



# Singapore Platinum Meeting 新加坡白金领导人会议

11 March 2022 (Friday)

2022年3月11日(星期五)

8:00pm – 9:30pm

**Amway**

# How it works?



Download App and register

**Amway**



Purchase via online/  
City Shop



ABO/APC make  
payment to Atome  
directly



- CREDIT LIMIT is between ABO/APC and Atome
- Credit is not exclusive to Amway



General Credit limit guideline (subject to changes by Atome):  
S\$1,000 (Debit card holders)  
S\$3,000 (credit card holders)



atome 

Coming April 2022



Foundational Trio



Bodykey Jumpstart Kit



Trim & Fit Pack



Healthy Beauty



14 Night Reset

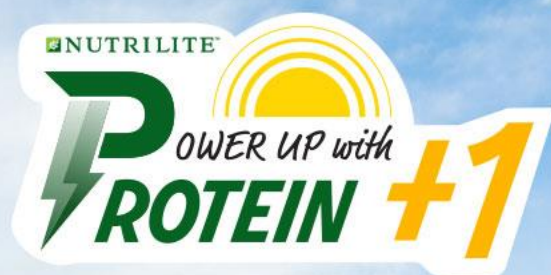


Serum Bundles



Durables

Feb - May 2022



START YOUR DAY RIGHT



**WORLD'S #1 SELLING  
PROTEIN SUPPLEMENT BRAND**

Verified by Euromonitor International



Power of Protein+1  
10 episodes



Video will be in English  
with Chinese subtitles

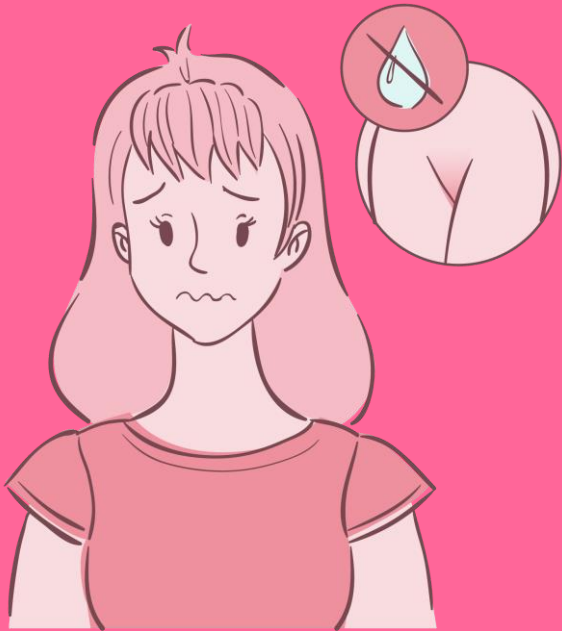
## MARCH SCHEDULE

Duration: <5 min each video

|                |                                              |
|----------------|----------------------------------------------|
| 11 Mar, Friday | Shed the Kilos                               |
| 18 Mar, Friday | Reveal Your True Beauty                      |
| 25 Mar, Friday | Healthy Kids Begins with the Right Nutrients |

## DO YOU KNOW?

Vaginitis (Vaginal Infections) is so common that nearly every woman will experience it at some point in their life.



Source: <https://www.rafflesmedicalgroup.com/services/specialist-centres/women/services/gynaecological-services/vaginal-infections/>

**Feminine health** is a critical part of a woman's overall wellbeing.

**A daily feminine health probiotic supplement** can help you find balance.

April 2022

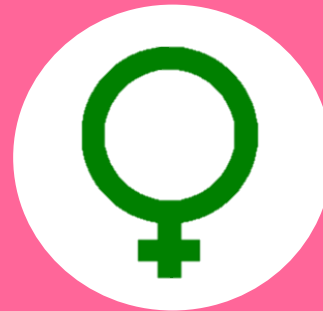
# A Healthy Microbiome for a Healthier You



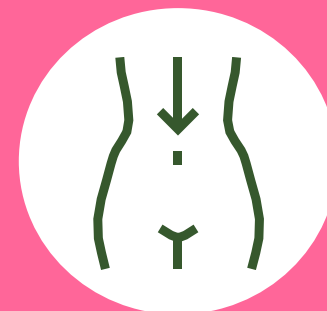
Nutriline Probiotic for Women  
2g x 30 sticks

AP\$68.00

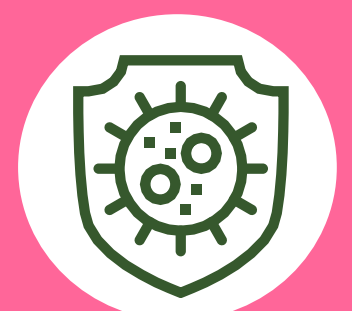
Nutriline Probiotic for Women works naturally with a woman's body to support:



Feminine  
Health



Digestive  
Health



Immunity  
Health

# Activities

## Ladies Date Night Let's Chat About Women's Health!



8 Mar, Tuesday 8:00PM



Celebrate International Women's Day with our specially invited guests - Diamond Stephanie, Emerald Liz, Founders Platinum Santy and Gina.

- The importance of taking care of women's health
- Recommendation of nutrients for women needs
- Self-care tips
- Exciting Giveaway to be won

## Women's Probiotics Workshop

A healthy microbiome for a healthier you

Upcoming



English

21 Mar, Monday  
8:00PM – 9:00PM



Mandarin

22 Mar, Tuesday  
8:00PM – 9:00PM



Learn about Women's health in relation with probiotics, cranberry and inulin. Introducing a new Nutrilite Probiotic for Women to help improve your health too!

