



# *success builder*

A CAREER THAT CHANGES THE WORLD

**Norwex**<sup>®</sup>

## *the norwegian experience*

Founded in Norway in 1994, Norwex® has been helping to transform homes into Safe Havens by creating effective, safe and sustainable cleaning and personal care products that reduce the use of harmful chemicals.



**Known for its forests, fjords and fresh air, Norway is one of the most environmentally friendly countries in the world, which is why we're so proud of our Norwegian roots.**

Our unique products empower you to stop using household cleaners and body products laden with harmful chemicals, and they help you to eliminate single-use waste that threatens our environment.

Today there are millions of Norwex fans as passionate about our products as we are—real people committed to being a force for good. We'd love for you to join our Mission and help create a brighter future around the world.

***connect with your consultant today or visit [norwex.biz](https://www.norwex.biz).***

## looking for a great new side gig?

If you're inspired by the idea of radically reducing chemicals in the homes of your friends and family, then join us!

**You have the opportunity to earn a supplemental income when you share Norwex products with others!**

### Here's what you get.

Your Starter Kit contains the EnviroCloth®, Window Cloth, Dusting Mitt, and sample sizes of our Ultra Power Plus™ Laundry Detergent, Cleaning Paste and UltraZyme™ Dishwasher Powder. Plus it includes our Superior Mop Starter System, Rubber Brush, Body and Face Cloths and all the supplies you need to hold your first parties!

### It's easy and fun!

- Start for FREE.\*
- Hold your first parties.
- Begin earning right away on products you sell.

### Your business, your way.

Party at home or online—or both! You'll set your own schedule and we'll support you every step of the way.

### Start today.

Talk to the person who shared this booklet with you.

## earn your starter kit for free\*

When you reach \$1,000 in Personal Retail Sales in 30 days or \$2,000 in 90 days, you can earn your Starter Kit FREE!



Plus, when you submit \$400 in Personal Retail Sales in your first 15 days, you will receive this New Consultant Reward Package FREE (retail value over \$150)!



### Want to earn Choice Rewards Points and a Shopping Spree?

Norwex rewards our Team Builders too. When you add a new Consultant to your team who submits \$400 in Personal Retail Sales in their first 15 days, you'll earn a \$50 Shopping Spree plus 150 Team Builder Choice Rewards points!

\*Starter Kit is provided at no charge, except for \$9.99 shipping and handling plus tax where applicable, to a new Independent Consultant who meets or exceeds the minimum Personal Retail Sales requirement for their Starter Kit selection. A new Independent Consultant who fails to satisfy this criteria will be billed \$200 plus tax. All products are subject to change at the discretion of Norwex.

## **free host program** Helps build your business fast!

Norwex® provides all Host benefits at no cost to our Consultants. The 4-Star Host Program encourages higher party sales and increased Bookings by providing your Hosts with generous rewards.



Earn additional free products based on how many Buying Guests you have.



The more you have in sales, the more FREE product you earn!



Get rewarded when you have guests book a party!



Monthly Host Rewards with minimum sales, Buying Guests and Bookings!

**Check out the Monthly Host Rewards flyer for all the details!**





## **consultant**

### **As an Independent Norwex Consultant, you receive**

- 35% Retail Discount on your Personal Retail Sales (no minimum sales required).
- Receive your Starter Kit free\* when you reach \$1,000 in Personal Retail Sales in 30 days or \$2,000 in 90 days.
- \$300 Norwex Shopping Spree for each Qualified Personal New Consultant.
- An opportunity to earn gifts and rewards from sales and Team-Building efforts.

### **Requirement to Maintain Status**

- You must maintain a minimum of \$250 in cumulative Personal Retail Sales in a rolling three-month period to remain Active.
- If this requirement is not met for six (6) consecutive months, your account is considered Dormant, and a Reactivation Fee will be charged.
- If a Consultant has \$0 in Personal Retail Sales for twelve (12) consecutive months, they will be removed from the organization.

### **Qualified Personal New Consultant**

A Consultant you personally add to your Team who meets the minimum retail sales requirement.

