

# Income Path with Core 4 Solution Sets

## For purposes of this demonstration...

- We are using the small dog Core 4 bundle and assume full retail price for each set sold.
- For NEW SALES, we assume the new customer will qualify for the introductory 20% off coupon code. In some cases, your initial retail commission amount will be more when your customer does not qualify for that discount.
- Retail commissions in this chart vary based on different Retail Power Bonus percentages available to be earned each month.

### Sales Details

- Small Dog Core 4 Set: \$132.88
- PV value after the INTRO4U 20% off coupon code is applied by the customer: \$112.88

### Individual Product Sales Income Story from New Sales with INTRO4U 20% Discount applied:

- Assumes all sets are sold with 20% off discount



**Bonus Income \$20 for each Core 4 sold**

### Retail Commission Scenarios

Less than \$500 in sales	10% base commission	<b>\$11 for each one sold + bonus = \$31 for each one sold</b>
≥ \$500 & < \$1,000 in sales - \$100 is NPV	20% total commission	<b>\$22 for each one sold + bonus = \$42 for each one sold</b>
> \$1,000 & < \$2,000 in sales - \$100 is NPV	25% total commission	<b>\$28 for each one sold + bonus = \$48 for each one sold</b>
≥ \$2,000 & < \$4,000 in sales - \$100 is NPV	30% total commission	<b>\$33 for each one sold + bonus = \$53 for each one sold</b>
> \$4,000 in sales - \$100 is NPV	35% total commission	<b>\$39 for each one sold + bonus = \$59 for each one sold</b>

## Build Your Own Residual Income Story

### It starts with NEW CUSTOMER SALES

- Who do you know who loves their pet
- Share the product presentation with them
- Help them set their Core 4 up on EZ Ship and use the INTRO4U coupon code for a 20% discount on first order

*How many new customers you connect and share with determines how much your income story will be from new customer sales.*

### It continues with RECURRING CUSTOMER SALES

- Follow up with first time customers to assure all is well with their pet and product
- Make sure their EZ Ship schedule is right for their needs
- Continue to nurture the relationship to keep them as a customer for life

*How well you nurture the relationship with your EZ Ship customers determines how much your recurring income story will grow month to month.*

### SET YOUR INCOME GROWTH GOALS

At first, your income from Core 4 sales is built one new customer at a time. The growth comes from building a strong EZ Ship customer base. Set goals each month to add new EZ Ship Core 4 customers to your recurring order count and watch your residual income grow month over month.

5 recurring orders in a month	20% total commission	5 x \$46 = <b>\$230 recurring income*</b>
10 recurring orders in a month	25% total commission	10 x \$53 = <b>\$530 recurring income*</b>
20 recurring orders in a month	30% total commission	20x \$59 = <b>\$1180 recurring income*</b>
30 recurring orders in a month	35% total commission	30 x \$66 = <b>\$1980 recurring income*</b>

*\*Income from Core 4 recurring sales only.*

*Does not include additional income from new Core 4 sales, other sales or sponsoring bonuses.*

## Make It a Lifetime of Income

When a new customer puts their Core 4 Set on EZ ship, each time it ships again, you are paid again for that bundle. Retail commission increases at this point because the customer no longer qualifies for the introductory 20% discount code.

Retail Commission Scenarios		
Less than \$500 in sales	10% base commission	\$13 for each one sold + bonus = <b>\$33 for each one sold</b>
≥ \$500 & < \$1,000 in sales - \$100 is NPV	20% total commission	\$26 for each one sold + bonus = <b>\$46 for each one sold</b>
> \$1,000 & < \$2,000 in sales - \$100 is NPV	25% total commission	\$33 for each one sold + bonus = <b>\$53 for each one sold</b>
≥ \$2,000 & < \$4,000 in sales - \$100 is NPV	30% total commission	\$39 for each one sold + bonus = <b>\$59 for each one sold</b>
> \$4,000 in sales - \$100 is NPV	35% total commission	\$46 for each one sold + bonus = <b>\$66 for each one sold</b>