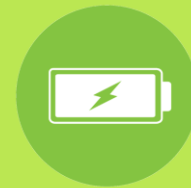
- Lucky Draw with attractive prizes to be won
- Live Q&A session

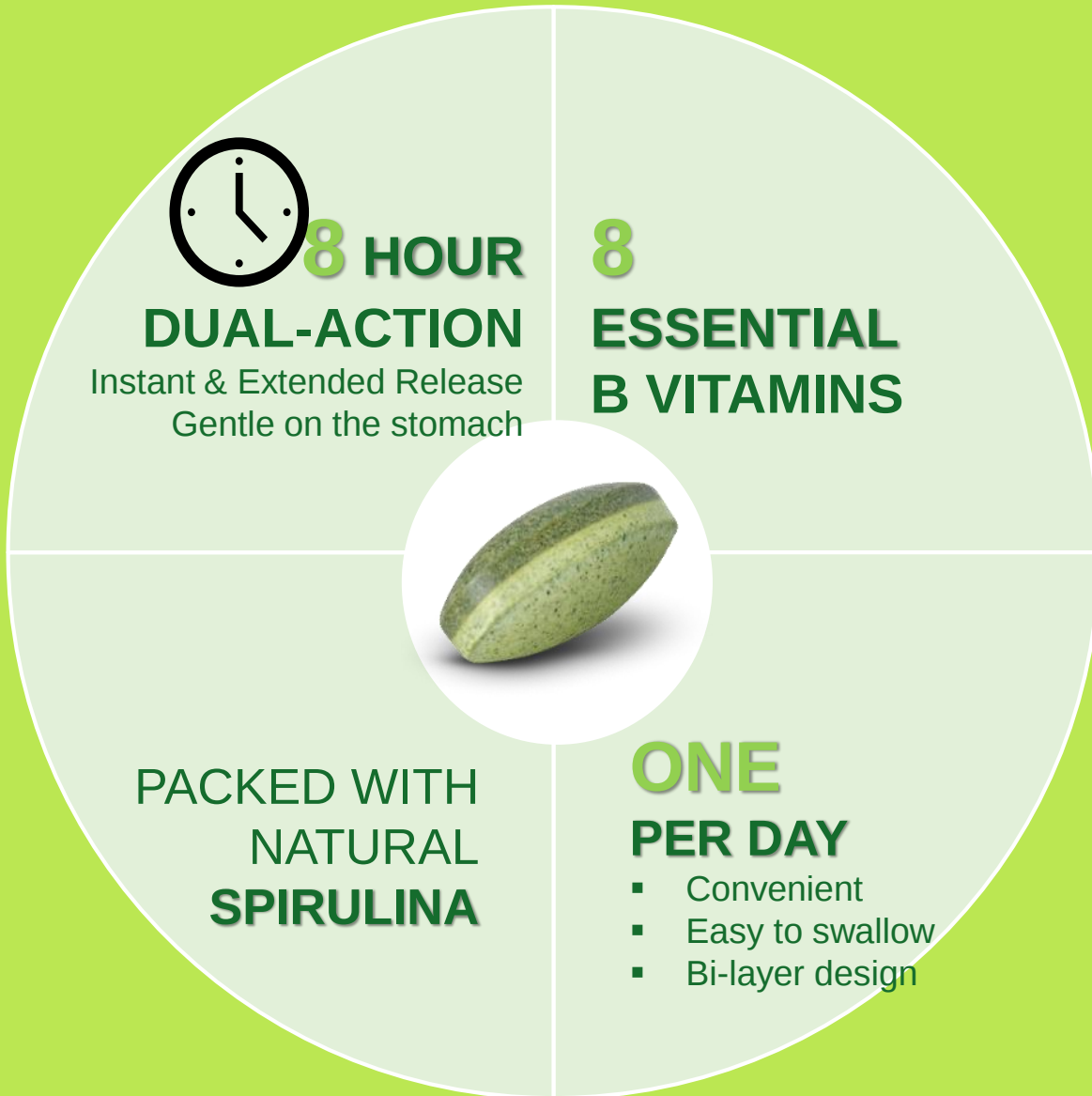
# CHARGE UP & COMBAT THE DAY

Triple Performance with Dual-Action

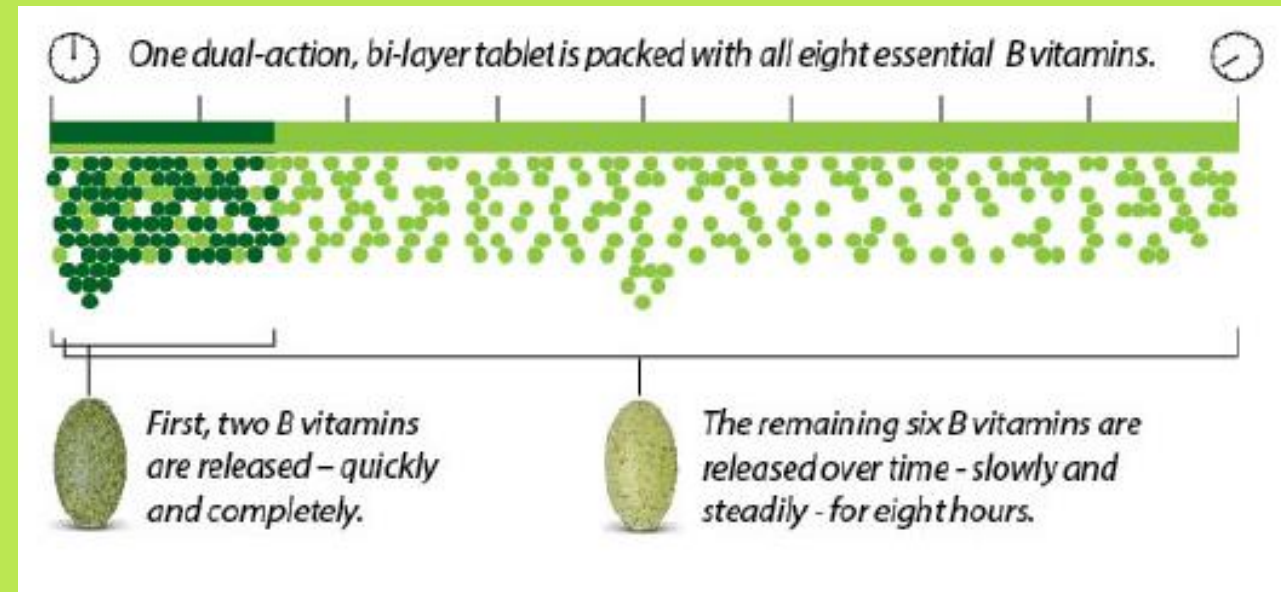
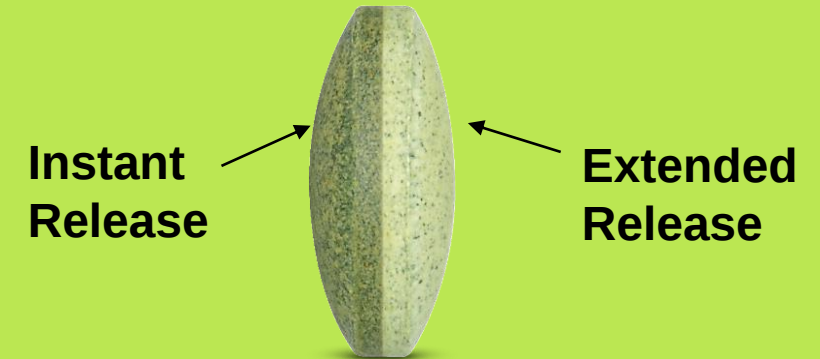


