



welcome to the Scentsy life



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Need to contact us?

Use the **Scentsy Contacts** list on the back cover.



Scentsy Commons — our home office on 73 acres in Meridian, Idaho.

Consultant Guide Key:

Look for these icons for quick business builders.



Awards & Recognition

Work hard to earn big!



Goal alert!

Set new goals to stay on track.



Party tips

Make your parties pop!



Talking tips

When you're not quite sure what to say.



Your Workstation

Your online hub for placing orders and running your Scentsy business.



Training

Explore the Training section of Scentsy Success on your Workstation to take charge of your learning and development.



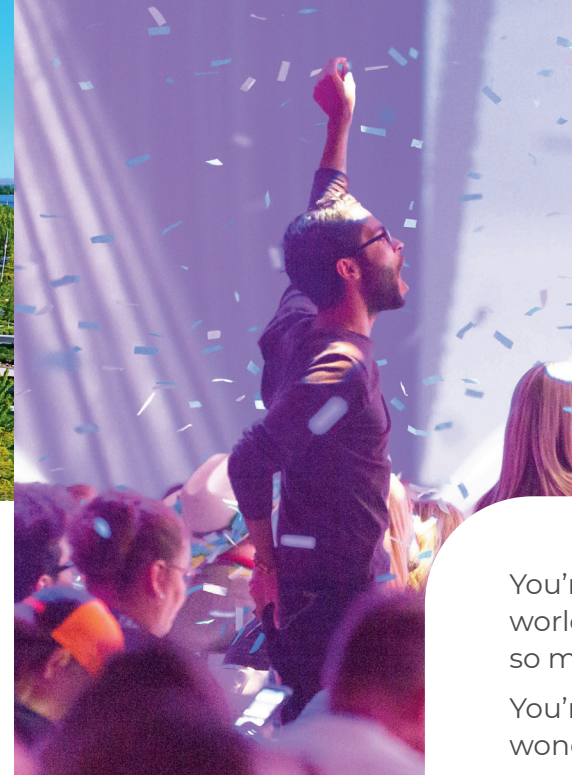
Consultant Store

Shop Scentsy catalogs, brochures, marketing tools and more on your Workstation.



Scentsy lingo

Find helpful definitions for Scentsy terms in the glossary on pages 24 and 25.



Hey, Scentsy Consultant!

Ready to kick off your Scentsy life?



You're now part of something **big** — a global movement to beautify the world through fragrance (with healthy doses of friendship, generosity and so much fun).

You're probably pretty excited (you should be!), and you might also be wondering what to do first. We've got you covered.

During your first 70 days, we'll send you emails filled with training and encouragement, and provide you with a checklist of simple things to do to get your Scentsy business up and running.

Your first step? Hold a launch event (pages 16 and 17) and work toward earning new-Consultant awards: Shooting Star and Scentsational Start (pages 6 and 7). They'll get your business really moving, plus you get **sweet** perks for achieving them. Win-win!

No matter what, don't forget that we're here for you.

Welcome to Scentsy!

Our Mission

To bring value to the world by providing an industry-leading, family-friendly business opportunity selling creative, artistic, high-quality products that **Warm** the Heart, **Enliven** the Senses and **Inspire** the Soul.

Our Values

Simplicity: We avoid the unnecessary and do the right things, the right way, through teamwork.

Authenticity: We stay true to who we are, creating trust by being open, honest and respectful.

Generosity: We love to give of our time, talent and resources.





Start here, with Scentsy

The possibilities are endless, but the path is up to you.



Make Scentsy yours by setting a goal that's personal to you.

Let's get started!

1. Check out your Starter Kit.

It has everything you need to launch your business, including Scentsy products and samples, sales and marketing tools, and training and reference materials (like this one)!

2. Log in to your Workstation and start the First Things First checklist.

It's your guide to planning your launch event and officially kicking off your business — it even includes a space where you can set your first big Scentsy goal! (Learn more about goal setting on the next page.)



