

YOUR ADVENTURE AWAITS

Start Your Sunrider Business



SUNRIDER®
Getting Started Guide

Congrats on Your New Business!

You've arrived at the right place, at the right time. We're thrilled that you've joined the Sunrider family, and we can't wait to help you start living a happier, healthier life by sharing our proven business and powerful herbal nutrition, beauty, and home products.

Our IBOs are turning their passion into profit—they love what they do and it shows. Now let's get you started on your adventure.

FIND YOUR FOCUS

Health, happiness, freedom, extra income, adventure—the reasons why people start a business are as individual as they are.

Purpose is powerful.

THINK BIGGER

Set your mindset to more—earn your Fast Start bonuses and promote to Star Elite in 3 months (or sooner).

Believe to achieve.

AIM HIGHER

Clearly chart your course—set goals, stick to them, sign up for trainings, and seek inspiration from your sponsor and the Sunrider team.

Commitment drives success.





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The Adventure of East Meets West

The Sunrider story is really our family's story. It encompasses generations, ancient Eastern traditions, and modern Western technology. While our founders, Drs. Tei-Fu and Oi-Lin Chen, started the company in Utah in 1982, their journey began decades earlier in Tei-Fu's homeland, Taiwan.

Growing up, Tei-Fu was an unhealthy child. His grandfather cared for him with timeless Chinese herbal remedies. The medicinal properties of these plants were so powerful that they ignited in Tei-Fu a lifelong passion for Chinese herbal philosophy. While studying herbal medicine and pharmacology in college, he met and married Oi-Lin, a gifted medical student from Hong Kong. The couple paired their natural curiosity, scientific expertise, and shared entrepreneurial spirit to start a business that would change lives through natural products like those that changed Tei-Fu's life all those years ago.

This founding philosophy fuels the Sunrider family business today. Dr. Tei-Fu Chen is a world-renowned herbalist with a degree in pharmacy and his wife, Dr. Oi-Lin Chen, is a licensed medical doctor. Together with their five children, they guide our global enterprise across nearly 50 countries and territories, in partnership with thousands of inspiring Independent Business Owners and franchise store owners like you.

And like you, our founding family thrives on creating happier, healthier lives for themselves and for people around the world. It's an energy that's perfectly captured in the Sunrider name. Because when you're riding the sun, it never sets—life becomes the ultimate adventure.



MORE IS MORE

It takes an incredible 10 kg of raw herbs to get 1 kg of ingredients that meet proprietary Sunrider standards. Quinary®, a bestseller, contains nearly 50 herbs alone.

The Sunrider Difference

What makes us different is what makes your business stronger.

LEADERS IN HERBAL NUTRITION

Our founders are herbalists, doctors, and trusted experts in Traditional Chinese Medicine and advanced science. They oversee the research, development, and manufacturing of every Sunrider® product to personally ensure potency, purity, integrity, and safety. This owner expertise sets Sunrider above and apart.

NATURALLY POWERFUL PRODUCTS

Unlike juicing or oils, which isolate ingredients and strip healthy aspects from plants, Sunrider uses a nine-step proprietary process to hand select herbs and precisely extract only the most powerful parts of the plant in their whole food form. Doing so makes our products easier to digest and absorb, so they can deliver the most powerful benefits.

THE PHILOSOPHY OF REGENERATION®

A balanced body is a healthy body. Our products holistically nourish (yin) and cleanse (yang) your body's five systems with a variety of whole foods that promote optimal health. By regenerating your physical, mental, and emotional health, you experience the joy of life in balance.

CLEAN FOODS, NOT CHEMICALS

Our products are made with nutrient-rich whole foods, not synthetic vitamins, GMOs, and artificial ingredients. Most are kosher and halal certified, too.

A VITAL VARIETY

There is no perfect food or ingredient—and too much or too little of any one can unbalance your body. Our products give you vital variety that's as close to nature as you can get.

Your Sunrider Story

It's the secret to successful selling and sponsoring. When you lead with your truth, you make meaningful connections that captivate your customers, influence your team, and transform your business. Storytelling is that powerful.

Sunrider shows you the path to achieving the health and well-being you need, the energy and financial freedom you want, and the peace of mind you deserve. How your story unfolds is up to you.



ASK YOURSELF

Why did I start my Sunrider business?

Example: I started my business to improve my health and have extra money and more flexibility to enjoy my family.

What will success look and feel like for me?

Example: I want to set a healthy example for my kids and spend more time being active.

What am I most excited about?

Example: I can't wait to take charge of my health and time—and help others find that same freedom.

How will I stay focused?

Example: I will set specific goals and stick to them by creating time to work on my business every day.



Forget product features, facts, ingredients, benefits, or results. Your story is bigger, bolder, and full of emotions—not facts, but feelings. It happens in a particular moment. It has a beginning and an end. Stories give people something to think about and reasons to believe. Use these storytelling strategies to write yours:

FIND YOUR STORY:

Make a list of firsts, those big moments in your life. Write down your favourite products in action, your customer experiences, and your most common questions and objections.

CRAFT YOUR STORY:

Start with the “normal” (beginning), build to an “explosive event” (middle), and reveal the “new normal” (end).

TELL YOUR STORY:

You are the star of your own story—and it's the most important story you'll ever share. Be descriptive by focusing not just on what happened but how it changed you. Remember, emotion is everything.

Fast Start to Fast Cash

Start strong, stay focused, see success—start earning in your first three months!

	MONTH 1 <small>Joining Month + 1st Month</small>	MONTH 2	MONTH 3
SELL	FREE PRODUCT	Earn a free product for each New Preferred Customer you sign up and who then purchases an order of 200€ or more (at retail price) in their first month. You need to have at least 250 PV that same month in personal purchases.	
SPONSOR	45€ / £37.50 PRODUCT CREDIT	Earn a 45€ / £37.50 Product Credit for each New IBO you sponsor who purchases 250 PV of product. You just need to have at least 250 PV that same month in personal purchases.	
PROMOTE	ADVANCE YOUR TITLE DURING YOUR FAST START PERIOD FOR MORE BONUSES!		
	45€ / £37.50 BONUS Earn 45€ / £37.50 when you promote to STAR PRIME during your first full month with Sunrider, and your sponsor will earn 45€ / £37.50 too!*		180€ / £150 BONUS Earn 180€ / £150 when you promote to ACE during your first 3 full months with Sunrider, and your sponsor will earn 180€ / £150 too!*
	90€ / £75 BONUS Earn 90€ / £75 when you promote to STAR ELITE during your first 3 full months with Sunrider, and your sponsor will earn 90€ / £75 too!*		315€ / £262.50 BONUS Earn 315€ / £262.50 when you promote to ACE PRIME during your first 3 full months with Sunrider, and your sponsor will earn 315€ / £262.50 too!*
	<small>*Sponsor must be at equal or higher title and have at least 250 PV in personal purchases that month. This is a one-time bonus to both you and your sponsor.</small>		

Love, Share, Grow Your Success in 1-2-3

Put our proven three-step formula to work for your business and see your Fast Start bonuses rack up fast.