## Launching May 2022





## RELEASE TECHNOLOGIES



small changes, BIG IMPACT

# LET'S GO GREEN

NUTRILITE™

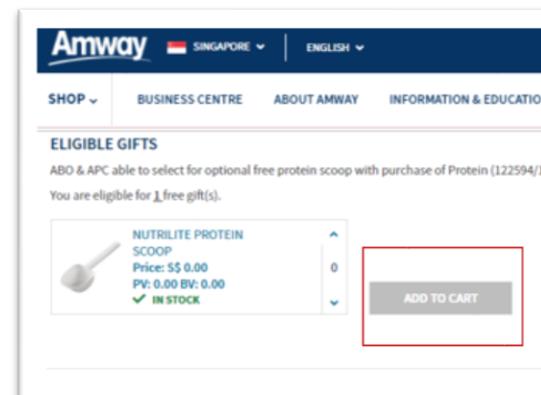
Coming Soon: 15 Mar 2022  
**PROTEIN SCOOP**  
can be added as optional



All Plant Protein 900g



Protein Drink Mix



1. Add your choice of Protein into cart
2. Click View Cart
3. Select for optional Protein scoop



# BodyKey Qualified Mentor Trim & Fit Challenge

Jan – Jun 2022  
(last weigh-in Jun 2022)



# Anniversary - Energizing our ABOs' business

| Activities & Events                                                                                      | Date            |
|----------------------------------------------------------------------------------------------------------|-----------------|
| 20 <sup>th</sup> Anniversary Open House @City Shop<br>(Hybrid event)                                     | 16 - 21 April;  |
| Virtual Race <ul style="list-style-type: none"><li>• Race For '<b>A Better, Healthier You</b>'</li></ul> | 1 May – 30 June |
| 20 <sup>th</sup> Anniversary Rally (physical event; ABOs & prospect)                                     | 9 Jul (TBC)     |
| SLC & Dinner (Platinum & Above)                                                                          |                 |



# AMWAY SINGAPORE

FIRST EVER VIRTUAL RACE 2022



1<sup>st</sup> MAY

**ARE YOU READY ?**

**Race For A Better, Healthier You!**



# Race For A Better, Healthier You!



200,000KM  
60 Days



## AMWAY SINGAPORE VIRTUAL RACE PACKS

### Energy + Boost Run Pack

# Race For A Better, Healthier You!

### SINGLE PACK



### BUDDY PACK



# Timeline Style

## APR-MAY

Simply purchase your choice of Pack A (Individual) OR Pack B (Team of 2).

23<sup>th</sup> April – Open for Leaders Only  
1<sup>st</sup> May – 31<sup>st</sup> May – Open for ALL

## MAY – JUL

Runners can start running on 1<sup>st</sup> May while waiting for the URL link to register.

## JUN

Registration Closed on 15<sup>th</sup> June.

## AUG

- Medal to be Deliver.
- Winners for the contest will announce via Social Media Platform.



- Registration Open on 1<sup>st</sup> May.
- Confirmation Email will be sent to Participant with Promo Code to Register for Free.
- 2 weeks later to receive Tee upon complete of Registration.

- Photo Contest (Individual & Team)
- Top 5 for Furthest Distance (Individual and Team)

30<sup>th</sup> June Closed of the Race.

“It is impossible to win the race unless you venture to run,  
impossible to win the victory unless you dare to battle.”