*Note: All entitlement calculations are based on Personal Retail Sales values only.*

\*The Starter Kit is provided at no charge, except for \$9.99 shipping and handling plus tax where applicable, to a new Independent Consultant who meets or exceeds the minimum Personal Retail Sales requirement for the Starter Kit selection. A new Independent Consultant who fails to satisfy this criteria will be billed \$200 plus tax. Kit contents subject to change.

## *team coordinator*

### **Qualifying Requirements**

- Minimum of 3 Engaged Personal Consultants.
- Must submit a minimum of \$250 in Personal Retail Sales in the qualifying month.

### **Team Coordinator Benefits**

- 35% Retail Discount on Personal Retail Sales.
- \$300 Norwex® Shopping Spree for each Qualified Personal New Consultant.
- An opportunity to earn gifts and rewards from sales and Team-Building efforts.
- 3% Commission on sales from Personal Consultants.
- Eligible for \$100 Promote and Grow Bonus.
- Eligible for the Matching Promote and Grow Bonus.

### **Requirement to Maintain Status and Commissions**

- Must submit a minimum of \$250 in Personal Retail Sales in each calendar month to be eligible for Commission on your Personal Consultants' Retail Sales.
- Must maintain a minimum of 3 Personal Active Consultants.
- Consultants not meeting requirements for this level for six (6) consecutive months (and not receiving Commission at this level for six (6) consecutive months) will be Repositioned.

## *sales leader*

### **Qualifying Requirements**

- Minimum of 5 Engaged Personal Consultants.
- Minimum of 10 Engaged Consultants in your Commissionable Downline (Personal Consultants included).
- Must submit a minimum of \$250 in Personal Retail Sales in the qualifying month.

### **Sales Leader Benefits**

- 35% Retail Discount on Personal Retail Sales.
- \$300 Norwex Shopping Spree for each Qualified Personal New Consultant.
- An opportunity to earn gifts and rewards from sales and Team-Building efforts.
- 5% Commission on Group Sales, except for Personal Consultants of a Team Coordinator.
- 2% Commission on Personal Consultants of Team Coordinators in your Group.
- 1% Commission on 1st Level (level is point of Breakaway; Sales Leader is level of Breakaway).
- Eligible for \$150 Promote and Grow Bonus.
- Eligible for the Matching Promote and Grow Bonus.

### **Requirement to Maintain Status and Commissions**

- Must submit a minimum of \$300 in Personal Retail Sales in each calendar month to receive Commission on Commissionable Downline Sales.
- Must maintain a minimum of 10 Active Consultants in your Commissionable Downline at all times, of which 5 must be your Personal Consultants.
- Consultants not meeting requirements for this level for six (6) consecutive months (and not receiving Commission at this level for six (6) consecutive months) will be Repositioned.



## *executive sales leader*

### **Qualifying Requirements**

- Minimum of 10 Engaged Personal Consultants.
- Minimum of 25 Engaged Consultants in your Commissionable Downline (Personal Consultants included).
- Must submit a minimum of \$300 in Personal Retail Sales in the qualifying month.

