) or higher is considered part of your group volume. This is also sometimes referred to as a “personal group” when talking about a specific Consultant and their group. This is also referred to as a “Team” or “Personal Team.”

When a Director is “Paid as” Title qualified, and has a Director below her that is not “Paid as” title qualified, the Director will receive a 2% GV bonus. That bonus is recorded in the earnings history report under generations. Example: If Director A is qualified, and Director B below Director A is not qualified, then a 2% GV Bonus will be paid to Director A, not the 4% Generation Bonus.

Group Volume Override (GVO)

Paid-as Directors and higher may receive a Group Volume Override on the Wholesale Volume (WV) of the sales of their personal group, including their own personal volume. If a Director or higher (Career Title) is not paid-as a Director or higher, then the Group Volume Override is not eligible to be paid.

In the month that a consultant promotes to a Director or higher, their upline Director or higher will receive a Generation Override instead of the Group Volume Override (meaning that they will be considered a downline Generation rather than part of the upline’s personal group.)

Leg

A leg begins with a first level consultant and includes all of the consultants beneath them. A Consultant has as many legs as they have first level consultants. For example, if Sally has five first level consultants then she has five legs. Sarah is one of Sally’s first level consultants. Sarah, and her entire downline, is considered to be one leg to Sally.

Leg Qualifications

Qualified Legs require that at least one individual in the leg is qualified to have \$200 in PV during the month. For example, to be a Director, one needs four Bonus Qualified Legs. That is any one in each line all the way down that has \$200 in PV. The system will look down each leg to see if one is a Q leg and then move to the next leg looking for Q legs. The Team Productivity report is ideal to check Q leg statuses.

Level

The position a Consultant has in a downline relative to another upline or downline Consultant. Consultants personally sponsored (i.e. first level) are Level One. Those consultants sponsored by Level One Consultants are Level Two, relative to the original consultant. Customers are not considered when counting levels and do not occupy a position in a Consultant's genealogy.

Level 1-3 Overrides

Bonus Qualified Consultants that are paid-as a Star 1 Consultant or higher may receive a percentage on the Wholesale Volume (WV) from the sales of their downline through three (3) levels. The percentages and number of levels that a consultant receives is based on their Paid-as Title and is regardless of the title of the people below them. If a consultant is not Bonus Qualified, unqualified, or ineligible, then that Level Override will not roll upline. Please refer to the definitions of Bonus Qualified, Eligible, and Qualified.

Minimum Commission Check

\$10 – no printed commission check will be issued less than \$10.

Paid As Title (also referred to as Paid-as)

Each consultant is paid at the title for which they qualify during the month. The requirements to be paid-as a title is the same as the requirements to promote to that title. If in any month they fail to achieve their Career Title Level, they are paid at the lower title to which they do qualify for during the month. They retain their Career Title but are paid as the title they actually qualify for.

Personal Volume (PV)

The total Qualifying Volume (QV or PQV) of a single Consultant from orders placed personally and by their personal customers. Personal Volume requirements are based on and paid on Retail.

Placement Genealogy

The Placement Genealogy follows the line of Personal sponsorship.

Power Seller Bonus

Consultants that achieve a minimum PV in the month will be qualified to receive an additional percentage on their personal orders. The percentage will be paid on the Qualifying Volume (QV) of their orders and any customer orders they have. Please refer to the Power Seller Bonus table for specific volume requirements.

Promote (Promotion)

A consultant promotes to a new Career Title when they meet all of the qualifications for that title in the month. The promotion is effective the first day of the same month meaning that regardless of what day the promotion was actually qualified for, the new Career Title is effective for the entire month. For example, if a consultant meets the qualifications for a Diamond Director on June 23rd, they "promote" to the title of Diamond Director for the entire month of June (effective June 1) and will be paid-as a Diamond Director for the entire month of June.