LOVE

Love the adventure of starting your new business!

SHARE

Share the Sunrider love with your family, friends, and community!

GROW

Grow with joy! When you lead with your passion, you inspire others to join you on your new adventure.

Turn Your Passion into Profit

There's power in writing down what you want from your business and your life. Turn your thoughts into action by working with your sponsor to set goals for each phase of your Fast Start—the more specific, the more likely your success.

LOVE

Love the adventure of starting your new business!

1. LOVE YOUR BUSINESS

You've taken the first step to creating a life you love. Setting—and sticking to—your goals will keep you on track as your adventure unfolds.



SET YOUR GOALS

How will the extra money from my Sunrider business change my life?

Example: The extra money will help me pay off debt and save for our next family vacation.

How much money will I make in my first 30 days?

In my Fast Start?

How many new Preferred Customers will I get each month?

How many orders will I get each week?

2. SHARE YOUR PASSION

Everywhere you go, talk up your favourite products and how your new Sunrider business is helping you live a healthier, happier life. Make a list of your top prospects in each of these categories—you know more people than you realise.

FRIENDS

1. _____
2. _____
3. _____
4. _____
5. _____

FRIENDS OF FRIENDS

1. _____
2. _____
3. _____
4. _____
5. _____

COMMUNITIES/ ORGANISATIONS

1. _____
2. _____
3. _____
4. _____
5. _____

FAMILY MEMBERS

1. _____
2. _____
3. _____
4. _____
5. _____

NEIGHBOURS/ ACQUAINTANCES

1. _____
2. _____
3. _____
4. _____
5. _____

SHARE

Share the Sunrider
love with your
family, friends,
and community!



SET YOUR GOALS

When will I have my prospect list complete?

How many prospects will I share my business with each week?

How will I continue to expand my prospect list each month?

3. GROW YOUR TEAM

Set goals for the number of prospects you plan to reach in your first month:



SET YOUR GOALS

When will I add my first team member?

When will I promote to Star Prime? To Star Elite?

How many new IBOs will I sponsor each month?

TRACK YOUR FAST START

Three months go by quickly. Stay on track by working your Sunrider business authentically, consistently, and efficiently. As you advance, we reward you with great bonuses—start earning in your first three months!

	BONUS EARNED	TITLE EARNED
Month 1	£/€ _____	_____
Month 2	£/€ _____	_____
Month 3	£/€ _____	_____

GROW

Grow with joy! When you lead with your passion, you inspire others to join you on your new adventure.

SHOW UP LIKE A BOSS

GET ORGANISED:

Commit to your goals and go get them.

ELIMINATE DISTRACTION:

Find a place to work that inspires you to do—and become—more.

LEARN TO EARN:

Invest your time in Sunrider training and product education.

SEEK YOUR SPONSOR:

Ask questions, create your success plan, and learn from their experiences.

PUSH YOURSELF:




There's more in you than you know—we believe in you!

STAY POSITIVE:

Attitude really is everything.

Switch It Up

There's nothing more powerful than your personal experience. Become a product expert by replacing the products you use every day with Sunrider® products. We make it easy with herbal nutrition, beauty, and home solutions for you and your family.

	USE	INSTEAD OF
 NUTRITIONAL SUPPLEMENTS	Herb Cal® Tab	Calcium supplements
	Citric C™ Tab	Vitamin C supplements
	Alpha 20C®, Conco®, Quinary®, Citric C™ Tab	Immune support supplements
	Sunrise®, SportCaps®, Evergreen®, Veros®, MetaBooster®	Energy supplements
	Quinary®, Dr. Chen® Men's Formula®, Bella®, Veros®	Preventative & health maintenance
	Calli® Night, Ese®	Sleep aids
	SunTrim® Shake, SunTrim® Plus, VitaTaste®, Tei-Fu® MetaShaper®, SunnyDew®	Weight-loss supplements
 HOUSEHOLD PRODUCTS	SunSmile® Fruit & Vegetable Rinse	Produce cleaner or plain water
	SunBright® SuperClean™ Household	Kitchen cleaner, dish soap, glass cleaner, multipurpose cleaner
	Sunrider® Shaker Bottle, SR Sports Bottle	Sports bottle, shaker bottle, water bottle
 BATH & BODY	Kandesn® Hand Cleansing Gel	Antibacterial hand cleansers
	Oi-Lin® Liquid Soap, Kandesn® Beauty Bar	Soaps
	Kandesn® Deep Moisture Lotion, Kandesn®/Oi-Lin® Hand & Body Lotion	Hand & body lotions
	SunBreeze® Oil or Balm	Relaxation, spa treatments, aromatherapy
	Kandesn® Herbal Deodorant	Deodorant
	SunSmile® Toothpaste	Toothpaste
	Sunny Days®	Breath mints or chewing gum
	Kandesn®/Oi-Lin® shampoos and conditioners	Shampoo & conditioner

PACK IT UP

Bundle up and get the best of Sunrider in our curated, convenient packs:

DAILY WELLNESS PACKS



SAMPLE PACK
#87915



10 DAY PACK
#87920



30 DAY PACK
#87921

8 Ways to Earn

You bring the energy, we boost your earnings with bonuses—8 of them!
Here's how to earn every one as you grow your team.

FAST START: Bonuses 1–4

1. RETAIL SALES BONUS

PV	0–499	500–1,999	2,000–4,999	5,000+
Personal Sales Commissions		5%	10%	15%
Retail Profit	15%	15%	15%	15%
Retail Sales Bonus	15%	20%	25%	30%

SHARE THE PRODUCT

By sharing your passion for our products, you can earn up to a 30% Retail Sales Bonus!

Preferred Customers can receive 5% off retail price and 10% off all orders of 200€ or more (retail price). There is an annual renewal fee of 27€/£23 but this will be waived with a purchase of 200€ or more within 60 days of the anniversary date.

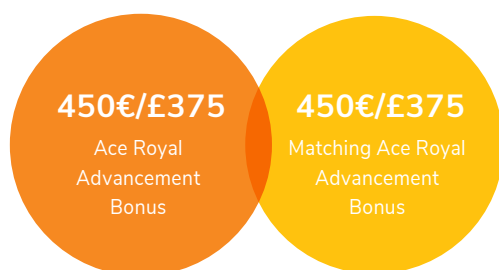
2. FAST START TO FAST CASH

New Independent Business Owners (IBOs) can earn the following rewards in their first 3 full months with Sunrider!

