THE BODY SHOP AT HOME™

2015 CAREER PLAN

STEP IT UP - MAKE YOUR PASSION PAY

CONSULTANT - AREA MANAGER
THE CAREER PLAN
WELCOME TO THE BODY SHOP AT HOME™

The Body Shop At Home™ offers every Consultant the opportunity to run a self-employed business working alongside a world renowned, ethical and iconic British beauty brand – The Body Shop®.

The Career Plan provides the framework for The Body Shop At Home™ business. It’s a logical and progressive structure designed to recognise and support the different levels of personal aspiration each Consultant has, whilst facilitating business growth and rewarding hard work.

The development of this enhanced plan includes new sales volumes and business structure requirements; it provides a supportive framework that directly connects the level of personal commitment you make to your business to the earning opportunities and financial rewards you can achieve. This approach allows every Consultant to take control, to decide how to drive their business to successfully achieve their personal goals and income aspirations.

There are seven levels in 2015 Career Plan each featuring different sales and business structure requirements alongside increasingly more lucrative levels of bonus payment, rewards and income opportunities. Right now the focus is to get started and develop your business, speak to your upline Manager about your aspirations and building a business that meets your personal goals and objectives.

REMEMBER

This is your business and your opportunity, everyone joins The Body Shop At Home™ for different reasons. Some work as a Consultant selling products at parties and to friends and family simply to top up their existing income, meet new friends or to earn extra cash for the little luxuries in life. Others focus on progressing through the Career Plan and with hard work, commitment and dedication they forge a full time career running a lucrative business.
THE CAREER PLAN

THE CONSULTANT ROLE

The Consultant is the first level in the Career Plan and the first step on your journey! You are self-employed so there are no strict rules and regulations; however, the following Role Recommendations will help ensure you maintain a regular income and keep your business on track.

ROLE RECOMMENDATIONS

- 2 parties or selling events weekly
- £600 sales per month, minimum
- Participate in the Monthly Recruiting Bonus, 2 referrals monthly
- 2 recruits / introductions monthly
- Attend Regional Manager monthly Consultant meeting
- Attend Company Conference (twice yearly)

*Terms and conditions apply. See Be Inspired for details.

THE CONSULTANT ROLE

WORK WITH YOUR UPLINE MANAGER TO SET YOUR PERSONAL INCOME GOALS. SET YOUR GOALS IN jCoach, THE BUSINESS MANAGEMENT SECTION OF JENKON AND TRACK YOUR PROGRESS DAILY.

THE MONTHLY RECRUITING BONUS CAN REALLY BOOST YOUR INCOME SO MAKE SURE YOU FOCUS ON THIS TOO! SEE BE INSPIRED FOR FULL DETAILS.

CONSULTANT EARNINGS

Assumptions:

- 8 parties held in the month with average sales of £250 per party
- 2 successful recruits qualifying in this commission month

MONTHLY EARNINGS CALCULATION

<table>
<thead>
<tr>
<th></th>
<th>Personal Sales Profit @ 25%</th>
<th>Personal Sales Bonus 5% £1,800+ £2,999</th>
<th>Monthly Recruiting Bonus*</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(2,000* 25% = 500) £500.00</td>
<td>(2,000* 5% = 100) £100.00</td>
<td>£50.00</td>
</tr>
<tr>
<td>TOTAL</td>
<td>£650.00</td>
<td></td>
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</tbody>
</table>

**Terms and conditions apply. See Be Inspired for details.

Earnings at this stage are primarily based on your sales commission so you are in complete control of your income, the more effort and time you can invest in your business the larger your earnings, commissions and bonuses will be.
As a successful Consultant you will have developed a regular business with a regular sales turnover. In addition you will have developed product knowledge through training and have been referring new recruits to the business. These new recruits will be your personal recruits within your downline but your existing upline Manager will be supporting them as a mentor initially.

When you are ready to take your business to the next level and grow your income you can begin to focus on developing a small team to work alongside you. Speak to your upline Manager about promoting out as an Area Manager.