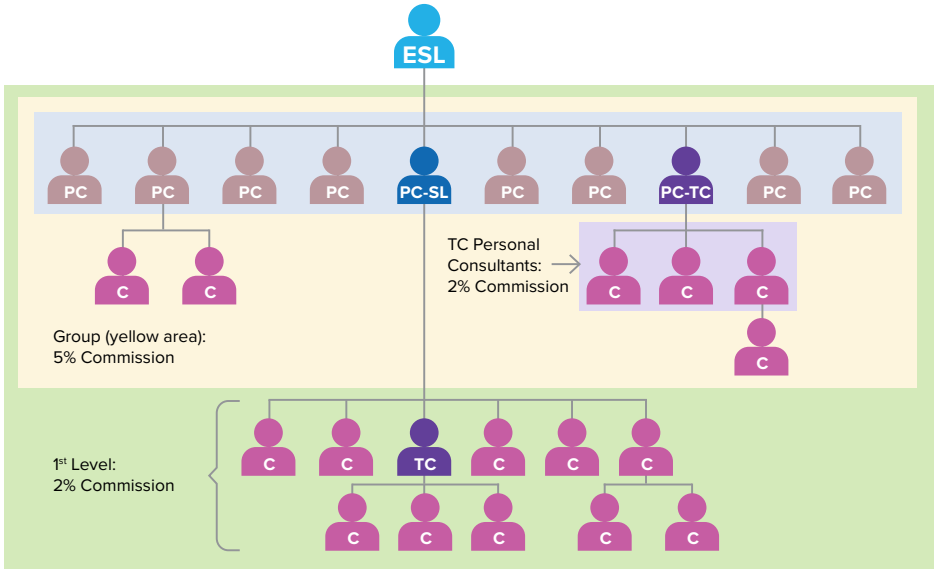
### **Executive Sales Leader Benefits**

- 35% Retail Discount on Personal Retail Sales.
- \$300 Norwex Shopping Spree for each Qualified Personal New Consultant.
- An opportunity to earn gifts and rewards from sales and Team-Building efforts.
- 5% Commission on Group Sales, except for Personal Consultants of a Team Coordinator.
- 2% Commission on Personal Consultants of Team Coordinators in your Group.
- 2% Commission on 1st Level.
- Eligible for the Matching Promote and Grow Bonus.

### **Requirement to Maintain Status and Commissions**

- Must submit a minimum of \$400 in Personal Retail Sales in each calendar month to receive earnings on Commissionable Downline Sales.
- Must maintain a minimum of 25 Active Consultants in your Commissionable Downline at all times, of which 10 must be your Personal Consultants.
- Consultants not meeting requirements for this level for six (6) consecutive months (and not receiving Commission at this level for six (6) consecutive months) will be Repositioned.

# overview of an executive sales leader's (ESL) commissionable downline



PC = Personal Consultant  
 C = Consultant  
 TC = Team Coordinator  
 SL = Sales Leader  
 ESL = Executive Sales Leader

- The blue area shows the Personal Consultants. (Must maintain a minimum of 10.)
- The yellow area shows the Group (which includes Personal Consultants). Earn 5% Commission on Group sales, except on Personal Consultants of a Team Coordinator.
- The purple area shows the Consultants of Team Coordinators in the Group. Earn 2% Commission on Personal Consultants of a Team Coordinator.
- The bracket shows the 1st Level (any Consultant in the Group who has been promoted to Sales Leader or higher. The Leader stays in the Group; the Leader's Team moves to 1st Level.) Earn 2% Commission on 1st Level.
- The green area shows the entire Commissionable Downline, which consists of all Consultants on whom an Executive Sales Leader is eligible to receive Commission. (Must maintain a minimum of 25.)

See page 7 for all Executive Sales Leader requirements and benefits.



## *senior executive sales leader*

### **Qualifying Requirements**

- Minimum of 25 Engaged Personal Consultants.
- Minimum of 75 Engaged Consultants in your Commissionable Downline (Personal Consultants included).
- Must submit a minimum of \$400 in Personal Retail Sales in the qualifying month.

### **Senior Executive Sales Leader Benefits**

- 35% Retail Discount on Personal Retail Sales.
- \$300 Norwex® Shopping Spree for each Qualified Personal New Consultant.
- An opportunity to earn gifts and awards from sales and Team-Building efforts.
- 5% Commission on Group Sales, except for Personal Consultants of a Team Coordinator.
- 2% Commission on Personal Consultants of Team Coordinators in your Group.
- 2% Commission on 1st Level.
- 1% Commission on 2nd Level.
- Eligible for the Matching Promote and Grow Bonus.
- Eligible for a \$250 Monthly Car Bonus.
- Assigned Consultants will count as Personal Consultants toward your Personal Active Consultants total for all Maintenance Requirements and qualification for Vice President Sales Leader and above.
- Awarded Norwex Red Jacket.
- One-time invitation to attend SESL Academy.

