

Compensation Plan Overview



inspire. create. share.®

*To love what we do
and share what we love,
as we help others enjoy creativity
and worthwhile accomplishments...
in this we make a difference.*

BEING A DEMONSTRATOR IS REWARDING IN SEVERAL WAYS: meeting new people, crafting with friends and helping others find joy in their own creativity. In addition to being part of a worldwide community of crafters, Stampin' Up! offers an opportunity for demonstrators to supplement or generate income. The Compensation Plan explains how you will be recognised and rewarded for your efforts through title benefits, instant income, volume rebates and much more.

As a direct sales company, Stampin' Up!'s business model is built on personal selling, team building and team leading. These three practices are at the core of the Compensation Plan. As you read through this booklet, you'll see how each practice is celebrated and rewarded.

This booklet is only an overview of the Compensation Plan. It includes the basic tables and bulleted descriptions of each Compensation Plan element. For a detailed and more descriptive version of the Compensation Plan, refer to the Compensation Plan document on the demonstrator website.

Commissionable Sales Volume (CSV)

Commissionable Sales Volume (CSV) is a measurement unit used to track commissionable sales. While the reports provided by Stampin' Up! and the ordering system will track and calculate your sales in CSV and local currency, you will need to know how to do simple calculations when planning or setting goals. You'll find your country's current CSV factor and payout factor in the **CSV and Payout Factor** document on the demonstrator website under Business Resources>Compensation Plan. You can also view examples of how to use these factors in the **Compensation Plan Document** found on the same webpage.

TITLES				
TITLE	MINIMUM ROLLING 12-MONTH PERSONAL SALES	MINIMUM DIRECT DEMONSTRATORS	MINIMUM DIRECT LEADERSHIP	TITLE BENEFIT
Bronze	0 CSV	0	-	-
Bronze elite	1,800 CSV	0	-	Bronze elite bonus
Silver	3,600 CSV	1	-	Silver title necklace or money clip
Silver elite	7,200 CSV	5	1 - silver	CentreStage
Gold	10,800 CSV	10	1 - silver elite	Gold title necklace or pen
Gold elite	14,400 CSV	15	2 - silver elites	Gold elite bonus
Platinum	18,000 CSV	20	4 - silver elites	Platinum title necklace or watch
Platinum elite	18,000 CSV	30	6 - silver elites	Platinum Elite Display

- Advance in title at any time during the year by meeting all three requirements: selling, recruiting and leadership.
- At the beginning of every Stampin' Up! year (1 October), each demonstrator's performance is evaluated and demonstrators may be retitled.
- Sales requirements are based on multiple events, where the average sales for an event is 300 CSV.
- The word "direct" refers to demonstrators in levels one, two or three who have a direct line to you as a team leader.
- The bronze elite bonus is a raise from 20 percent to 25 percent in instant income for all demonstrators titled at bronze elite and above.
- Demonstrators who advance to silver, gold or platinum will receive an item representative of their respective title.
- CentreStage is a leadership experience held in conjunction with our major events. It will celebrate the accomplishments of and offer training to demonstrator leaders.
- The gold elite bonus is a quarterly bonus awarded to demonstrators titled at gold elite and above. An extra two percent is paid on the demonstrator's personal sales during the quarter, as well as the sales of their direct demonstrators.
- The platinum elite display is designed to honor those who currently hold our highest demonstrator title. Their picture will be displayed in the home office in Riverton, Utah (in the United States), for all visitors to see.

Core Compensation

There are two types of demonstrator benefits you can earn through the compensation plan. The first is core compensation; this includes instant income, volume rebates, team commissions, and performance bonuses. These are forms of monetary compensation you receive as cash deposits in your bank account.

INSTANT AND DEFERRED INCOME

TITLE	INSTANT/DEFERRED INCOME
Bronze	20%
Bronze Elite and Above	25%

- Instant and deferred income are calculated in your local currency and are based on gross retail sales minus taxes and shipping costs.
- Instant income is received instantly when any order with commissionable product is entered or it's deferred if a customer uses a credit card.
- Demonstrators titled at bronze will receive 20 percent in instant income. Demonstrators titled at bronze elite or above receive 25 percent in instant income, also referred to as the bronze elite bonus.

VOLUME REBATES

MONTHLY PERSONAL SALES RANGE	VOLUME REBATE
0 to 599.99 CSV	0%
600 to 899.99 CSV	4%
900 to 1,199.99 CSV	5%
1,200 to 1,499.99 CSV	7%
1,500 to 2,499.99 CSV	9%
2,500 to 3,499.99 CSV	11%
3,500 + CSV	13%

- Volume rebates are paid monthly and reward demonstrators for selling a significant amount with a percentage (from 4 to 13 percent) of their sales for that month.

TEAM COMMISSIONS

MINIMUM MONTHLY PERSONAL SALES	MINIMUM DIRECT DEMONSTRATOR COUNT	MINIMUM MONTHLY PERSONAL & DIRECT LEVEL 1 SALES	DIRECT LEVEL 1	COMMISSIONABLE LEVEL 2*	COMMISSIONABLE LEVEL 3
300 CSV	1	300 CSV	3.0%	-	-
600 CSV	3	1,500 CSV	5.0%	2.5%	1.0%
900 CSV	6	2,500 CSV	5.5%	3.0%	1.5%
1,200 CSV	12	5,000 CSV	6.0%	3.5%	2.0%
1,200 CSV	18	10,000 CSV	6.5%	4.0%	2.5%
1,500 CSV	25	15,000 CSV	6.5%	5.0%	3.0%
1,500 CSV	32	20,000 CSV	6.5%	5.5%	3.5%

*Also includes third-level demonstrators whose team leader is no longer active.