FIRST FULL MONTH Joining Month + 1 st Month	MONTH 2	MONTH 3
FREE PRODUCT	Earn a free product for each New Preferred Customer you sign up and who then purchases an order of 200€ or more (at retail price) in their first month. You need to have at least 250 PV that same month in personal purchases.	
45€ / £37.50 PRODUCT CREDIT	Earn a 45€ / £37.50 Product Credit for each New IBO you sponsor who purchases 250 PV of product. You just need to have at least 250 PV that same month in personal purchases.	
45€ / £37.50 BONUS	Earn 45€ / £37.50 when you promote to STAR PRIME during your first full month with Sunrider, and your sponsor will earn 45€ / £37.50 too!*	
90€ / £75 BONUS	Earn 90€ / £75 when you promote to STAR ELITE during your first 3 full months with Sunrider, and your sponsor will earn 90€ / £75 too!*	
180€ / £150 BONUS	Earn 180€ / £150 when you promote to ACE during your first 3 full months with Sunrider, and your sponsor will earn 180€ / £150 too!*	
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ADVANCE YOUR TITLE DURING YOUR FAST START PERIOD FOR MORE BONUSES!		

*Sponsor must be at equal or higher title and have at least 250 PV in personal purchases that month. This is a one-time bonus to both you and your sponsor.

3. ACE ROYAL ADVANCEMENT BONUS



Advance or sponsor someone in your personal group who advances to Ace Royal for the first time and receive 450€ / £375. There is NO time limit for this bonus. You must be paid as an Ace Royal or higher to receive the matching bonus.

4. UNILEVEL BONUS (23% company CV cap)

PAID AS TITLE	IBO	STAR	STAR PRIME	STAR ELITE
Level 1 Bonus		5%	7%	9%
Level 2 Bonus				2%
Level 3 Bonus		Unilevel Bonuses—no blocking, no differential, no stair-step. Based on location, not title.		
Level 4 Bonus				
Level 5 Bonus				

Unilevel Bonus is paid on CV.

DEVELOP YOUR TEAM

Once you reach the first rank of Star (200 PV, 500 DV), you can start earning the Unilevel Bonus! With no blocking, no differential, and no stair-step, the Unilevel Bonus can be very profitable. The more you sell and sponsor—and teach your team to do the same—the more you can earn.

When you reach Star Elite, your Unilevel Bonus earns you 9% on your Level 1 IBOs and 2% on your Level 2 IBOs. It adds up fast!

GO FURTHER: Bonuses 5–8

5. DEVELOPMENT BONUS

As an Ace Prime or higher, you can earn by building a team and developing Ace-level and higher IBOs.

6. TURBO INFINITY BONUS

As a Hero or above, earn 0.5% bonus on levels 6 to infinity.

7. CHECK MATCH BONUS

As a Hero or higher, earn additional commissions on your group sales. Bonus is paid on the checks received by Ace Royals and above in your team.

8. ICON BONUS

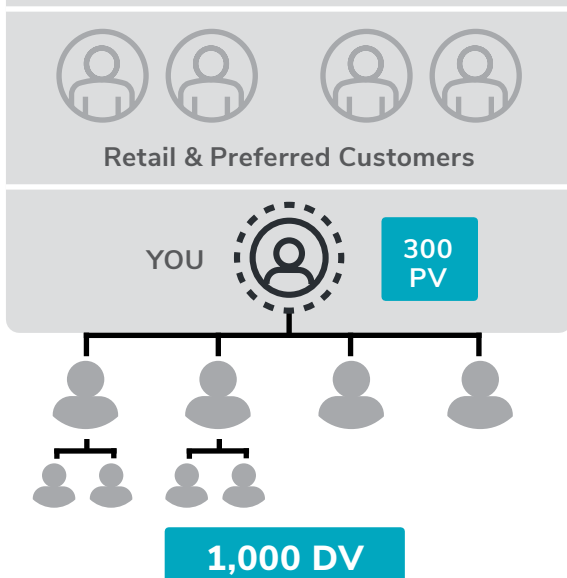
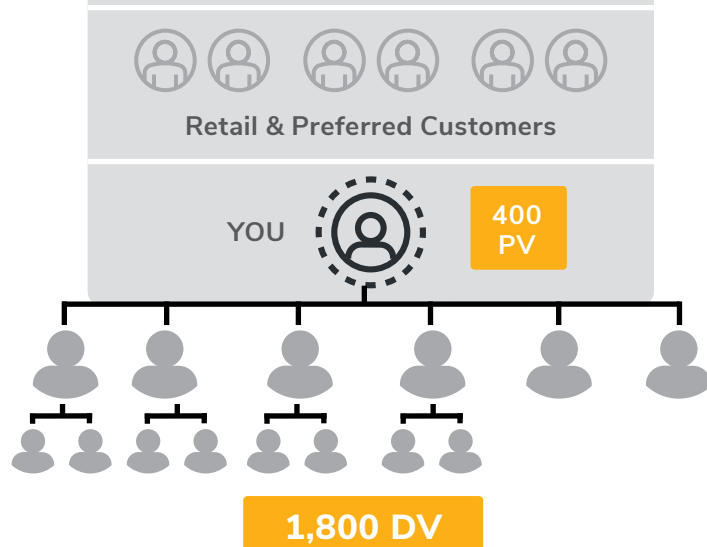
Reach the top levels to take full advantage of the plan's richest incentives and earnings.

Rise to Star Elite

Growing a successful team starts by planting seeds. As you share Sunrider® products, people will naturally ask you about your business. Be warm, authentic, and positive when you answer them—your passion will inspire them.

Set your sights on Star Elite and commit to reaching at least 10 new people each week. Talk up your favourite products and the perks of your Sunrider business. Ask thoughtful questions and listen with intention—it's about connecting with others and discovering their why.



Month 1 | REACH STAR**Month 2 | STAR PRIME****Month 3 | STAR ELITE****KNOW
YOUR
TERMS****COMMISSIONABLE
VOLUME (CV)**

The assigned value of each purchased product on which commissions are paid. It's currency specific to the country where the order is placed.

**QUALIFYING
VOLUME (QV)**

The value of a commissionable product, which is applied toward IBO qualifications in the compensation plan. QV is not currency specific, so qualifications apply internationally.

**PERSONAL
VOLUME (PV)**

The total Qualifying Volume (QV) from you and your customers (retail and preferred). PV does not include your downline IBOs.

**DOWNLINE
VOLUME (DV)**

The total Personal Volume (PV) from you and all IBOs in your entire downline. DV goes infinitely deep, regardless of titles. Your volume will never break away from you.

