

ANNIQUE rooibos

Criteria Booklet:
2023/2024

Qualification Period:
1 July 2023 –
30 June 2024



REWARDS & RECOGNITION

Rewarding & Recognising our top Annique consultants is valuable to Annique Home Office.

We get so excited when our consultants achieve their dreams, goals and targets they set for themselves. We celebrate joy and achievements and announce them to the world. We have different types of rewards and recognition programmes that influence, shape and “drive” the outcome of your business.

These include :

The ABC Success Plan : This is our compensation plan and the way we reward you to earn whatever amount you want to earn. The Success Plan offers you 13 different ways to earn cash.

Fast Start Rewards Programme : This is for all new consultants joining the company. This programme runs over a seven-month period and offers lots of gifts for an order placed to a specific value from calendar month 1 to 4 as well as accumulative monthly sales achieved in months five to seven. The new consultants' sponsors can also qualify for cash rewards.

Overseas Incentives : YES! YES! YES! You can travel the world with Annique. We have an overseas incentive programme where we choose an overseas destination. We give targets, you work and achieve the targets, and voila, you get to travel with us.

Local is Lekker Competition : You can win a local holiday for you and your loved ones; from a weekend away or midweek holiday to a 10-day holiday break. Annique Home Office sets you a target with specific criteria and you can work towards these targets to qualify.

Yearly Rewards : We roll out the red carpet and reward our consultants with the yearly rewards in this booklet.

PERSONAL SALES

2023-2024

Sales are the heart of the business, forming part of Annique's 7 Key Drivers that will determine your success. That is why we love recognising and rewarding our Top Personal Sellers.

We have 4 categories and lots of CASH prizes for the top 3 in each category.

PERIOD

1 July 2023 – 30 June 2024

Criteria

The Personal Sales Award will be judged on a weighted average as per the following criteria :

- 70% of the result will be based on Personal Sales
- 30% of the result will be based on sales growth
- This Award is subject to a minimum of 12% growth
- Previous year's sales determine the category you qualify for 2023/24 or if you are a new consultant you can grow into any category. Weighting will be calculated with the minimum qualifying amount of the category.

Example : If your previous year's sales were R 100 000 and this year you end on R 280 000 we will take the amount of R 200 000 (the starting amount of category 1 for example) and work the growth% according to the R 200 000 and not the R 100 000 of your previous year's sales.



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GIFTS

Category

1

R 200 000 – R 299 999

Winner :

Cash : R 6 000

2nd Place :

Cash : R 5 000

3rd Place :

Cash : R 4 000

Category

2

R 300 000 - R 399 999

Winner :

Cash : R 8 000

2nd Place :

Cash : R 7 000

3rd Place :

Cash : R 6 000

Category

3

R 400 000 – R 599 999

Winner :

Cash : R 13 000

2nd Place :

Cash : R 11 000

3rd Place :

Cash : R 9 000

Category

4

R 600 000 +

Winner :

Cash : R 20 000

2nd Place :

Cash : R 17 000

3rd Place :

Cash : R 15 000

• Salons excluded





Building
your business using
Annique Rooibos
7 Key Drivers is your
key to a successful
and sustainable
Annique Rooibos
business.

2023-2024

DOWNLINE SALES

At Annique Rooibos we recognise the achievement
of Downline Sales in 7 categories.

PERIOD

1 July 2023 – 30 June 2024

Criteria

The Downline Sales category winners will be judged on a weighted average as per the following Criteria.

- 70% of the result will be based on Downline Sales.
- 30% of the result will be based on Downline Sales Growth.
- The award is subject to a minimum of 12% Downline Sales growth.
- A net of 12 Level 1 Consultant growth
- Previous year's sales determine the category for 2023/24 or you can grow into a category (Sales growth will be determined by the minimum of the Category when weighting is calculated).

Example : If you had R 200 000 Downline Sales the previous year and this year your Sales were R 750 000. This means you have grown into Category 1. To calculate the % growth we take (where the category starts) and calculate the growth % for weighting.