Qualified

A consultant is considered to be qualified if they meet the Paid-As requirements for a particular payout and/or title. A consultant will only receive the payouts that they are both eligible and qualified for. For example, a

consultant may be eligible for the Group Volume Override because they have a Career Title of Director. However, if they are paid as a Star 3 Team Leader or below, then they are unqualified for the bonus and would thus not receive it. In a similar manner, a consultant may be qualified as a Star 3 Team Leader but ineligible to receive a Group Volume Override because that pays only to Directors and above.

Qualified Leg

Qualified Legs require that at least one individual in the leg is qualified to be paid as a specific title position (or above) during the month. For example, to be a Director, one needs four Bonus Qualified Legs. Qualified Legs depend on the monthly Paid-As Title.

Qualifying Volume (QV)

Each inventory item has both a Qualifying Volume (QV) and Wholesale Volume (WV) assigned to it. QV is used for Personal Volume (PV), Group Volume (GV), and Downline Volume (DV) calculations and is used solely to determine if the consultant is qualified based on the terms of their respective title. The Power Seller Bonus is the only bonus that is paid based on the Qualifying Volume (QV) instead of the Wholesale Volume (WV). All other commissions and bonuses (other than Retail Profit) are paid based on Wholesale Volume (WV). The Qualifying Volume in this plan is equal to the Retail Price.

Reinstatement Policy

If a consultant resigns, they may request reinstatement at any time and, if approved, will be reinstated under their original sponsor. Their downline organization will not be reinstated nor their previous title. If a consultant wishes to join under a different sponsor, they must wait for a minimum of six months after termination before reapplying, without their former downline and title. If a consultant does a buy back option they will not be able to be a consultant again, ever. If it has been one year with zero PV an inactive Consultant can enroll as a New Consultant and enjoy all benefits new Consultants enjoy.

Retail Profit

Consultants can receive a Retail Profit on their personal purchases and their customers' purchases, regardless of their Bonus Qualified status.

Note: Consultants purchase at the full Retail Price. Therefore, the Retail Profit is paid on the consultant's personal orders as well as their customers' orders.

Jump Start Bonuses

JumpStart is a training and rewards program for a New Consultant in her first 100 days of business. The 1st day begins when she enrolls. All retail sales must be made within the time frame. JumpStart dates and sales volume are located in the JumpStart Info report in the My Team drop down menu of the Online Business Center in the Back Office.

Structural Requirements

The vital behavior to motivate and help someone achieve a level of leadership is a structural requirement of upper level leaders. Structural requirements begin at the Diamond Director Level with one Director Leg (1 DIR LEG). The Director must meet the requirements of that title for the Diamond Director to qualify for the Paid-As Title and receive the compensation for that behavior. (see chart)

Success Coach

Directors and higher are referred to as a Success Coach. Success Coaches enjoy weekly calls or Facebook Lives with the corporate training team and exclusive benefits of inside information and other special privileges of leadership with Jordan Essentials. The requirements and rewards of a Success Coach are outlined in the Leadership Handbook. Success Coaches who are not supporting their teams, attending events, or getting paid-as their title may be eligible for coaching or demotion. Success Coaches are responsible for the support of their teams, not the personal sponsor, unless they are one in the same.

Wholesale Volume (WV)

Each inventory item has both a Qualifying Volume (QV) and Wholesale Volume (WV) assigned to it. Wholesale Volume (WV) is the volume on which commissions are paid. The Wholesale Volume will be equivalent to 75% of Retail price unless otherwise disclosed.