Plan to finish the checklist by your 70th day. And learn all about your Workstation, the online hub where you run your business, on page 12.

Don't forget to watch your inbox for even more helpful tips, training and reminders.

3. Launch your new business!

Your launch event is where you make those first sales and connect with Hosts to schedule more parties and events. Learn more on page 16.

What do you want?

More Income



Family Time



Vacation



Friendship



Awards & Recognition



Set it, then go get it!

We want to help you *get that goal*.

Think about what you want from Scentsy, then set your first goal to stay focused and motivated. Big or small, a good goal will help you get there!



Learn more by searching "SMART Goals" in the Training section of Scentsy Success on your Workstation.

Did you know? You're more likely to achieve goals if you write them down.

My Scentsy goal: _____

Write it here, there, everywhere! Post your goal in your home office, in your car or on your bathroom mirror — somewhere you'll see it every day. You can even share your goal on Facebook and send it to your Sponsor. Let the people who care about you help hold you accountable!

Once you have your goal, it's time to create your path to reach it. When in doubt, share Scentsy.

Let's get this party started.

The best way to share Scentsy products is through a Scentsy party. There are many party styles, including easy-to-use virtual options, so you can choose what works best in your world.

I will schedule _____ parties every week to reach my goal!

Keep your calendar handy and up to date so you always know when you're available to party. Learn all about the Scentsy party on pages 18 and 19.





Understanding the Scentsy product calendar

We're constantly releasing new Scentsy fragrances — and offering exciting new ways to enjoy them at home, work or on the go. Here's a look at when you can expect new products to drop throughout the year, so you can share them with your customers:

The Scentsy Catalog

Our biggest, most exciting opportunity to share what's new! We release two Scentsy catalogs per year, chock-full of new products and fragrances:

- ★ The Spring/Summer Catalog launches Feb. 1 and is available through July 31.
- ★ The Fall/Winter Catalog launches Aug. 1 and is available through Jan. 31.

Transition

The months immediately prior to a new catalog month (January and July) are considered transition months at Scentsy. During transition, we run a 10% off sale on just about everything in the current catalog, plus we discount existing sales and marketing tools for Consultants. Transition is also the time to stock up on everything you'll need for the next selling season — like new catalogs!

Scentsy Collections

There are many seasonal, holiday and promotional collections released outside the typical catalog cycle:

- ★ **Harvest Collection:** Launches Sept. 1; available while supplies last.
- ★ **Holiday Collection:** Launches Oct. 1; available while supplies last.
- ★ **Bring Back My Bar (BBMB):** Twice a year, we invite Scentsy fans to vote for their favorite discontinued fragrances. We tally the votes and make the winning scents available for purchase for one month.
- ★ **Summer Collection:** Launch date varies; available while supplies last.

Scent and Warmer of the Month (aka SOTM/WOTM and Monthly Specials)

Each month, we release a brand new warmer and fragrance — available as a Scentsy Bar, Scent Circle and Room Spray. They're on sale for 10% off during their featured month, then available at full price while supplies last. We offer sales tools like brochures and sharable images through the Marketing section of Scentsy Success on your Workstation to help you promote them to your customers.

- ★ Check out page 14 for more info on our Scent and Warmer of the Month subscription programs!

Limited-Time Offers

Throughout the year, we launch limited-time offers (we call them LTOs), like new Scentsy Buddies, licensed products or specialty fragrance collections. These aren't tied to a calendar, but we announce them to Consultants first in the News section of Scentsy Success on your Workstation. LTOs are only available while supplies last.

- 📖 Visit your Workstation every day for the latest product announcements, including what's up-and-coming!

SCENTSY CLUB

Scentsy Club is a monthly subscription service that lets customers schedule regular shipments of Scentsy consumables (aka the stuff that runs out), so their favorites are always on hand. It's also a great way to create recurring income for your business!