- The 70/30% rule applies



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GIFTS

Category 1

R 500 000 – R 999 999

Winner :
Annique voucher : R 9 000

2nd Place :
Annique voucher : R 7 000

3rd Place :
Annique voucher : R 5 000

Category 2

R 1 million – R 1 999 999

Winner :
Annique voucher : R 15 000

2nd Place :
Annique voucher : R 13 000

3rd Place :
Annique voucher : R 11 000

Category 3

R 2 million – R 2 999 999

Winner :
Annique voucher : R 21 000

2nd Place :
Annique voucher : R 19 000

3rd Place :
Annique voucher : R 17 000

Category 4

R 3 million – R 6 999 999

Winner :
Annique voucher : R 28 000

2nd Place :
Annique voucher : R 26 000

3rd Place :
Annique voucher : R 23 000





ANNIQUE rooibos GIFTS

Category

5

R 7 million – R 14 999 999

Winner :

Annique voucher :

R 34 000

2nd Place :

Annique voucher :

R 32 000

3rd Place :

Annique voucher :

R 30 000

Category

6

R 15 million – R 34 999 999

Winner :

Annique voucher :

R 40 000

2nd Place :

Annique voucher :

R 38 000

3rd Place :

Annique voucher :

R 36 000

Category

7

R 35 million

Winner :

Annique

voucher :

R 50 000

BUSINESS BUILDER

2023-2024



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GIFTS

Winner

Cash :
= R 110 000

2nd
Place

**Travel
voucher :**
= R 55 000

3rd
Place

**Travel
voucher :**
= R 25 000

4th
Place

**Travel
voucher :**
= R 20 000

5th
Place

**Travel
voucher :**
= R 15 000



The Business Builder Award is a prestige award for a Consultant who takes the business into the future, who builds his/her business through recruiting new Consultants in his/her Level 1.

These new Consultants' Personal Sales are crucial to qualifying for this award.

PERIOD

1 July 2023 – 30 June 2024

Criteria

The Business Builder of the Year Award will be judged on a weighted average as per the following criteria :

- 40% of the results will be based on the number of Level 1 Consultants.
- 60% of the results will be based on the Level 1 Consultant's Personal Sales.
- Level 1 Consultant's Personal Sales need to be a minimum of R 250 000 to qualify in this category.
- A minimum of 24 nett Level 1 Consultant's growth.
- Downline sales growth of 12%
- Minimum Downline Sales of R 1 million of the previous year to compete in this category.



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TITLE PROMOTION

Our Annique Rooibos ABC Plan gives you the opportunity to promote in Title as you build your structure and grow your business, so that you can earn more and get even more rewards. We want to celebrate your achievements with you.

We will recognise the Consultants who will get a personalised Title target.

PERIOD

1 July 2023 – 30 June 2024

Criteria

- Reach the next title or above and keep your Paid-As title for 6 months rolling thereafter
- Anybody achieving the next title and keeping the title rolling for a minimum of 6 months, are eligible for the prize



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GIFTS



1

Two-Star reaching
Three-Star or above

**Annique voucher :
R 3 000**

2

Three-Star reaching
Four-Star or above

**Annique voucher :
R 6 000**

3

Four-Star reaching
Manager or above

**Annique voucher :
R 10 000**

4

Manager reaching
Director or above

**Annique voucher :
R 15 000**

5

Director reaching Ruby
Director or above

**Annique voucher :
R 20 000**

6

Ruby Director reaching
Emerald Director or
above

**Annique voucher :
R 30 000**



**The 70/30 RULE
for Downline Sales Category-**

If two leaders in the same team fall in the same category, the one leader will be subtracted from the top Leader's total and the difference will come into contention for a position. If there are two members in the team and more than one member makes up 70% or more of the promoter's total, he / she will qualify for the prize and not the promoter.

THE APPLICATION OF THE 70% RULE

- The leader of the team is Mary who has three team members in one of the legs of her group. (Call them Leg 1) The team's sales are as follows:

LEVELS	MEMBER	TOTAL GROUP RSP	LEG1 RSP	RSP OF OTHER LEGS
1	Mary	R12 million	R7 million	R5 million
2	Cindy	R7 million	R6 million	R 1 million
3	Linda	R6 million	R5 million	R1 million
4	Anna	R5 million	R5 million	R0

1. Anna in Level 4's contribution to Linda in Level 3's sales is R5 million out of Linda's R6 million: 83.3%.
2. Linda in Level 3's contribution to Cindy in Level 2's sales is R6 million out of Cindy's R7 million: 85.7%.
3. Cindy in Level 2's contribution to Mary in Level 1's sales is R7 million out of Mary's R12 million: 58.33%.

The 70/30% Rule then applies as follows:

- Linda falls out because Anna contributed 83.3% to her sales.
- Cindy also falls out, because Linda contributed 85.7% of her sales.
- Anna is thus directly below Mary with R5-million out of the R12-million sales made by Mary 41.66%.
- Mary thus qualifies because Anna does not contribute more than 70% of Mary's sales.
- Mary and Anna therefore qualify.
- Linda and Cindy do not qualify.