— Rich DeVos



# FOR OUR LEADERS



- ABO will receive their Appreciation token and card, for their 5<sup>th</sup>, 10<sup>th</sup>, 15, 20<sup>th</sup> Anniversary for 2022
- Special segment during our 20<sup>th</sup> Anniversary Rally to present to all our 20<sup>th</sup> Year Milestones Leaders the Token and card.
- From 2023 onwards, we will send them their card and token by anniversary month

# PY 2022 RECOGNITION

> E-Pins

> Launch 15<sup>th</sup> Feb

> Video Recording



#amwaysgachievement #amwaysgepin #amwaysgcelebration



#amwaysgachievement #amwaysgepin #amwaysgcelebration



#amwaysgachievement #amwaysgepin #amwaysgcelebration



#amwaysgachievement #amwaysgepin #amwaysgcelebration



#amwaysgachievement #amwaysgepin #amwaysgcelebration

# Online ZIPP Facilities

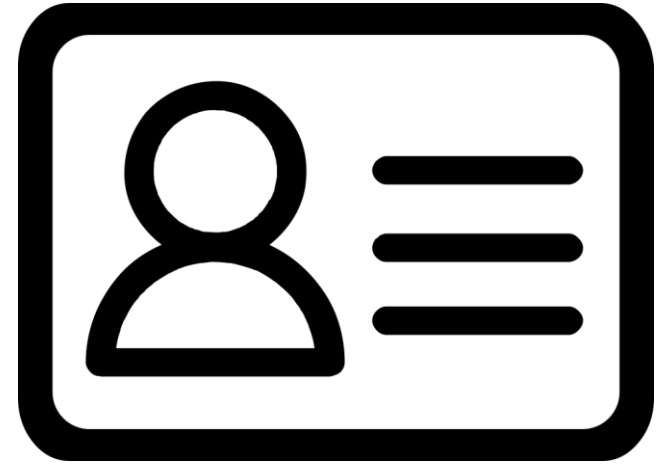
| Bank                                                                                | Timeline                    |
|-------------------------------------------------------------------------------------|-----------------------------|
|   | Q2, 2022                    |
|   |                             |
|  | Finalizing details with DBS |

# Reminders

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Correct NRIC –  
IRAS requirement