How it works:

- 1 Sign up and pick your products.**
- 2 Choose how often you want them.**
- 3 Enjoy your favorites!**

Always Get My Bar

Your customers will love this perk! If we discontinue a Scentsy Bar that's in a Club subscription, including LTO fragrances, we'll keep making it just for the subscriber (as long as it's in their order)! Each time we transition to a new catalog and products are discontinued, remind customers they can always get their favorite bar with Scentsy Club.

Visit scentsy.com/ScentsyClub for full details.

Whiff Box

Each month, we put together a Whiff Box filled with new, trending and seasonal products to discover. What's inside is always a surprise! Includes a variety of samples and full-sized items, like Body, Clean and Laundry products, Scentsy Bars and more! All for less money than purchasing the products individually.

- ★ To get a Whiff Box on a regular basis, your customers can join Scentsy Club to schedule recurring shipments!





New-Consultant Awards

Earn these awards to fast-track your first promotion — and a 5% increase in commission when you promote to Certified Consultant! Chart your progress on your Workstation.

Shooting Star Award

How to qualify:

- ★ Sell at least 500 Personal Retail Volume (PRV) within your first 15 days.

I need to qualify by _____ (my enrollment date + 14 days).

What you earn:

- ★ Shooting Star charm & bracelet **or**
- ★ lapel pin & lanyard

Visit your Workstation for more information on the Shooting Star Enhancement Kit!



Increase your commission!

As an Essential Consultant, you earn up to 20% commission on your PRV. Earn 1,000 cumulative PRV to promote to Certified Consultant and earn up to 25% commission. Learn more on page 10.



PRV, or Personal Retail Volume, is the point value for your sales. You need at least 200 PRV in one or more months within the most recent 12-month period to stay current.



Earn the **Shooting Star Trainer Award** — and get a \$25 product credit! — when you sponsor a new team member who earns Shooting Star.

Scentsational Start Award

Level 1

How to qualify:

- ★ Sell at least 1,500 PRV **or**
- ★ Sell 500 PRV and sponsor one new Personally Enrolled Consultant who hits 200 PRV* **and**
- ★ Complete the First Things First checklist on your Workstation†

What you earn:

- ★ \$50 product credit‡
- ★ Scentsational Start Level 1 lapel pin or charm§
- ★ Certificate of achievement§



Level 2

How to qualify:

- ★ Sell at least 3,000 PRV **or**
- ★ Sell 1,500 PRV and sponsor one new Personally Enrolled Consultant who hits 200 PRV* **and**
- ★ Complete the First Things First checklist on your Workstation†

What you earn:

- ★ \$125 product credit‡
- ★ Scentsational Start Level 1 and Level 2 lapel pins or charms§
- ★ Certificates of achievement (for levels 1 & 2)§
- ★ *Scentsational Start Award Warmer* exclusively for Scentsational Start Level 2 or 3 achievers§



Level 3

How to qualify:

- ★ Sell at least 6,000 PRV **or**
- ★ Sell 3,000 PRV and sponsor two new Personally Enrolled Consultants who each hit 200 PRV* **and**
- ★ Complete the First Things First checklist on your Workstation†

What you earn:

- ★ \$225 product credit‡
- ★ Scentsational Start Level 1, 2 and 3 lapel pins or charms§
- ★ Certificates of achievement (for levels 1, 2 and 3)§
- ★ *Scentsational Start Award Warmer* exclusively for Scentsational Start Level 2 or 3 achievers§
- ★ Trophy§
- ★ **Major** props from Scentsy and your fellow Consultants



*The Personally Enrolled Consultant (PEC) must be active (earn 200 PRV in a single month) prior to the end of the month in which your 70th day occurs.

†All items in the checklist must be completed before your 70th day.

‡Product credits are not cumulative.

§Awards may ship separately.

The fastest, easiest and most fun way to earn these awards is to have parties! Find your party style on pages 18 and 19.