### **Requirement to Maintain Status and Commissions**

- Must submit a minimum of \$550 in Personal Retail Sales in each calendar month to receive Commission on Commissionable Downline Sales.
- Must maintain a minimum of 75 Active Consultants in your Commissionable Downline at all times, of which 25 must be your Personal and Assigned Consultants.
- Consultants not meeting requirements for this level for six (6) consecutive months (and not receiving Commission at this level for six (6) consecutive months) will be Repositioned.

## *vice president sales leader*

### **Qualifying Requirements**

- Minimum of 45 Engaged Personal and Assigned Consultants.
- Minimum of 200 Engaged Consultants in your Commissionable Downline (Personal and Assigned Consultants included).
- Must submit a minimum of \$550 in Personal Retail Sales in the qualifying month.

### **Vice President Sales Leader Benefits**

- 35% Retail Discount on Personal Retail Sales.
- \$300 Norwex® Shopping Spree for each Qualified Personal New Consultant.
- An opportunity to earn gifts and awards from sales and Team-Building efforts.
- 5% Commission on Group Sales, except for Personal Consultants of a Team Coordinator.
- 2% Commission on Personal Consultants of Team Coordinators in your Group.
- 2% Commission on 1st Level.
- 1% Commission on 2nd Level.
- 1% Commission on 3rd Level.
- Eligible for the Matching Promote and Grow Bonus.
- Eligible for a \$500 Monthly Car Bonus.
- Assigned Consultants will count as Personal Consultants toward your Personal Active Consultants total for all Qualifying and Maintenance Requirements.
- Awarded Norwex Black Scarf.
- Invitation to attend the annual Leaders Summit Meeting.

### **Requirement to Maintain Status and Commissions**

- Must submit a minimum of \$750 in Personal Retail Sales in each calendar month to receive Commission on Commissionable Downline sales.
- Must maintain a minimum of 200 Active Consultants in your Commissionable Downline at all times, of which 35 must be your Personal and Assigned Consultants.
- Consultants not meeting requirements for this level for six (6) consecutive months (and not receiving Commission at this level for six (6) consecutive months) will be Repositioned.





## ***executive vice president sales leader***

### **Qualifying Requirements**

- Minimum of 65 Engaged Personal and Assigned Consultants.
- Minimum of 400 Engaged Consultants in your Commissionable Downline (Personal and Assigned Consultants included).
- Must submit a minimum of \$675 in Personal Retail Sales in the qualifying month.

### **Executive Vice President Sales Leader Benefits**

- 35% Retail Discount on Personal Retail Sales.
- \$300 Norwex Shopping Spree for each Qualified Personal New Consultant.
- An opportunity to earn gifts and awards from sales and Team-Building efforts.
- 5% Commission on Group Sales, except for Personal Consultants of a Team Coordinator.
- 2% Commission on Personal and Assigned Consultants of Team Coordinators in your Group.
- 2% Commission on 1st Level.
- 1% Commission on 2nd Level.
- 1% Commission on 3rd Level.
- 0.5% Commission on 4th Level.
- Eligible for the Matching Promote and Grow Bonus.
- Eligible for a \$500 Monthly Car Bonus.
- Assigned Consultants will count as Personal Consultants toward your Personal Active Consultants total for all Qualifying and Maintenance Requirements.
- Awarded Norwex Black Jacket.
- Awarded custom Norwex Executive Vice President Sales Leader Pin.
- Invitation to attend the annual Leaders Summit Meeting.
- Attend the annual North America Black Jacket Meeting.

### **Requirement to Maintain Status and Commissions**

- Must submit a minimum of \$1,000 in Personal Retail Sales in each calendar month to receive Commission on Commissionable Downline sales.
- Must maintain a minimum of 400 Active Consultants in your Commissionable Downline at all times, of which 55 must be your Personal and Assigned Consultants.
- Consultants not meeting requirements for this level for six (6) consecutive months (and not receiving Commission at this level for six (6) consecutive months) will be Repositioned.



## ***senior vice president sales leader***

### **Qualifying Requirements**

- Minimum of 85 Engaged Personal and Assigned Consultants.
- Minimum of 600 Engaged Consultants in your Commissionable Downline (Personal and Assigned Consultants included).
- Must submit a minimum of \$750 in Personal Retail Sales in the qualifying month.