Bank account to  
credit bonus



# Website Enhancement Journey

2021

2022

Q1 – Q2

Stabilization



Q3

Essential Enhancement



Chatbot/  
LiveChat



Personalize  
Notification

Q4

Leader Support



Unpaid Bonus  
Notification

Commerce Support



Display  
Amway Price



Refine  
Error Message

Q2 Enhancements

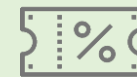
eCommerce Enhancement



Frictionless Navigation



ALP  
Enhancement



Notification  
Improvement



Add  
Payment Mode

# Personalized Notification

For ABO / APC



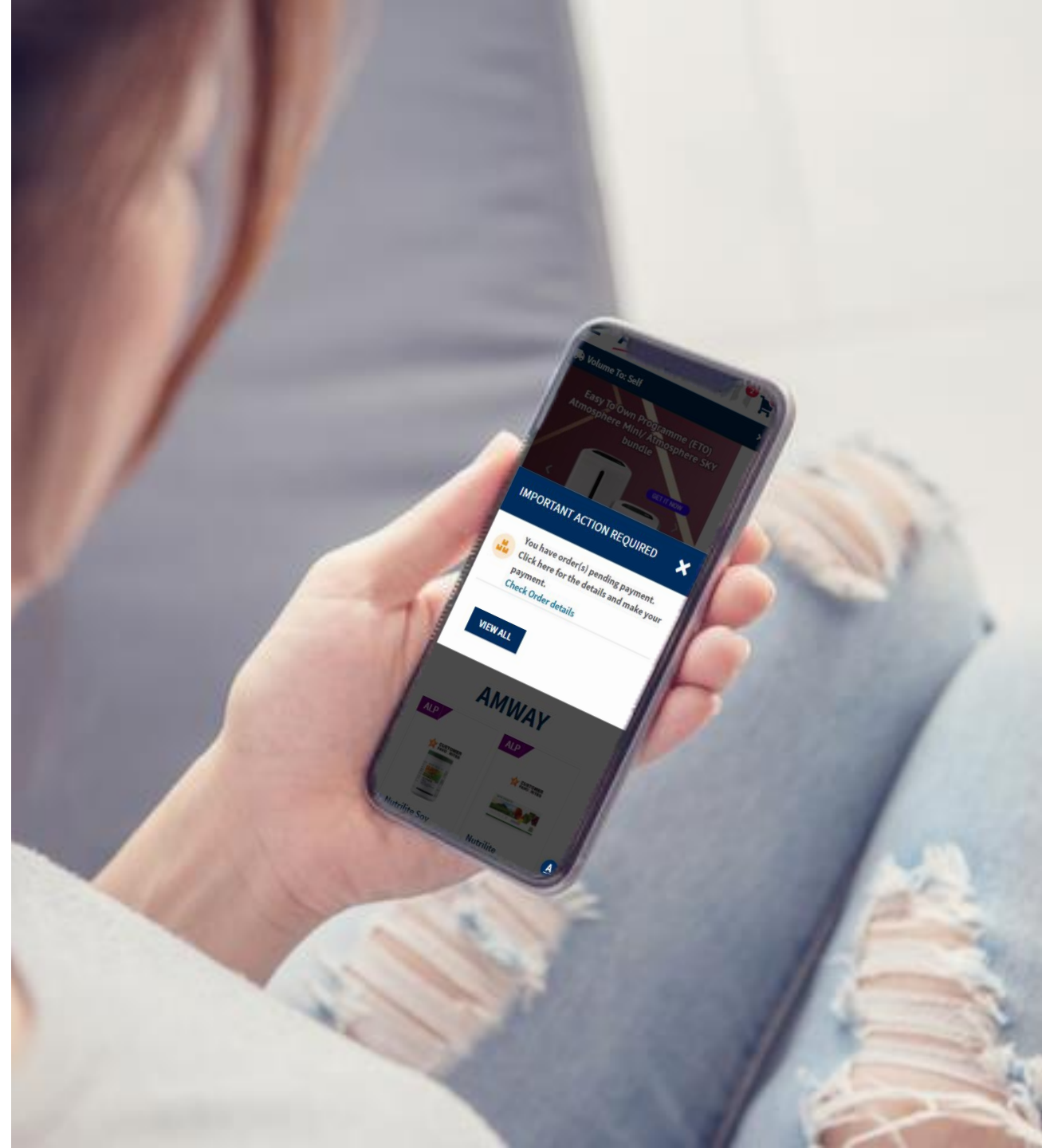
**Alerts**



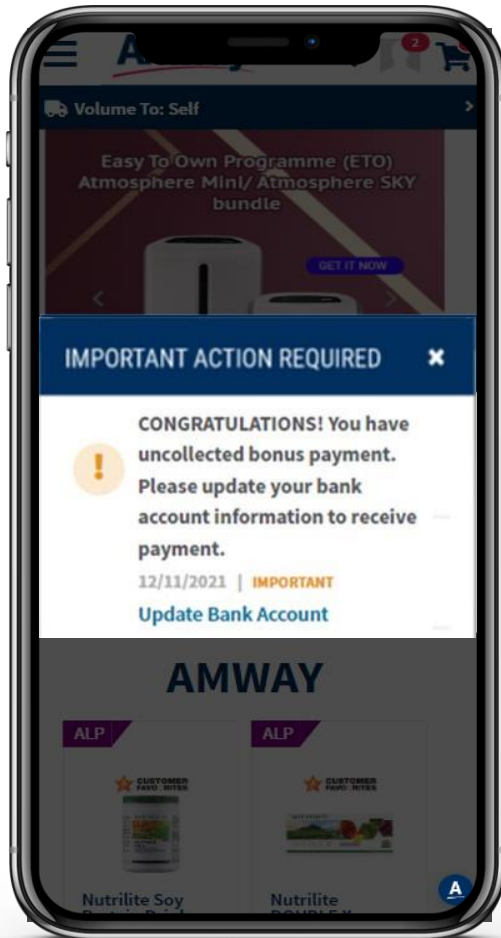
**Order**



**Coupon**



# Personalized Notification - Alerts



## Key Info



### Downline Membership Expiry

\* Every 1<sup>st</sup> day of the month



### Self Membership Expiry

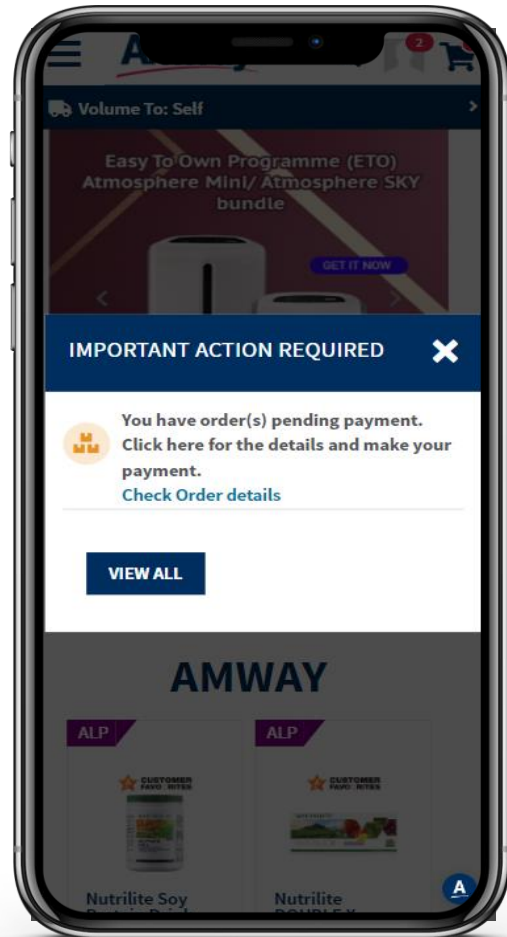
\* During early renewal and expiring month



### Positive Bonus without Bank Account

\* When bank account details is empty

# Personalized Notification - Order



## Key Info



### Delayed EPP

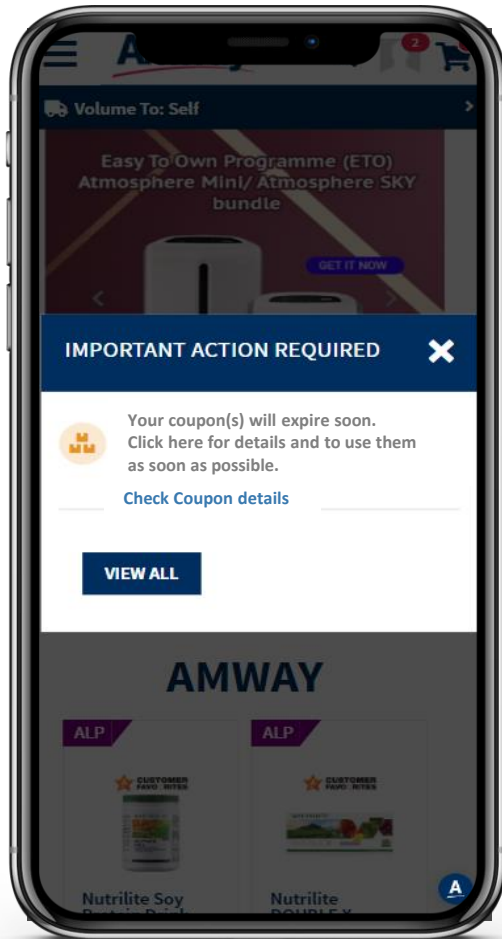
\* Unsuccessful EPP payment



### Pending Orders

\* Unsuccessful payment

# Personalized Notification - Coupon



## Key Info



### Coupon Expiring

\*Before coupon expired



### Coupon Expired

\*After coupon expired



# Removing ABO Pain Points

**Reply to ABO  
with Solution  
(Help Desk  
email)  
Within 72 hr**

**Daily Follow Up  
Aging Case  
>72hrs**

**Add L2  
(Experienced  
Staffs) on  
operation  
for L1 to get  
correct answers**

**Empowerment  
with Call  
Center  
(Call Center  
Operation  
Enhancement)**

# First Contact Resolution Operation Enhancement

## First Contact

**ALP  
Reactivation**



**Issue Trade In  
Coupon**



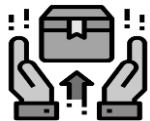
**Repair  
Troubleshoot**



**Renewal Appeal**  
within Grace Period



**Post bill  
Request**



**New Sign Up  
e coupon Activation  
for Expiry**



**Profile  
updates**



**Replacement Order**  
for shortage / damaged products



## Within Same Day

**EPP Quota  
Request**



**Refund for  
unsuccessful Order**  
(Payment done)



# Chatbot

Do you have a question about your order, delivery and anything else about Amway?  
Connect our Chatbot / Live Chat to get instant answers.



