

Getting it Right:

BUILDING YOUR BUSINESS THE RIGHT WAY



1 CUSTOMER ACQUISITION

- Both completing orders on behalf of a customer and customer stacking are prohibited
- All orders must be completed by the customer, you cannot complete an order on a customer's behalf.
- Customers cannot be signed up using another IBO's Business ID that did not personally acquire them – this is "stacking".
- Relationship Marketing – utilize the "warm market" approach and foster customer loyalty, retention, and satisfaction. ACN prohibits certain cold market techniques for customer acquisition, such as door-to-door, telemarketing (fax and email) and purchasing leads. (See ACN Policies & Procedures for more information)

2 TEAM BUILDING

Properly explain the ACN Opportunity – utilize ACN's materials such as the ACN Compass App, New Independent Business Owner Bonus Document, Momentum-Building Checklist, 1-10 Business Opportunity Overview and Launching Your Business document, ACN Training and Piquing videos, the ACN Compensation Plan, and your ACN-approved personal website, and follow ACN on all of our social media channels.

Income claims and earnings guarantees are prohibited, except in the limited and ACN-approved context of describing your true, personal experience with the ACN Opportunity, provided your statements comply with ACN, DSA and regulatory guidelines, including use of an appropriate disclaimer in close proximity to the triggering claim. (See ACN Policies & Procedures for more information)

Set proper expectations about ACN's Team Trainer (Start-up) Fee – the Team Trainer (Start-up) Fee is \$499 and no other money is required to become an Independent Business Owner. IBOs are not required to sign up for ACN's tools or services, or purchase ACN products.

3 MARKETING GUIDELINES

- Only RVPs and above may create marketing materials and those materials must be approved by ACN prior to disseminating in any channel.
- No Use of ACN logos or ACN Provider logos, except the ACN IBO logo.
- Follow the ACN Policies & Procedures in regards to websites and ACN videos.
- ACN's videos are copyrighted and are the property of ACN. In certain social media channels, you may share the content provided by ACN, but you may not use that content as your own.
- IBOs are not permitted to represent ACN in the media.
- NO social media profile may be presented as an official ACN group or page, and all IBO social media profiles used to market ACN products or services must clearly indicate that the IBO is an ACN Independent Business Owner and provide the IBO's full name.

It is every Independent Business Owner's responsibility to comply with and encourage other IBOs to comply with the ACN Policies & Procedures, which can be found on ACN.com and the ACN Compass App, and IBOs must notify ACN of any violations of the Policies & Procedures.

As an Independent Business Owner building your business, and as a leader within your organization, it is your responsibility to make sure you promote ACN's products, services and the ACN Opportunity the right way. Operate your business by following these simple rules, together with the ACN Policies & Procedures, and teach your team to do the same.

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- Slamming and Customer Stacking are Prohibited
- Slamming is defined as “any practice that causes a customer’s service provider to be changed without the customer’s knowledge or consent.” Examples of slamming include transferring a customer’s service to ACN through the online order portal or by completing a customer’s order.

When referring a customer, IBOs may walk the customer through the order process, but may not enter customer or order information; including hitting the “submit” button.

QUICK TIP: Why is it important for the customer to personally complete the order process?

- Customer agreement to terms and conditions;
 - Customer understanding of early termination fees;
 - To prevent cancellation of services
 - To prevent customers filing a complaint with the BBB; and
 - Cancelled customers = adjusted CABs.
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- Stacking is defined as “acquiring customers and placing them under a downline IBO rather than yourself in order to build your team and thus qualify for CABs.” Examples of stacking include completing a customer order using an IBO Business ID of someone in your downline with or without their knowledge. If stacking is found, the customers will be removed and any CABs will be forfeited or retracted.
- All customers you personally sign up for ACN services must enter your Business ID when placing their order. You are responsible for knowing the customers listed on your PCL.
- Relationship Marketing: ACN uses only network marketing or warm marketing techniques to acquire customers. Your “warm market” includes people such as friends, family members, those referred to you by friends, family members and customers, and those individuals in your social media circle. Just remember: you cannot approach someone to be a customer if you do not have a personal, business or social relationship with them.

QUICK TIP: Cold Marketing is prohibited. Examples include, but are not limited to:

- Telemarketing (fax or email);
 - Distribution of flyers or pamphlets;
 - Direct mail;
 - Mailers, newspaper ads, social media ads, etc.;
 - Trade shows; and
 - Purchasing leads.
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- Properly Explain the ACN Opportunity – Utilize ACN’s materials such as the ACN Compass App, the ACN Compensation Plan, New Independent Business Owner Bonus Document, Momentum-Building Checklist, 1-10 Business Opportunity Overview and Launching Your Business document, ACN Training and Piquing videos, and your ACN-approved personal website, and follow ACN on all of our social media channels.
 - Income Claims and Earnings Guarantees are Prohibited: IBOs are not permitted to make any claim or inference to prospective IBOs as to the anticipated or actual income an IBO might earn. ACN makes no guarantees of income, as success and earnings will depend primarily on the IBOs commitment, persistence and effort. Individuals may not earn income and may lose money as an IBO.

QUICK TIP: Examples of what not to say include, but are not limited to:

- Earn \$5,000 per month working 8 to 10 hours per week”
 - “Best prices of anyone in the industry”; and
 - “Largest provider of cell phones in the world”
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- Set Proper Expectations about ACN’s Team
 - Trainer (Start-up) Fee: The Team Trainer (Start-up) Fee is \$499. To become an IBO, you are NOT required to...
 - Personally become a customer of ACN’s products and services; or
 - All Personal Marketing Materials Must be Approved by ACN: ACN has provided you with everything you need to build your ACN business. No additional marketing materials are necessary; however, RVPs and above may create personal marketing materials, either printed or online, but must follow these steps:
 1. Review the ACN Policies & Procedures and understand ACN’s marketing guidelines.
 2. Submit all materials to businessethics@acninc.com for review; all approvals will be provided in writing and may not be disseminated until approval is granted.
 - No Use of ACN Logos or ACN Provider Logos: IBOs are not permitted to use ACN logos (other than the Independent Business Owner logo), Donald J. Trump images, celebrity names/images to promote ACN and/or logos of ACN’s vendors or providers.
 - Follow the ACN Policies & Procedures in regards to websites and ACN videos – websites may not contain...
 1. ACN videos, presentations, documents, forms or other ACN proprietary information;
 2. “ACN” in the website URL;
 3. Product or service information; or
 4. IBO-created order forms or order portals.
 - ACN’s Videos are Copyrighted and are the Property of ACN: If an IBO wishes to utilize an ACN video or online material, they may link to their Distributor Website or share a video from ACN’s YouTube Channel.
 - IBOs are Not Permitted to Represent ACN in the Media: Examples of media advertising or appearances include commercials, infomercials and talk shows. If approached by members of the media, forward requests to mediacontacts@acninc.com.
 - Social Media: An IBO’s social media page cannot be presented as an official ACN group or page in any way, and must include the IBO’s full name and indicate that the IBO is an ACN Independent Business Owner – not ACN the company. All profile pictures and images must include the words “Independent Business Owner” when promoting ACN.

QUICK TIP: Access the ACN Compass App for...

- Marketing guidelines
- Business cards
- Downloadable ACN IBO logos