Reading Reports and Analyzing Data from your Back Office

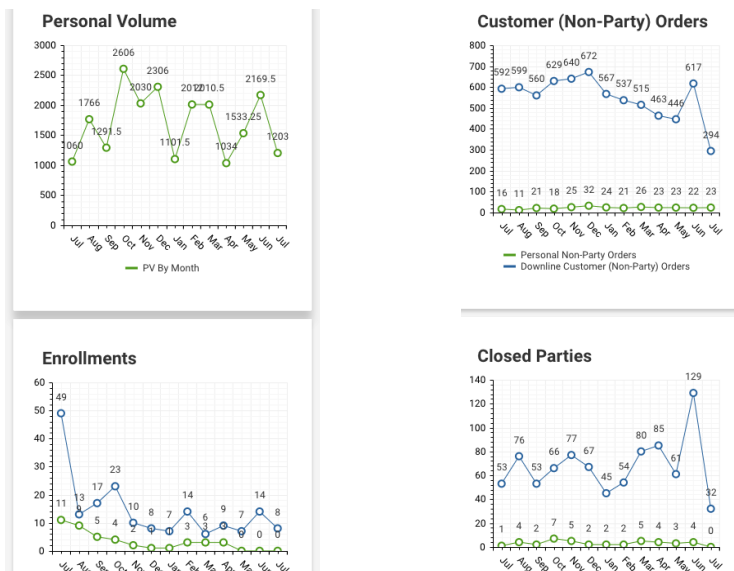
Leaders need several reports to help them coach their teams, qualify for next level commissions, service customers and build a successful team.

- **Dashboard Reports**

These reports are updated in real time (within 5 minutes).

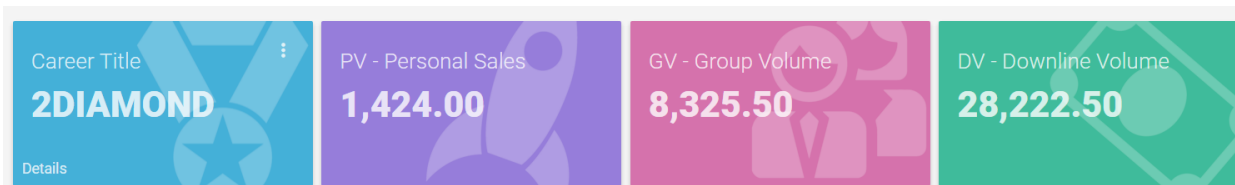
Graphs and Charts

Graphs and charts show your personal activity in green and your team activity in blue in real time within 5 minutes. Use these reports to see current activity and a 13-month history. The trends report allows you to goal set and be on an upward trend.



- **Dashboard Box Stats**

Each Box is designed to share your personal current status in real time.



ACTION STEP: Screenshot and save your dashboard each month to watch trends and analyze data. These trends can be key to creating contests, goal setting and increasing your paycheck.

· Compensation Plan Status and Current Summary Report

This report is very helpful especially at the end of the month when a desired level of success is being achieved. There is a time stamp on this report showing you how current it is. The legs required in the compensation plan are represented here at a glance and can be looked at in more details under the Team Productivity Report.

The Paid As Title is what you have achieved so far this month and begins at Essential Consultant for every Consultant each month.

Prior Month Paid As Title allows you to see what you achieved last month. Career Title is the highest paid as title you have successfully achieved.

· Compensation Plan Status

Use the information below to help manage your business. This information, along with the other charts on this dashboard are all you need to manage your growth with Jordan Essentials! Please remember that the information presented on this summary section are current as of the time indicated below.

Your Current Summary:

Statistics are current as of: Feb 17 2016 12:05PM

Paid-As Title:	DIRECTOR
Prior Month Paid-As Title:	2DIAMOND
Career Title:	2DIAMOND
Qualified \$200 Legs:	10
Star 1 Qualified Legs:	3
Star 3 Qualified Legs:	3
Director Qualified Legs:	0

Genealogy Volume or Genealogy Report

Genealogy and Genealogy Volume are the same report. Genealogy Volume has less data to make the report easier to read and quicker to load.

These reports refresh every 4 hours and is the vital report that commissions are calculated from.