**Chatbot**  
24 hrs



**Live Chat**  
Less Queue

**Live agent will be connected at**

- 1) failed at get answers by 2 times
- 2) Click the thumb down icon
- 3) Sign Up menu by Click

**“Connect Me to Live Agents”**

## Update KB based on Unanswered Question



Order Related



Operation Hour



Sign Up



Promotion



Profile Information



Return Policy



Events Details



Installation  
Troubleshoot



Authorizations



Place Online  
Orders



Account Status



Shop Finder



View Coupon



- Number of cases increased 62% in 2021 compared to 2020.
- 66% of the total cases in 2021 include violation of Unauthorized Selling (exporting, online), non-compliant of Digital Communication Standards, Advertisement, Intellectual Properties.
- 3% of the cases involved APCs for Unauthorized Selling violation (exporting, online), Husband & Wife ABO, Dual Application.
- Number of sanctions increase 50% compared to 2020.
- 242 ABOs were terminated / not renewed; 313 ABOs have been sanctioned based on Volume Deduction Policy (VDP).

## Some Success but Continued Problems



Removed 57% postings thru chat and counsel with the online sellers.

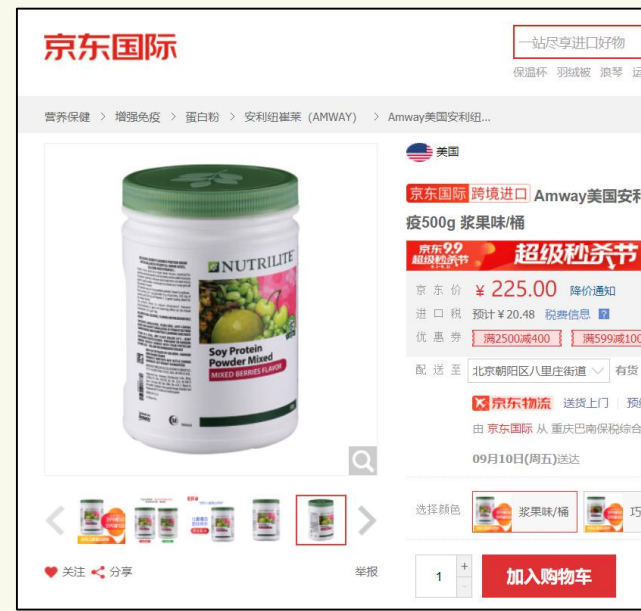


Removed 70% of infringing links including counterfeit products.



Removed 288 sellers and 3,562 postings from the eCommerce platforms.

## An alarming trend of Malaysia products being exported and retailed in other Countries eCommerce platforms



Example links:

[美国安利纽崔莱Amway钙镁片钙片d片维生素D中老青少年孕妇 美国版强骨力维骨素 亚洲版-180片【图片 价格 品牌 报价】-京东 \(jd.hk\)](#)

[美国本土版 Amway安利纽崔莱VC天然针叶樱桃维生素C 维他命C复合维c 马来版120粒【图片 价格 品牌 报价】-京东 \(jd.hk\)](#)



❤️ 关注 🔄 分享

举报



京东国际 跨境进口 美国安利纽崔莱Amway钙镁片钙片d片维生素D中老青少年孕妇  
美国版强骨力维骨素 亚洲版-180片

美国原装进口, 京东保税仓发货配送, 全程无忧

甜蜜礼

心意之选, 爱耀出色

京 东 价

¥ 145.00

降价通知

进 口 税

预计 ¥ 13.2

税费信息 ?

优 惠 券

满2500减200

满599减50

满399减30

更多>>

促 销

多买优惠

满1件, 总价打9折

详情>>

累计评价  
100+

配 送 至 北京朝阳区八里庄街道 ▾ 有货 支持 7天价保 在线支付免运费 ?

京东物流 送货上门 | 预约送货 | 部分收货 ▾

由 京东国际 从 重庆巴南保税综合仓 发货, 草本上品海外专营店 提供售后服务. 17:00前下单, 预计02月16日(周三)送达

选择颜色

-  美国版-180片 (缺货)
-  亚洲版-180片

1 + -

加入购物车

服 务 Ⓜ️ 正品保障 Ⓜ️ 京东配送 Ⓜ️ 售后保障 Ⓜ️ 全球品质

温馨提示 · 不支持7天无理由退货

更多服务说明 ▾

看了又看



¥134  
满199减20  
满299减30  
满599减50  
2.14至2.15



【美国原版】优莎娜US...  
¥ 149.00



¥161  
满199减20  
满299减30  
满599减50  
2.14至2.15



【美国原版】美国AMW...  
¥ 179.00



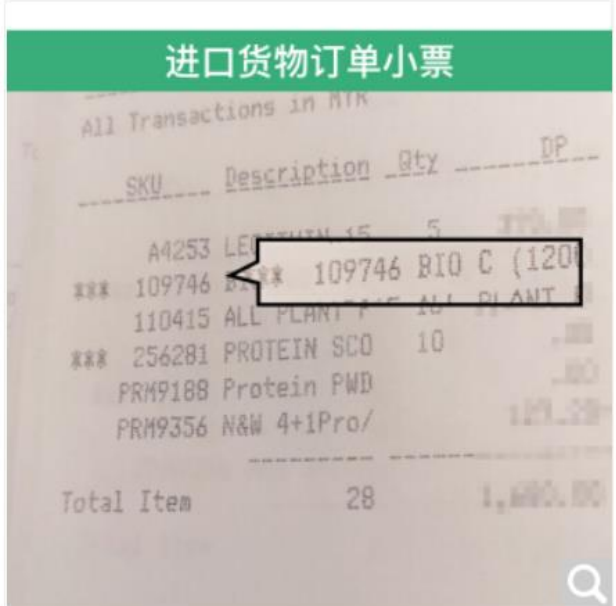
¥159  
满199减20  
满299减30  
满599减50  
2.14至2.15