- Team commissions are a percentage of team member sales awarded to team leaders for building a team.
 - Team commissions are paid monthly to demonstrators who fulfil all three requirements: personal sales, direct demonstrator count, and personal and direct level one sales.
- Your personal sales for the month will count toward the personal sales category and the combined personal and direct level one sales category.

PERFORMANCE BONUS CATEGORIES

EARNING OPTIONS	QUALIFICATIONS	BONUS
SALES		
Career-to-Date (CTD) Milestones	Each 100,000 CSV CTD	1,000 CSV
	Each 1,000,000 CSV CTD	10,000 CSV
Quarterly Sales	10,000 CSV per quarter	500 CSV
	Each additional 5,000 CSV per quarter	250 CSV
RECRUITING (ANNUAL)		
(Must be in your direct level)	5 qualified recruits	700 CSV
	Each additional qualified recruit above your 5th	300 CSV
LEADERSHIP (ANNUAL)		
Title Advancement (Must be in your direct level)	8 title advancements to bronze elite and above	1,600 CSV
	Each additional title advancement above your 8th	200 CSV
	Silver elite boost	300 CSV

- Performance bonuses are awarded to demonstrators who have achieved excellence in selling, recruiting, or leading.
- Demonstrators are awarded a performance bonus for achieving certain sales milestones throughout their career, beginning at 100,000 CSV.
- Demonstrators are awarded a performance bonus for achieving personal sales of at least 10,000 CSV in one quarter and an additional bonus is awarded for every additional 5,000 CSV sold during the same quarter.
- Demonstrators are awarded a performance bonus for excellence in recruiting when at least five recruits become qualified recruits during the same Stampin' Up! year. An additional bonus is awarded for every qualified recruit above the fifth within the same Stampin' Up! year.
- Demonstrators are awarded a performance bonus for leadership when at least eight direct demonstrators advance in title during the same Stampin' Up! year. An additional bonus is awarded for every title advancement above the eighth within the same Stampin' Up! year.
- Once a demonstrator achieves a Leadership Performance Bonus, they will receive an additional 300 CSV for each direct demonstrator who advanced to silver elite or above within the same Stampin' Up! year, referred to as the silver elite boost.

Rewards Programs

The second type of demonstrator benefits is rewards; this includes the Flex Account and Stampin' Rewards. Rewards are extras designed to help you pamper yourself or offset the cost of doing business. These do not come in the form of cash but as Stampin' Up! product credits or flex points you can redeem for various items in the Flex Account.

STAMPIN' REWARDS

PARTY SALES (BEFORE TAX AND SHIPPING)	STAMPIN' REWARDS	50% OFF ITEM
\$150 USD/\$200 CAD	10%	
\$300 USD/\$375 CAD	12%	
\$450 USD/\$550 CAD	14%	1
\$600 USD/\$725 CAD +	16%	

- Stampin' Rewards encourage people to host events and to encourage large orders.
- Once the order reaches at least \$150 USD/\$200 CAD, every dollar spent will add to the total of Stampin' Rewards earned. As the party sales increase, so does the reward.
- The 50 percent-off item is commissionable, along with any Stampin' Rewards overage.
- Stampin' Rewards credits can be applied by a host toward the purchase of a Starter Kit in part or its entirety to help the recruiting demonstrator invite people to recruit.

FLEX ACCOUNT EARNING

EARNING CATEGORIES	PRIMARY FLEX POINTS	
SALES		
Point(s) per CSV	9,999 CSV or less (YTD)	1 pt/1 CSV
	10,000 CSV or more (YTD)	5 pts/1 CSV
RECRUITING		
5,000 (each qualified recruit in your direct level)		
LEADERSHIP		
Personal Title Advancement	TITLE ADVANCEMENT 5,000 (each)	ONGOING TITLE BENEFIT Bronze elite = 1,500
		Silver & silver elite = 4,000
		Gold & gold elite = 7,500
		Platinum & platinum elite = 10,000
Team Member Title Advancement (Must be in your direct level)	Bronze elite & silver = 7,500	
	Silver elite & above = 10,000	
QUICK START PROGRAM		
Achieve 900 CSV within First Three Full Months	5,000	
Achieve 1,800 CSV within First Six Full Months	10,000	
TENURE		
Stampin' Up! Anniversary	1 year = 2,000 5 year = 5,000	
	10 year = 7,500 15 year = 10,000	
	20 year = 12,500 25 year = 15,000	
	30 year = 17,500	

- The Flex Account is a rewards program wherein demonstrators earn flex points for selling, recruiting, leading, and tenure.
- Flex points can be redeemed for a variety of items such as Stampin' Up! product credits, catalogs, and the incentive trip. See the Flex Account page for a complete list of redeemable items.
- A demonstrator will earn one flex point for every CSV sold until 10,000 CSV in year-to-date sales is reached, then the demonstrator will earn five flex points for every CSV unit sold above 10,000.
- A recruiting demonstrator will earn points for each qualified recruit. A qualified recruit is a new recruit who sells at least 900 CSV in career-to-date sales.
- Demonstrators will earn points for their personal title advancements and the title advancements of anyone in their direct level one.
- Demonstrators will earn points twice a year depending on their title, beginning at bronze elite.
- The Quick Start program is a sales-goal oriented program that gives new demonstrators simple sales goals to achieve during their first full six months as a demonstrator.
- Demonstrators will earn points for their first Stampin' Up! anniversary, then their fifth and every five years after that.
- Flex points are valid during the Stampin' Up! year in which they are earned and for one month after. For example, the 2016–2017 Stampin' Up! year runs October 1, 2016–September 30, 2017; flex points earned during the 2016–2017 Stampin' Up! year will expire on October 31, 2017.



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