Please download and save a copy of your genealogy volumes each month as they cannot be recalled after two months. There are many sorting options on this report. Click on the top of each column to sort for sales, sponsoring, and more. Here's a tip: To bring your leaders to the top of the report, click on the custom column called, "Leader Sort".

ACTION: STEP: Download and save a copy for your records after commissions have been posted and money has been deposited into your account.

Levels Report

The Levels report gives you an itemized sales volume per level per team member. This report shows you the volume for each level and then in the earnings report will record what you are paid called overrides or Level Overrides. (see chart) You can click on the level and see what each team member has done in an itemized list.

Level Genealogy



Levels

Your down line is presented here, separated by levels. Each level is presented in order, beginning with the first level. All members are displayed in their own group level. You may use this report to help you determine the amount of volume that is coming in from each one of your levels.



Summary By Level



	Curr Month Commissionable Volume	Prior Month Commissionable Volume
Level 1 Totals	\$ 3,000.11	\$ 6,906.26
Level 2 Totals	\$ 2,842.09	\$ 6,352.36
Level 3 Totals	\$ 3,318.78	\$ 2,879.11
Totals	\$ 9,160.98	\$ 16,137.73

ACTION STEP: Save a copy of this image each month using a screen saver program on your personal computer. Keep with you when you look at the earning history report and overrides.

Earning Summary Report

This report is your key to seeing what you are paid depending on the commission type as defined by the compensation plan. Have a copy of your comp plan and your genealogy volumes to see where and how you are paid on each category. Your levels report also has totals from each level you can calculate to see your earnings and future potential.

Earned Commission Summary For Selected Date Range

Code	Commission Type
<u>BASERETAIL</u>	BASERETAIL
<u>POWERSELLER</u>	POWERSELLER
<u>TRAINING</u>	TRAINING
<u>OVERRIDE</u>	OVERRIDE
<u>GENERATIONAL</u>	GENERATIONAL

Base Retail: Paid immediately as item is sold.

25% Commission paid to the e-wallet immediately.

Power Seller: Paid monthly with bonuses 5%

\$1000- \$1999

8% \$2000- \$2999

10% \$3000+

Override: Paid monthly with bonuses

Level 1,2,3 Overrides as listed on the compensation chart

Generational: Paid monthly with bonuses

Group Volume and generational bonuses are included in the generational pay out reports. Diamond Directors who qualify as a Director will get a 2% GV if they do not have a Qualified Director, however the report will state it is a generational bonus. Claw back volume is not shown on this report. Please see your earning history report for claw back records.

· **Team Productivity Report**

This report is designed to see your qualified legs and team member activity in any given month. Each month as they turn in goal cards and list the level they wish to achieve you can check in with their progress.

The team productivity reports are real time sales reports.

The front-line totals are Downline Volume (DV) minus your personal sales. You will need to add your PV to the total for a real DV. We recommend you use the dashboard DV for accuracy.

Do not use front line or spot light reports for commissionable sales purposes.

Commission and report considerations:

If an order is returned the report is a snapshot in time and does not go back and remove that sale from your reports and may be throwing your numbers off. Go to the earnings history report and look for the word claw back, manual move, or other terms to show you where a commission report may vary.

For more information or if you feel there is an error, please contact JECO through our trouble ticket system with as much information as possible including screenshots.

The Requirements

“Leaders become great, not because of their power, but because of their ability to inspire others.” John Maxwell

Leadership Expectations – Director and Higher Level

Success Coaches of Director and higher are expected to perform leadership functions to support their teams.

- Team Training (In-Person or Virtual Meetings) twice a month
- JumpStart program support
- Support through coaching calls and availability to your team
- Evidence of a strong personal business through sales and sponsoring
- May not be a Consultant for more than one direct sales company (see conflict of interest) - This requirement is for Directors and above.
- Hold local meetings and events when possible
- Attend all national trainings and events when possible
- Attend weekly Success Coach Facebook Lives held each Monday at noon CST or listen to recording within the week

Failure to meet the minimum level of these mentioned guidelines may result in consultation calls from the field trainer, code compliance committee investigations, termination of leadership status, loss of downline members and finally termination of representative status.