美国嘉康利钙镁锌片钙...  
¥ 199.00

使用京东APP  
随时随地看商品





[❤ 关注](#) [🔗 分享](#)

[👤 举报](#)



京东国际 跨境进口

美国本土版 Amway安利纽崔莱VC天然针叶樱桃维生素C 维他命C复合维c 马来版120粒

【超值特惠, 全店商品】满199减20, 满375减30, 满399减40, 满599减60, 满689减70, 满1389减90, 满1989减110更多惊喜, 抢购!! [查看>](#)

甜蜜礼

心意之选, 爱耀出色

京 东 价 **¥ 215.00** [降价通知](#)

约 MYR 141.62

进 口 税 预计 ¥ 19.57 [税费信息 ?](#)

优 惠 券 [满1989减60](#) [满1389减40](#) [满399减30](#) [更多>>](#)

累 计 评 价 **5000+**

配 送 至 [北京朝阳区八里庄街道](#) [有货](#) [在线支付免运费 ?](#)

[京东物流](#) [送货上门](#) [预约送货](#) [部分收货](#) [▼](#)

由 [京东国际](#) 从 [重庆巴南保税综合仓](#) 发货, [醇禧铺海外专营店](#) 提供售后服务. 17:00前下单, 预计 **02月16日(周三)**送达

- 选择颜色
- [美版180粒](#) [马来版120粒](#) [2瓶 马来版](#) [2瓶 美版](#)

1 [+](#) [-](#)

**加入购物车**

服 务 [🔒 正品保障](#) [🚚 京东配送](#) [🛡 售后保障](#) [🌐 全球品质](#)

温馨提示 · [不支持7天无理由退货](#) [更多服务说明](#) [▼](#)

店长推荐

看了又看



美国 Amway安利纽崔莱...

¥ 135.00



美国 安利纽崔莱小麦胚...

¥ 168.00



美国Amway安利纽崔莱...

¥ 156.00

使用京东APP  
随时随地看商品



I would like to work with you

How to work?



Please be aware that there are unscrupulous individuals who are trying to make illegitimate income at the expense of ABOs who are genuinely building their businesses.

If you or any of your downlines have such encounters, please be on the alert to avoid unknowingly becoming involved in the unethical practice of Unauthorised Sales, be it Selling Online and/or Exporting. Such collaboration, knowingly or unknowingly, may result in Amway taking stern corrective action against you and/or your downline ABOs in order to protect the interest of other ABOs.

请注意一些不道德的人士不惜损害哪些真正去建立事业的 ABO 们的利益来试图赚取非法收入。

若 您或您的任何下线遇到这种情况，请保持警惕，以避免无意中卷入未经授权销售的不道德行为， 不管是在线销售及/或出口。类似合作情形，不管是有意或无意，都可能导致安利对您及/或您的 下线 ABO 们采取严厉的纠正行动，以捍卫其他 ABO 们的利益。

Please share below best practices within your ABO group to prevent potential breach or unauthorized selling activity in the future.

1. Keep your business information confidential. Do not allow non-ABOs or any 3rd party including ABOs from other LOS to purchase Amway products using your ABO ID or your downlines' ID.
2. Sell to buyers or customers who are “end-users”. The products purchased by these customers may not be resold, redistributed, or given away under any circumstances.
3. To ensure all Amway products purchased are properly retailed to end users in Malaysia, Singapore, or Brunei. ABOs are prohibited from exporting or importing, or selling to others who import or export, Amway's products.
4. Do not price undercut. Sell at the price stipulated by Amway as the pricing is controlled by the Ministry of Domestic Trade and Consumer Affairs (for Malaysia).
5. Keep all sales transaction records. It is required under the Direct Sales and Anti-Pyramid Scheme Act 1993 (for Malaysia).
6. Do not exchange products between ABOs, including uplines-downlines or sidelines.

1. 对您的业务资料保密。不可让非ABO们或任何第3方包括来自其他LOS的ABO们使用您的ABO ID 或您下线的 ID购买安利产品
2. 销售给属于“终端用户”的买方或顾客们。这些顾客所购买的产品在任何情况下皆不得转售、再分销或赠与。
3. 确保所购买的所有安利产品都妥当地零售给马来西亚、新加坡或汶莱的终端用户们。严禁ABO们出口或进口安利产品，或将其销售给其他进口或出口安利产品的人士。
4. 不可削价。以安利规定的价格销售，因为价格受国内贸易和消费人事务部(马来西亚)管制。
5. 保留所有销售交易记录。它是1993年直销和金字塔销售法令下所规定的。
6. ABO之间不可交换产品，这包括了上线一下线或旁线。