🏆 Awards & Recognition



(charm or pin)



(charm or pin)



Sales Awards

- ★ Earn the Monthly Sales Award every time you hit 2,000 PRV in any month and get a 5% bonus on your PRV.
- ★ Top Sales of the Month is awarded to each country's top Consultant by title who earns the highest PRV.
- ★ Get the Lifetime PRV Award for every cumulative 10,000, 50,000, 100,000 or 500,000 PRV earned.
- ★ The Annual Sales Excellence Award goes to all Consultants who achieve 30,000 PRV or more each year — it comes with a \$1,000 bonus and a trophy. Qualification period: May 1 through April 30.

Sponsor of the Month

Awarded to the top Consultant in each title and country with the most first-time active personal enrollments in one month; a minimum of three new recruits who each earn at least 200 PRV is required. In the case of a tie, the combined PRV of the new recruits will be used as a tie-breaker.

Annual Mentor Award

Personally enroll 14 or more new Consultants who achieve the title of Certified Consultant or higher during the qualification period, May 1 through April 30.

Your rewards include:

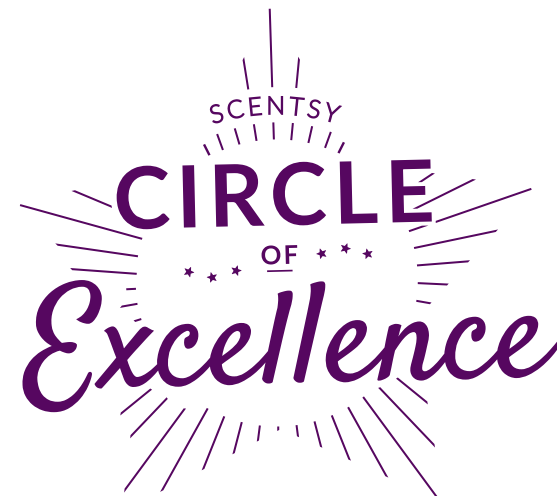
- ★ Personalized trophy.
- ★ \$25 bonus per Certified Consultant; \$50 bonus per Lead Consultant or higher.

Director Consistency Bonus

Meet all Director rank qualifications for three consecutive months and receive Scentsy Family Reunion (SFR) registration for your region **free**.

Meet all Director rank qualifications for six consecutive months and receive SFR Leadership registration **free**. And if you attend the SFR Leadership or Retreat for Leaders events, you'll also receive a **free** set of Scentsy-branded luggage. Luggage is a one-time award.

Visit the Training section of Scentsy Success on your Workstation to learn more.



Circle of Excellence

Awarded when a SuperStar Director has six first-generation SuperStar Directors.

Your rewards include:

- ★ One free incentive trip each calendar year when you maintain the rank of SuperStar Director for the 12 months prior to the end of the incentive trip qualification period. Any incentive trip points you earn can be used for a guest or upgrades.
- ★ One free Leadership registration each year.
- ★ One free Scentsy World Tour registration each year.
- ★ One free Scentsy Family Reunion registration each year.
- ★ One free SuperStar Director Summit registration each year.



Alice Kalilimoku Shining Star Award

This award is given to a Consultant who fulfills the Scentsy mission and exemplifies our core values of Simplicity, Authenticity and Generosity. Consultants choose the nominees, and the winner is selected by Scentsy's executive team.





Say hello to payday!

The best thing about Scentsy? You get what you give! Work to reach your income goals each month by selling Scentsy products and sharing the business opportunity with others.

Here's what you should know:


- ★ **Essential Consultants** (that's you!) earn **20%** commission on PRV.
- ★ **Certified Consultants** (that's you, *after* you earn at least 1,000 PRV) earn **25%** commission!
- ★ After that, each promotion brings more income and bonus opportunities — especially when your team begins making their own sales to customers.


A few more details to keep in mind:

- ★ The Scentsy Pay Portal is where your commissions and bonuses are loaded each payday (the 10th of the month, unless it falls on a weekend or holiday and gets bumped to the next business day).