### **Senior Vice President Sales Leader Benefits**

- 35% Retail Discount on Personal Retail Sales.
- \$300 Norwex® Shopping Spree for each Qualified Personal New Consultant.
- An opportunity to earn gifts and awards from sales and Team-Building efforts.
- 5% Commission on Group Sales, except for Personal Consultants of a Team Coordinator.
- 2% Commission on Personal Consultants of Team Coordinators in your Group.
- 2% Commission on 1st Level.
- 1% Commission on 2nd Level.
- 1% Commission on 3rd Level.
- 1% Commission on 4th Level.
- 0.5% Commission on 5th Level.
- Eligible for the Matching Promote and Grow Bonus.
- Eligible to earn a Senior Vice President Sales Leader Growth Bonus.
- Eligible for a \$500 Monthly Car Bonus.
- Assigned Consultants will count as Personal Consultants toward your Personal Active Consultants total for all Qualifying and Maintenance Requirements.
- Awarded Norwex Red Scarf.
- Awarded custom Norwex Senior Vice President Sales Leader Pin.
- Invitation to attend the annual Leaders Summit Meeting.
- Attend the annual North America Black Jacket Meeting.
- One-time trip to Norwex Manufacturing Plant in China.

### **Requirement to Maintain Status and Commissions**

- Must submit a minimum of \$1,000 in Personal Retail Sales in each calendar month to receive Commission on Commissionable Downline Sales.
- Must maintain a minimum of 600 Active Consultants in your Commissionable Downline at all times, of which 75 must be your Personal and Assigned Consultants.
- Consultants not meeting requirements for this level for six (6) consecutive months (and not receiving Commission at this level for six (6) consecutive months) will be Repositioned.

# *silver senior vice president sales leader*

## **Qualifying Requirements**

For a period of 3 consecutive months:

- Have 15 or more Paid At Title Sales Leaders and above in your Personal Group with a minimum of 5 who are paid at the Senior Executive Sales Leader level or above.
- Be paid at the title of Senior Vice President Sales Leader.
- 5,000 Active Commissionable Downline Consultants.

## **Silver Senior Vice President Sales Leader Benefits**

- 35% Retail Discount on Personal Retail Sales.
- \$300 Norwex Shopping Spree for each Qualified Personal New Consultant.
- An opportunity to earn gifts and awards from sales and Team-Building efforts.
- 5% Commission on Group sales, except for Personal Consultants of a Team Coordinator.
- 2% Commission on Personal Consultants of Team Coordinators in your Group.
- 3% Commission on 1st Level.
- 1% Commission on 2nd Level.
- 1% Commission on 3rd Level.
- 1% Commission on 4th Level.
- 0.5% Commission on 5th Level.
- Eligible for the Matching Promote and Grow Bonus.
- Eligible to earn Senior Vice President Sales Leader Growth Bonus.
- Eligible for a \$750 Monthly Car Bonus.
- Assigned Consultants will count as Personal Consultants toward your Personal Active Consultants total for all Qualifying and Maintenance Requirements.
- Awarded Norwex Silver Scarf.
- Awarded custom Norwex Silver Senior Vice President Sales Leader Pin with Diamond.
- Invitation to attend the annual Leaders Summit Meeting.
- Attend the annual North America Black Jacket Meeting.
- Automatic Incentive Trip Qualifier for Trip for 1+ Airfare.

## **Requirement to Maintain Status and Commissions**

- Have 15 or more Paid At Title Sales Leaders and above in your Personal Group with a minimum of 5 who are paid at the Senior Executive Sales Leader level and above.
- Be paid at the title of Senior Vice President Sales Leader.
- 5,000 Active Commissionable Downline Consultants.
- Consultants not meeting requirements for this level for six (6) consecutive months (and not receiving Commission at this level for six (6) consecutive months) will be Repositioned.



## ***glossary of terms***

### **Retail Discount**

Discount the Consultant receives on the retail product price.

### **New Consultant**

A Consultant who is within his or her first 90 days of joining Norwex.