Supercharge Your Business

Want to attract more customers, cultivate customer loyalty, and go further, faster as you build your team and your income? Use the proven five-step Sunrider Selling System to:

MEET CONSUMERS

WHERE THEY ARE:

- Convenient, simple product solutions
- Quick shopping, easy to keep products replenished
- Curated to their lifestyle

MEET DEMANDS OF BUSY IBOs:

- Easier to understand and share product solutions
- Compelling ways to share the Sunrider business
- Focused tools and packs to increase consumer and new IBO conversion
- Faster earning



5 Steps to Selling Success

01

SHARE THE PRODUCT FOCUS

- **Herbal Nutrition:** health & well-being, mood & mental clarity, active lifestyle
- **Beauty:** skincare, makeup, personal care
- **Healthy Home:** cleaning, cooking

02

SHARE THE TOOLS

Quiz, app, videos, tools to enhance the product

03

SHARE THE PRODUCT STORY

- Scientific claims and benefits
- Your personal testimonial

04

DEMO & DELIGHT

Engage the product to create a customer experience

05

CLOSE WITH CONFIDENCE

- Ask for the sale—share Preferred Customer perks
- Invite them to start a Sunrider business
- Shop & Share

Superstar Sponsoring

It starts with a mindset. When you keep your business top of mind, you can talk it up as you go about your daily life. Sponsoring can happen anywhere, at any time—and when you least expect it. You never know who may be looking for a new opportunity, or whom they may know.

In addition to the top prospects you listed in your Fast Start goals, look for your next best customers or team members:

- Referrals to friends of friends, colleagues, church connections
- At the gym, market, mall, restaurant, post office, doctor's office, anywhere you frequent
- Professional organizations, school clubs, volunteer events
- Social media

Ask your sponsor for tips on what to say when you call, text, post, and email prospects. Stay positive and patient: It can take as many as 12 exposures before a prospect tries a product or joins your team. Your persistence will pay off.



SPONSORING IN 6

As you strike up the Sunrider conversation, give these proven strategies a go and just do you—the more you share, the more natural sponsoring will feel.

1. LEAD WITH POSITIVITY

Your thoughts become your words, so think and speak with confidence. You're living proof of the power of Sunrider® products. Your business has shown you the path to a healthier, happier life. You're looking to share that success with others.

2. BE PROACTIVE AND ENGAGING

You cross paths with hundreds of people every day. Introduce yourself and see what happens:

- Say “hello” and give a compliment. Doing so endears you to someone and opens the door to more conversation.
- Be an attentive listener. Ask questions and show genuine interest and care in their reply. Empathy builds connection.
- Break the ice by talking about the weather or current events.
- If you've met before, give an update from your last conversation or mention how much you enjoyed spending time with them.
- Thank people for their time—you know it's valuable. Being gracious goes a long way in building relationships.

3. KEEP IT PROFESSIONAL AND FRIENDLY

Your body language speaks volumes. Stand tall, make eye contact, and mind your manners. Your integrity is the foundation of your business.

4. BE YOU, NATURALLY

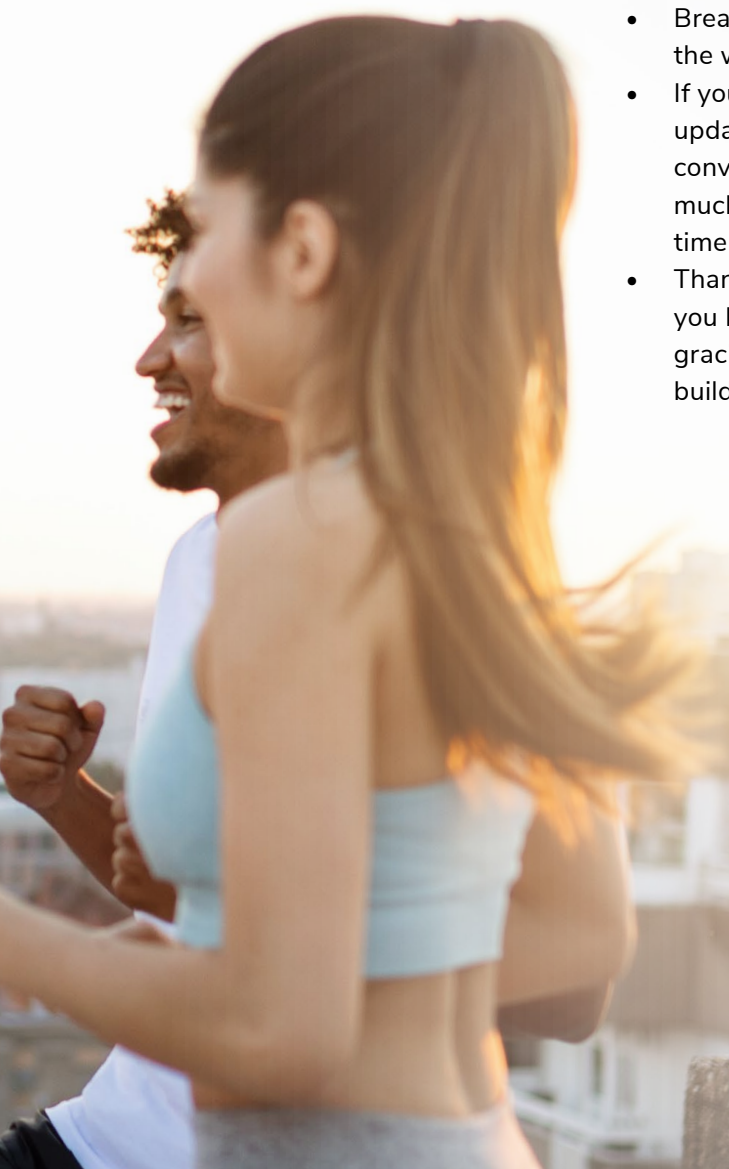
Put your best foot forward but don't strive for perfection. When you let your personality and style shine through, you'll see the best results. Authenticity is everything.

5. CONNECT ONE-ON-ONE

Whenever possible, talk with an individual, not a group of people. The intimacy will allow you to personalize your conversation, make a meaningful connection, and build trust.

6. PRACTICE, PRACTICE, PRACTICE

By sharpening your conversation skills, you'll replace caution with confidence. Practice conversation starters with your sponsor. Share your why and how easy it was to start your Sunrider business. Express the pride you feel for helping others realize their goals, too.



The Time Is Now

Good business habits make for good business. Master the time management techniques of our most successful IBOs.

PLAN S.M.A.R.T.

Planning to prospect is good, but planning to share Sunrider with 10 new people per week is...

SPECIFIC

Deciding to grow your team is good, but planning to rise to Star Elite is...

MEASURABLE

Wanting to get rich is good, but setting realistic financial goals and planning to achieve them is...

ATTAINABLE

Watching a movie is entertaining, but planning to host a Sunrider event every week is...

RELEVANT

Wanting to promote someday is okay, but planning to reach Star Elite in 3 months is...