✿ Click the **Pay Portal** link on your Workstation or visit **ScentsyPay.com** to change your account settings and get paid.

- ★ Your **compensation card** should arrive in your mailbox about 15 days after you join. Activate it and we'll automatically load your commissions there each month.
- ★ If you are paid commissions and awards of \$600 or more in a calendar year, you'll receive a Form 1099-MISC for income tax purposes. Check out the 1099-MISC FAQ document on your Workstation for more information.
- ★ **Order payments** from Consultants to Scentsy must be made via credit/debit card (Visa, MasterCard, American Express or Discover) or PayPal (where available), but you can accept payment from customers in whatever form you choose. Just be sure personal checks are made out to you!

 The PEG rate allows us to calculate commissions for Consultants worldwide. Learn more on page 24.

 Check out the Training section of Scentsy Success on your Workstation for more on the Compensation Plan, including helpful training videos.

The Compensation Plan

You get paid based on your rank, the title of the Consultants you sponsor and generational bonuses (these come later).

SCENTSY Compensation Plan

Monthly Responsibilities	Essential Consultant	Certified Consultant	Lead Consultant	Star Consultant	SuperStar Consultant	Director	Star Director	SuperStar Director
Personal Retail Volume (PRV)		1,000*	500	500	500	500	500	500
Group Wholesale Volume (GWV)			1,000	2,500	6,000	10,000	30,000	80,000
Team Wholesale Volume (TWV)						2,000	6,000	10,000
Active Frontline Consultants			1	2	3	3	3	3
First Generation Directors							2	4

Once you sell 1,000 PRV, you're **Certified for life!**

*Lifetime Personal Retail Volume; must be attained before rank advancement.

Monthly Rewards	Essential Consultant	Certified Consultant	Lead Consultant	Star Consultant	SuperStar Consultant	Director	Star Director	SuperStar Director
Commission from Standard PRV	20%	25%	25%	25%	25%	25%	25%	25%
Commission from Scentsy Club PRV	10%	15%	15%	15%	15%	15%	15%	15%
Bonus from Personal Wholesale Volume			2%	4%	7%	9%	9%	9%
Frontline Essential or Certified Consultant TWV Bonus			2%	4%	7%	9%	9%	9%
Frontline Lead Consultant TWV Bonus				2%	5%	7%	7%	7%
Frontline Star Consultant TWV Bonus					3%	5%	5%	5%
Frontline SuperStar Consultant TWV Bonus						2%	2%	2%
Frontline Director (Q) TWV Bonus						3%	3%	3%
First Generation Director TWV Bonus						3%	3%	3%
Second Generation Director TWV Bonus							4%	4%
Third Generation Director TWV Bonus								5%

Get Certified ASAP for a **5% increase!**

Consultants earn 20% (or 10% through Scentsy Club) on the first 1,000 points in Personal Retail Volume (PRV) and 25% (or 15% through Scentsy Club) on all sales after that, plus up to a 9% bonus on Personal Wholesale Volume based on rank and a 5% sales award when monthly sales exceed 2,000 points in PRV. They may also earn leadership bonuses based on downline sales. Qualification for incentive trips is determined annually. The average annual commission for a Consultant who was with Scentsy for all of 2019 was \$1,769, while those who were with Scentsy for only part of the year averaged \$190 in annual commission. For a detailed look at Scentsy's compensation plan, including what the average Consultant earns, visit scentsy.com, then click Join.

You'll have the whole thing down in no time. For now, let's focus here:



Your first goal should be to promote from Essential to Certified Consultant as soon as possible by selling products to your new customers, because it comes with a healthy commission increase.

For a detailed look at our Compensation Plan and average earnings, visit scentsy.com/join.