### **Qualified Personal New Consultant**

A New Consultant you personally add to your team who meets the minimum retail sales requirement of \$1,000 in Personal Retail Sales in 30 days or \$2,000 in Personal Retail Sales in 90 days.

### **Engaged Consultant**

A Consultant who submits \$250 in Personal Retail Sales in a month is considered Engaged for that month only.

### **Active Consultant**

A Consultant who maintains cumulative Personal Retail Sales of \$250 or more within a rolling three-month calendar cycle is considered Active.

### **Inactive Consultant**

A Consultant who maintains cumulative Personal Retail Sales of less than \$250 within a rolling three-month calendar cycle is considered Inactive.

### **Dormant Consultant**

A Consultant who maintains less than \$250 in cumulative Personal Retail Sales within a six-month rolling calendar cycle is considered Dormant.

### **Removed Consultant**

A Consultant who has \$0 in cumulative Personal Retail Sales for twelve consecutive months will be removed from the organization.

### **Assigned Consultant**

A Consultant who has rolled up direct to you but whom you did not personally add to your team. Assigned Consultants are not Personal Consultants. They are included in your Commissionable Downline and are counted as Commissionable Downline for promotion qualification and title maintenance.

For Senior Executive Sales Leaders and Above: Once you are titled as a Senior Executive Sales Leader, your Assigned Consultants will become Personal Consultants and will count as Personal Consultants toward your Personal Active

Consultants title maintenance. They are included in your Commissionable Downline and are counted as Commissionable Downline for promotion qualification to Vice President Sales Leader and above and title maintenance for Senior Executive Sales Leader and above.

### **Group**

Includes all of your Personal Consultants and their Downline up to and including the point of Breakaway (Sales Leader and above).

### **Downline**

Consultants who make up your overall organization.

### **Commission**

The percentages you receive as a Team Coordinator or higher on your Personal Consultants, Group Sales and Commissionable Downline Sales.

### **Commissionable Downline**

All the Consultants on whom you are eligible to receive Commission.

### **Breakaway**

Any Consultant in your Downline who has been promoted to Sales Leader or higher. Breakaways become the levels referred to in our Commission structure.

### **Qualifying Month**

A month in which qualifying requirements have been met to promote to a new Leadership title.

### **Promotion Month**

The month following qualification to a new Leadership title. This is the month you will start to earn Commissions based on the new title. Example: Qualify for Team Coordinator in August and earn based on your new title in September.

### **Repositioning**

After six consecutive months of not meeting his or her maintenance requirements, a Team Coordinator or Leader will be Repositioned to the highest paid title they are eligible for from the prior six months. The Team Coordinator or Leader will need to re-qualify to regain the higher title previously achieved. When a Team Coordinator or Leader is Repositioned, the Commission structure will reflect this change.

Each Consultant will be granted the option to exercise, at his or her discretion, a one-time Repositioning Extension for the life of his or her Norwex® contract. A Repositioning Extension Request must be submitted in writing to the Norwex Home Office and must include the reason for the extension. The Team Coordinator or Leader must also submit a three-month business plan outlining a plan to maintain title.

### **Promote and Grow Bonus**

Promote to Team Coordinator for the first time and receive a \$100 Promote and Grow Bonus. Promote to Sales Leader for the first time and receive a \$150 Promote and Grow Bonus. When one of your Personal Consultants earns a Promote and Grow Bonus, you will earn the Matching Bonus. For Senior Executive Sales Leaders and above, you are eligible to receive the Promote & Grow Bonus on Assigned Consultants. For Personal Team Builders to be eligible, they must be at the same or higher Leadership level as their Personal Consultant. (Example: If you promote a Personal Consultant to Team Coordinator, you will receive the \$100 Matching Bonus as long as you are a Team Coordinator or higher.)

# *today's healthier safer clean*

The Norwex Global Mission:  
Improving quality of life  
by radically reducing chemicals  
in our homes.



**Contact Your Norwex Consultant Today:**



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Fax: 1-877-622-3620

[www.norwex.biz](http://www.norwex.biz) [www.NorwexMovement.com](http://www.NorwexMovement.com)

*For the most up-to-date information,  
please check with your Norwex Consultant.*  



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