TIME BOUND

PLAN AHEAD

- Make a daily to-do list
- Divide every big project into smaller tasks
- Do the important stuff first
- Learn to say “no”
- Focus on one task at a time
- Set a time limit to complete a task or reach a goal
- Leave a buffer time between tasks



BOOK IT, BUILD IT

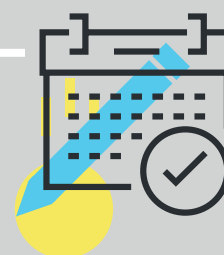
When you schedule time for planning, training, selling, and sponsoring, you set yourself up for success. Consider this sample schedule.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	7 pm–8 pm Follow-up calls with prospects	5 pm–5:30 pm Sunrider webinar 5:30 pm - 6:00 pm Call with sponsor	12 pm–1 pm Lunch meeting with prospect	7 pm–8 pm Reminder calls for Shake & Tea Party		10 am–12 pm Host Shake & Tea Party (including prep & cleanup)

SCHEDULE SMART

- 1. Make time for your business!** You don't have to spend another 40 hours a week at a desk doing Sunrider, because this isn't a routine job. 70% of direct sellers spend 15 hours or less on their business every week. Instead, make your Sunrider business a part of your life by scheduling a couple hours a day into your normal schedule. It's the best investment you can make—an investment in improving yourself and your life!
- 2. Prospecting happens throughout the day as you go about your busy life.** That's one of the great benefits of Sunrider. It adapts to your schedule because you're in charge! We're part of the new "flex economy" as people are looking for better, more flexible opportunities to shape their lives and change their future.
- 3. Take 15 minutes to post on social media.** Social media, by itself, will not sell, sponsor, or train for you. Rather, it's a tool that helps you spread brand awareness by sharing the inspiration and fun you're having while doing your business. It doesn't need to take a lot of time or effort, but the cumulative positive impact can influence how prospects feel about Sunrider.
- 4. Keep in constant contact.** This is a business that thrives on connection and relationships. So schedule three-way calls with your upline to stay motivated and focused. Schedule follow up calls with prospects and your new IBOs to keep a growth momentum in your business. And log on to Sunrider's weekly webinars to hear the latest developments straight from the company leaders.

When you focus on the three golden behaviours of selling, sponsoring, and building a team, you'll soar to Ace Royal and beyond!



MONTHLY CHECK-UP

Keep Sunrider fresh for your customers and prospects alike by following up with them monthly. Check in to talk up new products, promotions, events, and more. Customize each contact—little details can have a big impact on your business.

A man with dark hair and a beard, wearing a white V-neck sweater over a blue and white checkered shirt, is looking down at his left wrist where he is wearing a black watch. He is standing outdoors with a blurred background of a city street and buildings under warm, golden light.

Timing Is Everything

You've made contact. Now keep the conversation going by reconnecting with customers and prospects—you don't get what you don't ask for. Call, text, or email them within 48 hours to:

- Ask if they enjoyed learning more about Sunrider at your event or meetup
- Ask if they tried their product samples (if you shared any)
- Ask if they have any more questions
- Ask for an order
- Ask them to join your team—or offer to talk to their family or friends about Sunrider
- Ask for referrals

SUBJECT LINES THAT SELL

We all get too much email. Cut through the clutter with a subject line that grabs attention:

- "Checking back in from Sunrider—let's connect soon!"
- "Excited to help you start your own business!"
- "Are you ready to be your own boss?"
- "Imagine feeling better and working smarter—let's talk!"
- "[NAME OF REFERRER] asked me to share this exciting new business with you."

WORDS THAT WORK

Use these examples to inspire your conversation. Add your own words to keep it real and relevant—just do you!



PRODUCT FOCUSED

“It was fun to meet you at my Sunrider meeting. Thanks for stopping by! And for your interest in Sunrider® products—they provide a new level of nourishment that’s as close to nature as you can get. I’ve never looked or felt better, and I’d love to share how they can change your life too. Can you get together or talk more this week? I’m excited to continue our conversation.”



WEIGHT LOSS OR FITNESS FOCUSED

“I really enjoyed meeting you at my Sunrider meeting. Thanks for coming! I love your energy and was happy to see that we share a passion for staying fit. I’d love to tell you more about how Sunrider® natural weight-loss products and our doctor-designed fitness plan can transform your health and well-being—I’ve never felt better or had more energy! Can you get together this week for a walk or chat?”



BUSINESS FOCUSED

“It was great to meet you! Thanks for making time to learn more about Sunrider. I’m excited that you’re interested in the business—I know you’ll love being your own boss and setting your own schedule, like I do. The extra money each month has changed my life too. Thanks to our competitive comp plan, your income potential is infinite. I look forward to sharing more with you. I don’t want you to miss out on the chance to build your own successful Sunrider business. Please contact me so I can help you get started this week. Let’s do this!”



MEETING A REFERRAL

“Hi there. Your [RELATIONSHIP] [REFERRER’S NAME] suggested that I contact you about my health and wellness business. I’d love to share how Sunrider® natural products and doctor-designed fitness plan can change your life—I’ve never felt better or had more energy! And I love being my own boss. I look forward to hearing more about you. Let’s get together or talk this week. When is good for you?”



Tackling the Tough Questions

Successful IBOs (Independent Business Owners) know that handling objections is part of owning a business. When you encounter them, put your customer or prospect at ease by acknowledging their concerns confidently and calmly. You'll earn their respect and maybe even their business. Remember, you're in business to help others, so don't focus too much on yourself.

WHAT DO YOU DO?

I absolutely love what I do! As a Sunrider IBO, I help others live their happiest, healthiest lives while having the freedom to live my life on my terms. Our herbal nutrition, beauty, and home products are naturally powerful and made from healthy whole foods that nourish and cleanse your body into optimal health. I have never looked or felt more amazing in my life. Would you like to know more about us?

IS DIRECT SELLING A LEGITIMATE BUSINESS?

Absolutely. Direct selling is a \$190 billion business, with more than 118 million business owners around the world.* It's a legitimate model that lets entrepreneurs own a business with little startup costs and no experience—it's truly accessible to anyone. As a member of the Direct Selling Association, Sunrider upholds its strict Code of Ethics that protects business owners and customers. As an IBO, I make money by selling our exclusive products, and I can earn more by inviting and mentoring other IBOs to do the same. Scams and pyramid schemes have nothing to do with legitimate business activity or product sales. I only get paid on actual product sales.

SUNRIDER IS NEARLY 40 YEARS OLD, SO WHY HAVEN'T I HEARD OF IT?

I had never heard of Sunrider before, either. Direct selling brands typically have less awareness than traditional consumer brands because, instead of investing in advertising, direct selling companies focus on product research and development and paying IBOs like me to share their story and products with family and friends.

HOW ARE SUNRIDER® PRODUCTS DIFFERENT?

Our products are actually made from whole foods, not synthetic vitamins, GMOs, chemicals, and artificial ingredients. Most of our products are kosher and halal certified too. Our scientists use a 9-step proprietary process to precisely extract only the most powerful parts of the plant in their whole-food form, so they're easier to digest and absorb, and they can deliver the most powerful benefits. Unlike juicing or oils, which isolate and strip healthy aspects from plants, Sunrider® products provide a new level of nourishment that's as close to nature as you can get.

DO SUNRIDER® PRODUCTS CURE DISEASE?