As an Area Manager you will focus on sharing your experience as a Consultant, you will recruit, mentor and manage a small team of your own. This is the time you start to build your business and step onto the Career Plan journey.

WHAT’S NEXT?

REMEMBER

Any social event or gathering is an opportunity to demonstrate products, make sales and chat about the Consultant role to other people. It can feel tough to get started but just aim to speak to as many people as you can. The more events you attend and the more people you chat to the wider your reach will become. Believe you can fill your diary and you will.
THE CAREER PLAN

THE AREA MANAGER ROLE

Stepping into management involves mentoring and supporting a small team alongside your existing business, supporting new recruits and those in your downline to establish, maintain and grow their businesses. Rather than passing leads to your upline Manager you will personally work with any recruits you or your team introduce, taking them through the recruitment process and supporting their initial Consultant training and introduction to The Body Shop At Home™.

The Area Manager role requires you to invest additional time into your business; however the Career Plan is structured to ensure Area Managers are rewarded for both their personal success and the success of their team. Additional lucrative earning opportunities and bonuses are added to the plan at this level. By working hard and smart, using the Career Plan framework as a guide and managing your time effectively this role can be done as a part time job or worked alongside another full time job.

ROLE RECOMMENDATIONS

<table>
<thead>
<tr>
<th>Requirement</th>
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<tbody>
<tr>
<td>• £1,000 personal sales per month minimum</td>
</tr>
<tr>
<td>• 4 central team recruits per month, 2 should be personal recruits</td>
</tr>
<tr>
<td>• Hold one creative session per week with Central Team</td>
</tr>
<tr>
<td>• Collate and analyse your weekly sales figures</td>
</tr>
<tr>
<td>• 1-2-1 weekly telephone contact with each team member</td>
</tr>
<tr>
<td>• Attend the monthly regional meeting with your Regional Manager</td>
</tr>
<tr>
<td>• Hold a monthly Consultant meeting with your Central Team</td>
</tr>
<tr>
<td>• Attend company conferences (twice yearly)</td>
</tr>
</tbody>
</table>

PROMOTING TO AREA MANAGER

First speak to your upline Manager and/or Regional Manager; they will ensure you understand the Role Recommendations and promotion criteria related to becoming an Area Manager. Once you are prepared your upline Manager will support you and help you formulate a promote-out plan. You will need to set new business goals, not only to achieve your Area Manager title but to ensure you are ready to support a team whilst maintaining your business at a new level going forward.

Area Managers simply lead by example, you will be doing what your manager did for you! Begin by personally speaking to everyone you meet about your business and the opportunity with The Body Shop At Home™. Aim to introduce at least three new Consultants personally then encourage your downline team members to refer recruitment leads to you and begin to build their own downlines.

REMEMBER

The more you commit to your business the more successful you can be. As an Area Manager you are the leader of your team, therefore as you grow ensure you don’t lose focus. Work to maintain your personal sales targets and support your new team to do the same. By doing this you will collectively achieve your personal targets and your new team sales targets whilst maintaining the team structure the Career Plan requires.

DON’T FORGET

The Title Advancement Bonus - the first time you achieve the Title of Area Manager you will receive a minimum of a £100 bonus, or if you achieve your Area Manager title within 60 days of your registration date, you will move onto the Accelerated Title Advancement Bonus and receive a £250 Bonus! See Be Inspired for full details and terms and conditions.
AREA MANAGER TITLE QUALIFICATION REQUIREMENT

- 3 Active personal recruits
- 8 Active in Team (7 + self)
- £600 Personal Sales
- £3,500 Team Sales

Earnings at this level in the Career Plan can accelerate quickly as you benefit from more bonus opportunities as highlighted below. Keep your own party line up really strong and maintain a full diary. You can never have too many parties; a packed diary generates more income and will also support you in your role as team leader. If a new recruit is struggling you can pass a party to them — their success will ultimately help you grow and develop your business.

