

Doing Things the Right Way

September 2015

End Values

Mean Values



End Values

- Time
- Freedom
- Giving to Charity
- Helping Parents
- Helping Kids
- College Fund

Mean Values

- Million Dollar Homes
- Expensive Cars, Boats, etc.
- Material Possesions



End Values

The things that are the most important and control our lives and decisions.

Mean Values

Things we contrive in our mind as being important.



**When Presenting the ACN
Opportunity.....
Focus On End Values**

Protecting The Opportunity

At ACN we have worked hard to build a company with integrity and do the right thing. We all need to be part of the solution to ensure that the ACN opportunity is protected and here for years to come.

Make sure that you are promoting the opportunity and the services properly

Success with ACN, as with anything in life, takes hard work, dedication and consistent time and effort put forth over period of time.

Protecting The Opportunity

- Claims of income or lavish lifestyle can be misleading to a prospective IBO since not everyone will be successful.
- Remember to focus on the end value of the ACN opportunity-time and freedom, not material possessions.

Use ACN provided disclaimers...

Disclaimer Language

Success as an ACN Independent Business Owner (IBO) is not guaranteed, but rather influenced by an individual's specific efforts. Not all IBOs make a profit and no one can be guaranteed success as an ACN IBO. No compensation is earned at ACN unless customers are acquired.

Income Claims Are Prohibited

What Is Considered An Income Claim?

- Referring to yours or anyone else's income. Examples:

“My upline SVP earns more than \$1 million per year.”

“I made more in a month than I did in a year .”

- Showing checks, statements or deposits

Lifestyle Claims Are Prohibited

What is considered a lifestyle claim?

- Million Dollar Homes
- Expensive Cars, Boats, etc.
- Any other claim that portrays any level of an extravagant lifestyle



Why Income & Lifestyle Claims Are A Concern...

- Ask These Questions:
 - Are these statements being used to recruit a new prospect?
 - Is the prospect being misled?
 - Is this something a reasonable person could attain working part-time?
- Income & Lifestyle Claims on Social Media are prohibited because it could be misleading and does not tell the whole story with disclaimers.

Remember:

- Anything you post online (chat rooms/social media) is public information.
- Do not react or comment on what other direct selling companies or their representatives are doing.

ACN's Compensation Requires Hard Work

IBOs Are Not Allowed To Say:

- Promote as Retirement Income
- Work hard for _____ months/years and then sit back

IBOs Should Communicate:

ACN takes hard work and you need to continue to maintain your customers in order to earn income.

What Is Allowed?

- I earned _____ position in _____ days.
- References to how the ACN business has helped you and your family.
- Time & Freedom—flexible schedule, work from home.
- Extra income to make a car payment, pay down debt, contribute to your favorite charity.

Ask Yourself...

- Is this something an average person would be able to achieve working part-time?
- Most IBOs work the ACN business part-time
- Promote the positive aspects of ACN. Do not put down other companies, professions, or education:
 - College education
 - Working 9 to 5 jobs, etc.
 - Talk about what other direct selling companies are doing that may not meet ACN ethical standards (companies that show checks or make lifestyle or income claims)

What Can You Do Now?

- Go forward, IBOs will only be able to use ACN materials and not create their own.
- Start today and review your websites, social media as well as those in your downline.
- Team websites can include links to ACN materials, recognition (positions not income), and your meetings. No lifestyle or income claims or pictures.

New Requirements

- All meetings/trainings with 50 people or more must be recorded (video or audio) and send to ACN.
- Make sure they are good quality.
- Send a link of your file to ACN at MeetingReview@acninc.com
- Use a file transfer service that will provide email links for large files
 - hightail.com
 - google.com/drive
 - sharefile.com
 - filemail.com

Recording Meetings

Several Free apps:

- Suggested app that can be downloaded on any smartphone to record a meeting
- Premium version allows the addition of a bluetooth microphone

Available on Google Play: Easy Voice recorder

- YBA Conference Calls have recording capabilities

Protecting The Opportunity

- Do Not Pressure People
- Tell The Truth
- No Need To Exaggerate
- Talk From The Heart

Remember: Protect The ACN Opportunity

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