No, but they do holistically nourish (yin) and cleanse (yang) your body's five systems with a precise combination of nutrients that promote optimal health. By helping to regenerate your physical, mental, and emotional health, our products show you the joy of life in balance. We call this the Philosophy of Regeneration®.

HOW DO YOU MAKE MONEY AS A SUNRIDER IBO?

It's really simple: I make money by selling Sunrider® products to customers and inviting and mentoring other IBOs to do the same. When they earn, I earn even more.

WHY DO SUNRIDER® PRODUCTS COST MORE?

Our herbal nutrition, beauty, and home products are priced higher because they're made to a higher standard. Our scientists elevate herbal science to an art form and control all aspects of manufacturing. We hand-select every herb and use a nine-step proprietary process to extract and concentrate only the most powerful part of the plant, from root to leaf, to ensure the potency, purity, integrity, and safety. It takes an incredible 10 kg of raw herbs to get 1 kg of ingredients that meet our proprietary standards.

HOW MUCH MONEY CAN I REALLY MAKE?

In direct sales, how much you make is largely dependent on the time and effort you put into your business. Most people join to supplement their primary income and meet immediate financial needs. Others have bigger, more full-time goals. The higher your financial target, the more it takes to achieve. At Sunrider, new IBOs who consistently work their business earn an average of \$400 a month, while more established IBOs make more.** Unlike a traditional job, where your boss sets your salary, you're in control of how you work and how much you can make. The Sunrider compensation plan is among the highest paying plans in the industry—you earn on infinite levels as your team grows. That's rare in direct sales.

WHAT IF I'M NOT A SALESPERSON? I WON'T BE PUSHY WITH MY FAMILY AND FRIENDS.

That's the best part about this business—no experience necessary. It's not about sales but sharing your love of Sunrider® products. Focus on listening to the needs of others and showing them how our herbal nutrition, beauty, and home products can help them live healthier, happier lives. Our products have such an impact on your health, well-being, and energy that they practically sell themselves. Many even have instant results you can see and feel. As your sponsor, I will help you create a plan to achieve your goals. With free Sunrider training and education, you can develop the business expertise and leadership skills to go as far as you want to go. You set the pace.

DO I HAVE TO SPONSOR OTHER PEOPLE?

The most successful IBOs build their businesses with a healthy balance of selling and sponsoring. You decide what's best for you. While you don't have to sponsor new IBOs, you should be prepared for people to fall in love with Sunrider® products and want to sell them—loyal customers make the best new team members! Just like growing retailers who set up new stores, as you sponsor new IBOs, your team gains new points of sale, reaches more customers, and sells more products, which ultimately, can dramatically increase your income.

*Source: 2018 WFDSA Annual Report

**Based on 2017 actual and 2018 annualized figures for active US Sunrider Independent Business Owners.

Get Social

Social is where business is going—especially our business. Direct selling has always thrived on relationships and social media makes it easier than ever to connect with people anytime, anywhere. It's become the new handshake, a global platform for educating, entertaining, and influencing your prospects, customers, and team. And the best part? All you need is a smart phone or tablet—no tech skills required.

Social media ups your business productivity too. In just 15 minutes a day, you can build your personal brand and grow your business, simply by inviting your followers into your life and sharing your favourite Sunrider® products and, especially, how your business is helping you curate a life you love. While social can't replace the impact of face-to-face selling and sponsoring, it plants those precious seeds and makes your follow-up more personal.

CREATE YOUR PROFILE

If you haven't already, join Facebook and Instagram. After you've created your profile pages, "friend" and "follow" your family, friends, sponsor, downlines, fellow IBOs, and Sunrider International—the more you connect, the faster your social network will organically grow. You may also consider creating profiles on Twitter and LinkedIn.

TELL YOUR STORY

- Engage with posts that let people into your life. Be authentic and relatable—real people are inspired by real life, not the perfect selfie or material possessions.
- Post about your daily life, family, business, events, travel, you name it. Pictures and videos grab attention, so include them whenever possible.
- Build credibility by sharing links to interesting articles, blogs, and videos. If you're interested in the content, chances are your followers will be too.

ENGAGEMENT IS EVERYTHING

- Build rapport by being interested in other people—it's not all about you.
- Ask questions, answer quickly, and encourage conversation.
- Return the favour by liking, commenting, and sharing content that speaks to you.
- Follow brands, companies, and organisations you admire. As you engage on their pages, you build awareness of your own brand.

BUILD YOUR TEAM

- Educate your team, share team call recordings, and show your support—quick videos make a lasting impression!
- Inspire with your success stories and recognise team members for their achievements—ask your superstar sellers and sponsors to share their tips!
- Welcome new IBOs and celebrate milestones, from completing Fast Start phases to promoting to monthly/lifetime sales—everyone wants to contribute to the team, so recognise downlines at all levels!
- Challenge your team with fun games—offer rewards to up participation!



Infinity Means Unlimited

As its name states, our Infinity Compensation Plan rewards you at infinite levels—that's unheard of in the industry. As you grow your team, your income potential grows too. There's no limit to how much you can earn and achieve.

MAXIMIZE YOUR POTENTIAL

Take full advantage of the plan's incentive-rich structure and unlimited earning potential.

ICON ROYAL

800 PV + 1,650,000 DV** + 3 ACE ROYAL or above legs & 2 HERO ROYAL or above legs (Total of 5 legs) in one month + New GenQ Builder Leg* • Up to 25% Retail Sales Bonus • Fast Start Bonus* • Matching Ace Royal Advancement Bonus • Unilevel (same as Heroes) • Development Bonus • 0.5% Turbo Infinity Bonus (Infinity deep) • up to 30% Check Match* • ICON Advancement Bonus(\$50,000/12)*

ICON ELITE

800 PV + 600,000 DV** + 3 ACE ROYAL or above legs & 2 HERO ELITE or above legs (Total of 5 legs) in one month + New GenQ Builder Leg* • Up to 25% Retail Sales Bonus • Fast Start Bonus* • Matching Ace Royal Advancement Bonus • Unilevel (same as Heroes) • Development Bonus • 0.5% Turbo Infinity Bonus (Infinity deep) • up to 27% Check Match* • ICON Advancement Bonus(\$20,000/8)*

ICON

800 PV + 225,000 DV** + 3 ACE ROYAL or above legs & 2 HERO or above legs (Total of 5 legs) in one month + New GenQ Builder Leg* • Up to 25% Retail Sales Bonus • Fast Start Bonus* • Matching Ace Royal Advancement Bonus • Unilevel (same as Heroes) • Development Bonus • 0.5% Turbo Infinity Bonus (Infinity deep) • up to 25% Check Match* • ICON Advancement Bonus (\$10,000/5)*

DEVELOP YOUR LEADERS

Guide and inspire your rising stars and reap the rewards of helping others.