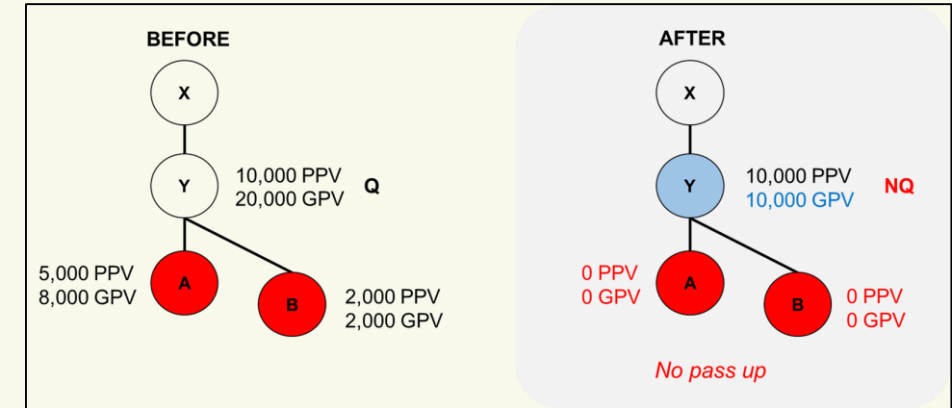
## Volume Deduction Policy (VDP)

Designed to combat unauthorized sales

- Unauthorized sales violation confirmed, and **termination imposed**.
- Personal and Group Volume generated by the violating ABO (or APC) **deducted from the month the violation is confirmed/termination to the first month of the Performance Year**.

Impact on Uplines: Upline will be impacted and may lose benefits such as:

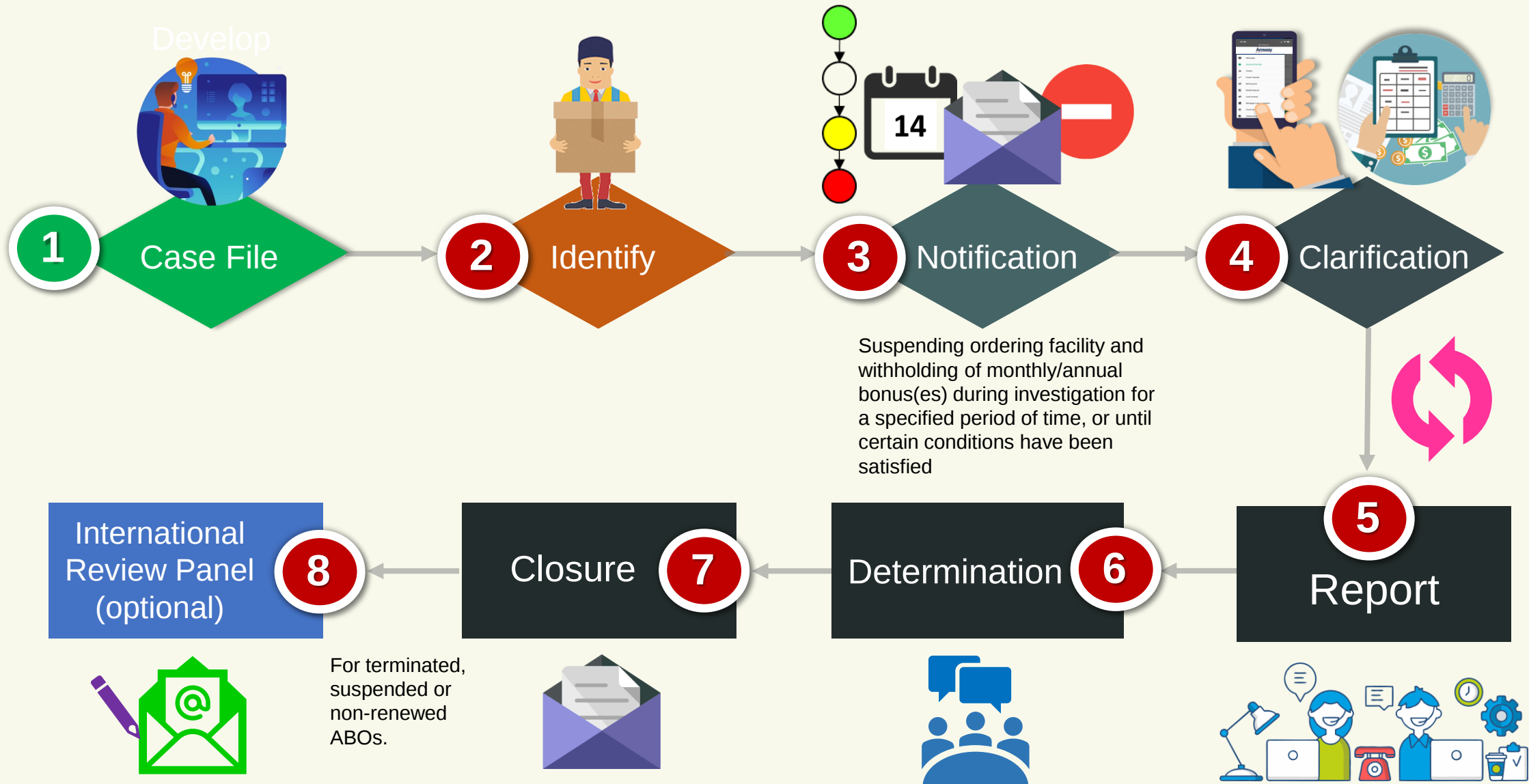
- Qualification months, Qualified legs, Annual bonuses, and/or
- Discretionary incentives (including incentive trips, business seminars).



## Announcing/Publishing Terminated/Non-renewed ABO Names



ABOs who have been terminated for unauthorized sales (and potentially other violations) will have their names published or otherwise made public to ABOs in Amway related publication (eNewsgram) or meetings (slide).



Only the ABO qualified at the Platinum level or higher whose Amway business was terminated, suspended, or not renewed, can submit an appeal request to the IRP and must do so within 30 days of the date of the affiliate's decision letter.

In the case of an ABO not qualified at the Platinum level or higher, his or her upline qualified Platinum may submit an appeal request through his/her upline Platinum within 30 days of the date of the affiliate's decision letter.

# Thank You