Neglect and Unhealthy Environments

No one usually comes into the position of leadership and plans on neglecting or providing an unhealthy environment for their teams. The best way to ward off neglect and unhealthy attitudes and actions is to be proactive and speak with your up-line and a corporate contact before a problem starts.

You are required to treat all team members with ethical treatment and dignity. Neglect is defined as lack of contact through personal, phone or e-mail contact and/or unavailability to your team. An unhealthy environment is defined as one that hurts individual representatives and/or members of the corporate home office. The corporate home office Code Compliance Committee will deem all complaints as healthy or unhealthy and a final decision will be made known in writing after verbal conversations with the leader in question. All actions are the sole discretion of the corporate committee in charge of the case or complaint.

Unable to Lead

In the case of a leader not providing training, every opportunity will be made to contact the Success Coach to see why training and support is not being offered to a team. In the event a leader is incapacitated or unable to train, arrangements will be made on a case-by-case basis.

Unwilling to Lead

If a leader is not willing to train and support, they will be contacted and offered the opportunity for support back to an active role or moved to an Essential Consultant status and forfeits their team. Their team will be moved to a position of more support and training as determined by a home office committee.

Conflict of Interest

Success Coaches at all Director Levels cannot be a Consultant for or represent or advertise/ promote another competing product, product line, MLM or Direct Selling organization. This includes promoting of another product or business opportunity. Promotion of said materials including photos, verbal, written, social media, and mailings or at local events or spa party are prohibited. The Leader may have their account frozen and then be contacted by the code compliance committee. They may lose their distributorship or team or both. The Leader will be contacted by code compliance and the distributorship terminated.

Any Jordan Essentials Consultant may not cross recruit or offer a business opportunity from another company to any Jordan Essentials' consultant. In doing so it will be considered cross recruiting or cross-selling and may be subject to disciplinary actions or termination.

Leadership Contact Guidelines

You must have contact with your team in person or on the phone monthly. If a team member misses the calls repeatedly, a monthly phone call is in order. Your job is to do all you can and then let the consultant respond to that outreach. If they let you know they only want to be on the email list that is an acceptable reason to stop contacting them. If a consultant asks to not be contacted, you as a leader become exempt from contacting requirements.

A Leader may join with another Leader to train as a larger group on calls. Not participating or calling is grounds for code compliance investigation and may result in the team being reassigned to an active up line leader. Please contact the corporate home office trainer if you feel you have been neglected in any way or may be neglecting your team duties. Our desire is to support you as a leader.

In the event of a code compliance violation, all efforts will be made to rectify and restore unity and support to a team member or leader. Our goal is that every person in Jordan Essentials feels valued and supported.

Leadership Monthly Checklist

Earning potential, as well as bonus levels can be monitored with this simple checklist of leader activities as soon as you sponsor your first person. (See pages 24 & 25.) Keeping good records of your business will help you identify areas of opportunity in your business.

Personal Volume sales are paid as soon as an order number is assigned to the order. 25% of the Retail Value is put into your e-wallet where you can transfer funds into your bank account or spend like cash on the JE website.

You are also paid to be a leader and those leadership commissions called overrides and bonuses and are paid after the books are closed for the month by the corporate home office. The process usually takes until the 5th- 7th day of the following month. If the closing day for the books lands on a weekend, commissions may be paid the following business day.

Qualified Leaders receive month-end bonuses: (see comp plan chart for full details)

1. Power Seller Bonus: Personal sales over \$1000
2. Level Overrides: Three levels below you defined as Level 1, Level 2, and Level 3.
3. Generation: Group volume and generation bonuses as listed on your compensation plan.