MONTHLY EARNING OPPORTUNITIES

<table>
<thead>
<tr>
<th>Personal Sales Bonus</th>
<th>Commission Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>25%</td>
<td>Paid when order is placed</td>
</tr>
<tr>
<td>3% £600 - £1,199</td>
<td>Monthly Commission Payment</td>
</tr>
<tr>
<td>4% £1,200 - £1,599</td>
<td>Monthly Commission Payment</td>
</tr>
<tr>
<td>5% £1,600 - £2,999</td>
<td>Monthly Commission Payment</td>
</tr>
<tr>
<td>10% £3,000</td>
<td>Monthly Commission Payment</td>
</tr>
<tr>
<td>Central Team Bonus 6%</td>
<td>Monthly Commission Payment</td>
</tr>
<tr>
<td>Leader Bonus 1: 6%</td>
<td>Monthly Commission Payment</td>
</tr>
<tr>
<td>Monthly Recruiting Bonus*</td>
<td>Monthly Commission Payment for qualified recruits</td>
</tr>
</tbody>
</table>

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REMEMBER

Everyone in The Body Shop At Home™ began their journey as a Consultant. With hard work, dedication and determination many now run businesses worth hundreds of thousands of pounds! Make sure you determine your personal business targets and have a plan. It’s really vital you have clear earnings aspirations too, these keep you focused. Use your team and the support network around you to help you achieve your goals.

TOP TIP

Ensure you and your downline Consultants use the Host joining offer effectively. Every party Host can use their Host Free Shopping to join the business for just £20. This is a great offer and a valuable talking point at parties, especially if someone looking to join your business has financial challenges. Suggest they simply host their own starter party and use their Host Free Shopping to join for just £20. If the new recruit also introduces a friend to join with her she could also qualify for the Monthly Recruiting Bonus and you will have two new team members!
Assumptions:

- Area Manager maintains 8 Parties per month with average sales of £250 per party. Personal Sales are £2,000
- 7 Consultants in the team have combined personal sales total of £5,600
- Area Manager Central Team Sales are therefore £5,600 + £2000 = £7,600

**MONTHLY EARNINGS CALCULATION**

<table>
<thead>
<tr>
<th>Description</th>
<th>Calculation</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Sales Profit @ 25%</td>
<td>(2,000* 25% = 500)</td>
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</tr>
<tr>
<td>Monthly Recruiting Bonus*</td>
<td></td>
<td>£50.00</td>
</tr>
<tr>
<td>Central Team Bonus 6%</td>
<td>(7,600 – (7,600*16.67%))</td>
<td>£379.98</td>
</tr>
<tr>
<td>Leader Bonus 1: 6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td>£1,029.98</td>
</tr>
</tbody>
</table>

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**REMEMBER**

Area Managers can still have a huge impact on their monthly income by partying! You will notice the 10% Personal Sales Bonus is not included in this example. A further 4 additional parties could secure this Area Manager a further £1,000 Personal Sales Volume. This would provide an additional £250 Personal Sales profit and a 10% Personal Sales Bonus worth £300, increasing earnings by a huge £550!

**DON’T FORGET**

You and many team members will have also qualified for up to £180** worth of new product in the Monthly Sales Promotion.

As this example shows, your earnings opportunity increases significantly when you take just the first step into management. Speak to your upline Manager and your Regional Manager today, take control of your income by taking your business to the next level.

**DON'T FORGET**

The Monthly Recruiting Bonus. Adding depth to your business adds strength and stability. Every qualified personal recruit will enhance this bonus and your income and used wisely, you can use this bonus to encourage your entire team to refer leads. Think big and lead by example, consistently introduce new people and encourage your team to do the same. If everyone participates, growth is inevitable!

**Value fluctuates each month. See Be Inspired for details.**
WHAT’S NEXT?

The next step on the Career Plan is Senior Area Manager. This title and the two subsequent titles: Executive Manager and Senior Executive Manager are known as Senior Managers. The Senior Manager titles are all about business growth; this is achieved by developing and promoting out a series of downline managers. Effectively supporting others to achieve what you have as an Area Manager. Speak to your upline Manager or Regional Manager about taking your business to the next level.

Visit the Career Plan section of Be Inspired to read personal stories about other Consultants taking the step into Management and achieving the Accelerated Title Advancement Bonus.