HERO ROYAL

800 PV + 90,000 DV** + 1 Builder Leg and 3 ACE ROYAL legs in one month • Up to 25% Retail Sales Bonus • Fast Start Bonus* • Matching Ace Royal Advancement Bonus • 10% Unilevel Bonus (Level 1) + 8% Unilevel Bonus (Level 2) + 5% Unilevel Bonus (Level 3) + 2% Unilevel Bonus (Level 4) + 2% Unilevel Bonus (Level 5) • Development Bonus • 0.5% Turbo Infinity Bonus (Infinity deep) • up to 22% Check Match*

HERO ELITE

800 PV + 36,000 DV** + 2 Builder Legs and 2 ACE ROYAL legs in one month • Up to 25% Retail Sales Bonus • Fast Start Bonus* • Matching Ace Royal Advancement Bonus • 10% Unilevel Bonus (Level 1) + 8% Unilevel Bonus (Level 2) + 5% Unilevel Bonus (Level 3) + 2% Unilevel Bonus (Level 4) + 2% Unilevel Bonus (Level 5) • Development Bonus • 0.5% Turbo Infinity Bonus (Infinity deep) • up to 20% Check Match*

HERO

800 PV + 18,000 DV** + 3 Builder Legs and 1 ACE ROYAL leg in one month • Up to 25% Retail Sales Bonus • Fast Start Bonus* • Matching Ace Royal Advancement Bonus • 10% Unilevel Bonus (Level 1) + 8% Unilevel Bonus (Level 2) + 5% Unilevel Bonus (Level 3) + 2% Unilevel Bonus (Level 4) + 2% Unilevel Bonus (Level 5) • Development Bonus • 0.5% Turbo Infinity Bonus (infinity deep) • up to 18% Check Match*

GROW YOUR BUSINESS

Share your passion and knowledge with your team to build a robust, sustainable business.

ACE ROYAL

800 PV + 10,000 DV** + 4 Builder Legs in one month • Up to 25% Retail Sales Bonus • Fast Start Bonus* • Ace Royal Advancement Bonus/Matching • 10% Unilevel Bonus (Level 1) + 8% Unilevel Bonus (Level 2) + 5% Unilevel Bonus (Level 3) + 2% Unilevel Bonus (Level 4) • Development Bonus for each Ace + leg

ACE ELITE

700 PV + 7,000 DV** + 3 Builder Legs in one month • Up to 25% Retail Sales Bonus • Fast Start Bonus* • 10% Unilevel Bonus (Level 1) + 6% Unilevel Bonus (Level 2) + 4% Unilevel Bonus (Level 3) • Development Bonus for each Ace + leg

ACE PRIME

600 PV + 5,000 DV** + 2 Builder Legs in one month • Up to 25% Retail Sales Bonus • Fast Start Bonus* • 10% Unilevel Bonus (Level 1) + 5% Unilevel Bonus (Level 2) + 2% Unilevel Bonus (Level 3) • Development Bonus for each Ace + leg

ACE

500 PV + 3,000 DV** + 1 Builder Leg in one month • Up to 25% Retail Sales Bonus • Fast Start Bonus* • 10% Unilevel Bonus (Level 1) + 4% Unilevel Bonus (Level 2)

GET STARTED

The Sunrider compensation plan is designed to get you off to a fast start.

STAR ELITE

400 PV + 1,800 DV** in one month • Up to 25% Retail Sales Bonus • Fast Start Bonus* • 9% Unilevel Bonus (Level 1) + 2% Unilevel Bonus (Level 2)

STAR PRIME

300 PV + 1,000 DV in one month • Up to 25% Retail Sales Bonus • Fast Start Bonus* • 7% Unilevel Bonus (Level 1)

STAR

200 PV + 500 DV in one month • Up to 25% Retail Sales Bonus • Fast Start Bonus* • 5% Unilevel Bonus (Level 1)

IBO

10% Retail profit • Fast Start Bonus* • Access to IBO pages, Sunrider University, and Business Center.

** Maximum Volume Rule (Max Vol Rule) only up to half of DV requirement will be counted from any single leg or from the IBO's own PV for qualification purposes only.

* Paid on new IBOs first 3 months of Commissionable Volume (CV)

* You will earn a Check Match up to the maximum cap for every career title Ace Royal+ in your downline at the qualifying generation depths. Check Match % payout is based on the paid-as title of your pay-on IBO.

Per Match Cap is based on your own paid-as title.

* If you become Icon, Icon Elite, or Icon Royal for the first time, you will receive an Icon Bonus paid over 5, 8, or 12 months respectively.

* New First Generation Qualified (New GenQ) is an IBO in your personal group who promotes to the rank of Ace Royal and becomes your new 1st Generation.

See most current Business Guide at business.sunrider.com for full details, terms, and conditions.

RAVE REVIEWS FROM IBOs



ROSELN JOURNEAUX
Ace Royal, UK

"When I first consumed Sunrider products my health improved and by simply sharing my experience suddenly I was earning a part time income. Both continue to do the same more than 25 years later; now that's reliability in action!"



MARGA VLAAR
Ace Royal, Netherlands

"Sunrider gives me the opportunity to help people feel great with our amazing Sunrider products. It's so flexible because you can work from home or wherever you want to; you decide. You can work the hours that suit you, and with the customers you chose, plus there is so much support. I love that!"



LEENANONDAT JARASSART
Hero Elite, Thailand

"The plan supports growth at every level. It's exciting to talk to new people and help IBOs reach the next level. Seeing others succeed is very rewarding."



LEE YIN-CHIANG
Ace Royal, Taiwan

"Thanks to our best-in-class compensation plan, I feel ambitious and empowered to grow my own business like never before. I'm holding meetings every week and people are signing up."



AGNES AEDO
Ace Prime, Switzerland

"I love the Sunrider business plan. It rewards everybody and offers so many possibilities. It is wonderful to build a business with Sunrider. We have the best products, business plan, tools, trainings, and support from Sunrider at the head office in London."



HOLLIE AND RUSTY NOTH
Ace Royal, USA

"We love the flexibility the Sunrider business gives us. It's allowed us the opportunity to support causes dear to our hearts and inspires us to fulfill our passion of helping others strive for success as they achieve better health and wealth with Sunrider's opportunity."



LINN DAVIES
Hero, Australia

"It's wonderful to help people achieve the next level—the results keep me focused on building momentum within my organization. I'm looking forward to an amazing career and to reaching a new rank next year."

Disclaimer: Earnings stated are not necessarily representative or typical of earnings Sunrider Independent Business Owners (IBOs) can or will earn through participation in the Sunrider Infinity Compensation Plan. These statements should not be considered as guarantees or projections of your actual earnings or profits. "Average Annual Income" of active Sunrider IBOs was calculated by first calculating the average "Monthly Income" IBOs at each rank made only in the months they were active. These one month averages were then annualised by multiplying by twelve months in order to come up with the "Average Annual Income." The calculated average annual income of an active IBO is \$5,374.47. An active Sunrider IBO is an IBO who has 100 PV or more in a month. During 2018, 29% of all IBOs, active and inactive, on an average, received a payment. As with any other independent business, success results only from dedicated sales efforts, hard work, diligence, and leadership.