Monthly Checklist for Jordan Essentials Leaders (Descriptions)

Compensation Plan Chart: Have a print out of your compensation plan on hand when coaching and closing out your sales each month. Be aware of the bonuses available to you and how you are progressing each month. Your personal qualifications are listed across the top of the chart and what you are compensated is at the bottom.

DashBoard Reports: Real time reports to let you see 12-month trends and current info when you log in.

Earnings History Report: This is your main report that will show what you have earned each month. All commissions paid will be posted here; the data is pulled from the Genealogy Report.

Genealogy Volumes: This report is updated every 4 hours. This report is the main report your commissions are calculated from. The report is turned off during the commissions process for month-end; approx. the 1 to the 7th.

Levels Report: Your detailed guide to what each level has in retail sales. The totals are summarized at the top of the report; the body of the report lists each of your team members and their commissionable volume. Please remember this is calculated on 75% of the Retail Sales Value.

Team Productivity: Real time data to help you see which legs are qualified and help your team members hit goals for promotion to the next level. Team productivity should be checked throughout the month to be sure you are working with team members' goal cards to help them reach their goals.

Example: Kim wants to be a Star 3 and her personal sales are \$300, but she has met all other qualifications. Your coaching would focus on her personal sales to meet her goal of Star 3 according to the compensation plan chart.

Sales volumes reported on your worksheet may vary due to a returned order and commissions that have been clawed back by you or anyone on your team. Reports are a snapshot and do not reflect returns or moved orders.

Quick Monthly Checklist for Jordan Essentials Leaders

Comp Plan Worksheet:

Keep a copy with you each month as you review your commissions and reports.

DashBoard Reports:

Take a screenshot each month before the close of the month for a 12-month snapshot.

Levels Report:

Download and save a copy after commissions have been posted.

Earnings History Report.

Download and save a copy after commissions have been posted.

Genealogy Volumes:

Download and save a copy after commissions have been posted.

Team Productivity:

Team productivity should be checked throughout the month to be sure you are working with team members' goal cards and helping them reach their goals.

Checklist:

- Friend on Facebook
- Add Contact to Phone/Email List/Team Facebook Groups
- Add Contact to JE Consultant Community & Jordan Express
- Send Welcome Card / Email / Message

- Welcome on Team Facebook Group Tag them in Announcement Post in Express
- Set Up Coaching Call Schedule
- Schedule Launch Party (Parties)
- Review Jump Start & Green By 15

What to cover in Coaching Calls (topics can be covered over a number of calls):

- Welcome Call - Get to Know Them Review Monthly Tracker
- What to do while waiting for your Kit Review JE Resources - JE University, Jump
- Discover Their Why and Their Commitment Level Start Training, Various FB Groups, MNL, Team Calls, Company Events & Meetings
- Why Mindset and Belief is so Important Why & How to Offer the Opportunity to
- Setting Up Their Launch Party Others
- Creating Their Contact List Setting Goals - Commission Goal, Jump Start, Green by 15, Bring-A-Friend Bonuses, Incentive Trip, or a personal goal
- How to share JE products & opportunities

COACHING NOTES:

Date:	Date:	Date:
Notes:	Notes:	Notes:
Action Steps:	Action Steps:	Action Steps:
Next Call Date:	Next Call Date:	Next Call Date:



Healthy Skin ✦ Healthy Life™

MONTHLY TRACKER

<p>Month:</p> <p>Customer Special:</p> <p>Host Special:</p> <p>New Consultant Special:</p>	<p>Personal Sales Goal:</p> <p>Team Sales Goal:</p> <p>Sponsoring Goal:</p> <p>Promotion Goal:</p>
<p align="center">PARTIES & EVENTS</p> <p align="center">NAME - EVENT DATE - TYPE OF EVENT</p> <ol style="list-style-type: none"> 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 	<p align="center">CUSTOMER CARE</p> <p align="center">NAME - CONTACT DATE - RESULT</p> <ol style="list-style-type: none"> 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29. 30. <p align="center">CHECK BACK IN 2 MONTHS! ADD TO THE MONTH OF _____</p>
<p align="center">POTENTIAL RECRUITS</p> <ol style="list-style-type: none"> 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 	
<p align="center">POTENTIAL HOSTS</p> <ol style="list-style-type: none"> 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 	

Jordan Essentials

Recognition and Engagement Calendar for Leaders

Recognize what you want to be repeated! Repeat what you want them to remember!

<p style="text-align: center;">Week 1 - by the 8th</p> <p>Recognition Ideas: (Previous MONTH)</p> <ul style="list-style-type: none"> ● Personal Volume ● Top in Sales or everyone over \$____ ● All Recruiters ● Sales Clubs (\$500 Club, \$1000 Club, etc.) ● New Promotions <p>Engagement Ideas:</p> <ul style="list-style-type: none"> ● Welcome and coach New Consultants ● Coach those working for a promotion ● Promote Your Team Meeting ● Go LIVE in your group and share tips on how to promote this month's promotions ● Share a Team and/or Personal Challenge 	<p style="text-align: center;">Week 2 - by the 15th</p> <p>Recognition Ideas: (Previous WEEK)</p> <ul style="list-style-type: none"> ● Those who have already earned and are close to Green by 15 ● Jump Start Achievers <p>Engagement Ideas:</p> <ul style="list-style-type: none"> ● Coach and message your business builders and those working for a promotion ● Coach and message new consultants in their first 40 days ● Recognize Jump Start Achievers ● Promote Monday Night Live ● Share a video or training tip from JEU
<p style="text-align: center;">Week 3 - by the 22nd</p> <p>Recognition Ideas: (Previous WEEK)</p> <ul style="list-style-type: none"> ● Recognize Green by 15 Achievers ● Recognize current month recruiters and repost the join special <p>Engagement Ideas:</p> <ul style="list-style-type: none"> ● Welcome and coach New Consultants ● Coach those working for a promotion ● Promote Your Team Meeting ● Go LIVE in your group with a motivational minute to finish the month strong 	<p style="text-align: center;">Week 4 - by the 29th</p> <p>Recognition Ideas: (Previous WEEK)</p> <ul style="list-style-type: none"> ● Recognize and remind those who are near a commission level increase (\$1000, \$200, \$3000) ● Recognize Jump Start Achievers <p>Engagement Ideas:</p> <ul style="list-style-type: none"> ● Coach and message your business builders and those working for a promotion ● Coach and message new consultants in their first 100 days ● Recognize Jump Start Achievers ● Promote Monday Night Live

Leadership Agreement

I have read and understand the Jordan Essentials leadership policies manual. I agree to follow these policies and procedures to the best of my ability. I also acknowledge that at times these policies may change due to the discretion of the corporate office and I agree to uphold good faith efforts under any changes to the policy. Jordan Essentials reserves the right to improve and support its leaders with any resources necessary to improve lives one lotion bar at a time.

Leadership Code of Conduct:

- I will support the people I bring into the company as a personal sponsor through training and education using the steps of training a new consultant
- I will be kind and considerate of team members' feelings
- I will find the answer to team member's questions if I do not have one
- I will conduct myself as an agent of the company and will not discredit the company with derogatory remarks to team members
- I will talk to a corporate officer in areas of conflict and needs for my team. ·
I will keep a positive attitude when communicating with my team
- I will give praise and recognition to my team regularly
- I am not involved with any other Direct Selling, MLM company at any level
- I will, as a Director or higher, conduct or contribute to bi-monthly calls
- I will lead to the best of my ability

Name: _____ Consultant number: _____

Signature: _____

Date: _____

Please return this form to:

Jordan Essentials

1520 N. Commercial Road

Nixa, MO 65714

E mail training@jordanessentials.com

Fax # 417-449-0027