Infinity Compensation Plan FAQs



WHAT SETS THE INFINITY COMPENSATION PLAN ABOVE AND APART?

Our best-in-class compensation plan empowers you to start earning from Day One—without any skills or experience. We offer 8 ways to earn, plus incentives like our Fast Start programme, where you can start earning in your first 3 months! As you build your business, we even pay on infinite levels—yes, every single level within your organisation. That's unheard of in the industry.

HOW DO I EARN THE MOST?

You maximize your income by progressing through 4 phases of earning:

1. **Getting Started:** The plan offers a streamlined path to success that lets you hit the ground running and go further, faster.
2. **Growing Your Team:** Build sustainable success by sharing your passion with your team and prospects.
3. **Developing Your Leaders:** Reap rewards as you inspire and mentor rising IBOs to succeed and develop leaders of their own.
4. **Maximizing Your Potential:** Reach the top levels to take full advantage of the plan's richest incentives and earnings.

WHAT ARE THE DIFFERENT PAID-AS TITLES?

IBOs are paid at all levels:

Star → Star Prime → Star Elite →

Ace → Ace Prime → Ace Elite → Ace Royal →

Hero → Hero Elite → Hero Royal →

Icon → Icon Elite → Icon Royal

HOW DO I EXPLAIN THE PLAN TO A NEW IBO?

The best way to understand the plan is to put it into action. New IBOs should simply focus on selling and sponsoring, so they can earn the first 4 bonuses. As their business grows, so will their potential to achieve the remaining 4 bonuses. Need inspiration? The Business Centre is full of helpful trainings on the principles of selling and sponsoring.

WHAT ARE THE 8 WAYS TO EARN?

Across the 4 phases, our plan pays bonuses in multiple ways, on the same volume:

- **Getting Started:** Earn the Retail Sales Bonus (1), Fast Start Bonus (2), Advancement Bonus (3), and Unilevel Bonus (4).
- **Growing Your Team:** Earn all of the above plus the Development Bonus (5).
- **Developing Your Leaders:** Earn all of the above plus the Turbo Infinity Bonus (6) and Check Match Bonus (7).
- **Maximizing Your Potential:** Earn all of the above plus the Icon Bonus (8).

WHAT'S THE DIFFERENCE BETWEEN CV AND QV?

Commissionable Volume (CV) is the assigned value of each purchased product on which commissions are paid. CV is currency specific to the country where the order is placed. **Qualifying Volume (QV)** is the value of a commissionable product that is applied toward IBO qualifications in the compensation plan. QV is not currency specific, so qualifications apply internationally.

WHAT'S THE DIFFERENCE BETWEEN PV AND DV?

Personal Volume (PV) is the total Qualifying Volume (QV) from you and your customers (retail and preferred). PV does not include your downline IBOs. **Downline Volume (DV)** is the total Personal Volume (PV) from you and all the IBOs in your entire downline. DV goes infinitely deep, regardless of titles. Your volume will never break away from you.

WHAT IS A BUILDER LEG AND WHY IS IT IMPORTANT?

A Builder Leg has one active IBO (200 PV) and at least 1,000 DV in the entire leg in a given month. Think of your organisation like a table—you need at least 4 strong legs to be stable and sustainable.

WHY IS THERE A TIME LIMIT ON THE FAST START AND ADVANCEMENT BONUSES?

Your first 3 months set the pace for your business. We incentivise your early success with these bonuses by rewarding you and your sponsor—and right away! The extra income is proof that your business is paying off. There's no greater motivator for continuing to sell, sponsor, and strive to meet your goals.

WHY SHOULD I DEVELOP LEADERS?

Your leaders are the secret to your sustainable success—as you mentor their growth, your income grows. Consider this: Reach the title of Hero or above and you'll not only deepen your Unilevel Bonus to 5 levels, but also start qualifying for the Turbo Infinity Bonus, which allows you to earn from level 6 to infinitely deep within your organization, and the Check Match Bonus, which lets you earn on all your Ace Royals and above. These powerful bonuses allow you to earn in multiple ways, on the same volume.

WHAT SHOULD I DO TO WORK THE PLAN?

See sustainable success with these 4 steps:

1. Set the example by selling and sponsoring.
2. Mentor your IBOs who are actively selling and sponsoring.
3. Help these rising stars advance in rank.
4. Overbuild, so your team is wide, deep, and supported by several strong Builder Legs.

Beyond Your Fast Start

You started strong, now use that momentum to fuel your future. As with your Fast Start, the key to sustainable success is setting—and sticking to—your goals. When you do, you'll earn more, achieve more, and take your business further. Think big, be specific, and stay positive as you chart the next chapter in your Sunrider adventure.





SET YOUR GOALS: 6 Months

GOAL 1: _____ ACCOMPLISH BY: _____

GOAL 2: _____ ACCOMPLISH BY: _____

GOAL 3: _____ ACCOMPLISH BY: _____



SET YOUR GOALS: 1 Year

GOAL 1: _____ ACCOMPLISH BY: _____

GOAL 2: _____ ACCOMPLISH BY: _____

GOAL 3: _____ ACCOMPLISH BY: _____



SET YOUR GOALS: 18 MONTHS

GOAL 1: _____ ACCOMPLISH BY: _____

GOAL 2: _____ ACCOMPLISH BY: _____

GOAL 3: _____ ACCOMPLISH BY: _____

We're Here for You

At Sunrider, you're in business for yourself, not by yourself. Count on getting the support you need from these trusted resources.

YOUR SPONSOR

Name:

Phone:

Email:

CUSTOMER SERVICE


Monday - Friday


09:00 - 17:00

+44 (0) 20 7121 93 88

info@sunrider.co.uk

 Sunrider Europe

 @sunrider.eu

 Sunrider International





Your Business BFF

business.sunrider.com

Your Business Centre dashboard is your one-stop destination for all things Sunrider. Take the time to get familiar with everything it has to offer.





VIRTUAL OFFICE:

Stay in the know and keep your business up to date.

Weekly Webinars:

Plan to catch the week's top Sunrider news here.

MARKETING TOOLS:

Order the latest product catalogue, company profile, SunSpot™ newsletter, and more.

**ONCE AGAIN, WE ARE SO EXCITED
THAT YOU HAVE DECIDED TO JOIN US
AT SUNRIDER® AND EMBARK ON THIS
EXCITING JOURNEY!**

We know that you won't regret it. The advantages are countless!

You will make new friends, learn new skills and build a business of your dreams (if you so choose).

Remember, we are here to help you along the way so if you require any more help do not hesitate to contact Jane Edwards, Business Development Manager at jane.edwards@sunrider.co.uk

And remember – Your Adventure starts here – Have fun!