SCENTSY Compensation Plan

Monthly Responsibilities	Essential Consultant	Certified Consultant	Lead Consultant
Personal Retail Volume (PRV)		1,000*	500
Group Wholesale Volume (GWV)			1,000
Team Wholesale Volume (TWV)			
Active Frontline Consultants			1
First Generation Directors			

Once you sell 1,000 PRV, you're **Certified for life!**

Monthly Rewards	Essential Consultant	Certified Consultant	Lead Consultant
Commission from Standard PRV	20%	25%	25%
Commission from Scentsy Club PRV	10%	15%	15%





First Things First

We put together a checklist of what it takes to officially launch your business! Check it out on the Workstation home page for your first 70 days, or in the Training section of Scentsy Success.



Click on the Quick Tips found throughout your Workstation for help setting up a party, entering your first order and more.

Your Workstation

This is where the magic happens! Place and manage orders, set up parties, track your sales and income, learn about news and events, store customer info and more.

How do I get there?

Visit workstation.scentsy.us, and use your Consultant ID number and password to log in. Your Workstation is packed with resources — here's what you should know now:

My Dashboard

Track your progress toward new-Consultant awards (clock's ticking!), complete the First Things First checklist, access your Scentsy account info and see breaking news.

★ Support

Use the Support menu at the top right of your dashboard to chat online or to submit a support request. You can also call or email Consultant Support (their contact info is on the back cover).

★ Account

Update your profile, personal info and monthly subscriptions, and edit your PWS.

★ Orders

Place and track all orders.

★ Contacts

Manage your customer records and order history.

★ Events

Register for events and check out incentive trips you can earn!

★ Consultant Calendar

Stay on track with dates for new product launches, events and more.

Scentsy Success

★ News

Check it every day for Scentsy news and the latest product info.

★ Training

Learn everything about running a Scentsy business, including product training, your Workstation, selling, social media, team building and more!

★ Marketing

Your one-stop shop for free marketing tools, including amazing product and promo images ready to be shared.

Consultant Store

Shop Scentsy catalogs, brochures, marketing tools and more. Be sure to check out special Power Launch discounts — only available during your first 70 days!

Your Personal Website (PWS)

Your PWS is where you'll:

- ★ Sell Scentsy products online.
- ★ Give new customers a place to find you.
- ★ Invite others to join your team.
- ★ Share your Scentsy story with the world!

New Consultants get a **free** three-month subscription to a PWS — keep it after that for \$10 a month.

Customize it!

Your PWS is all about **you**. Add your story, your contact info and your latest Scentsy favorites. (We'll take care of the hard stuff, like updating new products, promotions and more.) Just go to the Account section of your Workstation and click "Enroll in Personal Website" to get started.

Grow your business by customizing your Join Page! Tell everyone why you fell in love with Scentsy and how it can enrich their lives — just like it's enriching yours!

The Party Page

Welcome **everyone** to the party! The Party Page can be used for any party style to increase your guest list, sales and Host Rewards. No matter what, guests are one click away from shopping.

- ★ Customizable
- ★ Social
- ★ Mobile friendly



Learn all about Scentsy party styles on pages 18 and 19.

How it works

Add a title or theme, photos and video, and links to your social media sites and your favorite products. You and your Host get together to invite guests to join the Party Page. Once it goes live, the party begins! And you can create a unique Party Page experience for every party.

Be a social butterfly

Any guest with access to your online party can share it and invite even more people to join with an email, text or on social media.

Countdown clock

There's a live countdown clock at the top of the Party Page, prompting guests to shop and place their orders before time runs out.





Our subscriptions give you exciting opportunities to stock up on Scentsy products and build your business.

For Consultants only – Monthly Specials kits:

Scent of the Month Kit

\$35/month (plus shipping)

A brand new fragrance every month? Yes, please! This is a great reason to reach out to your customers regularly, and this kit has everything you need to share it.

With the kit you get:

- ★ 9 Scentsy Bars in the featured fragrance
- ★ 1 Scentsy Room Spray
- ★ 1 Fragrance Tester
- ★ 1 pack of Scented Stickers
- ★ 50 Monthly Specials fliers

It's a fab deal! Plus, we'll send it to you before the new fragrance is available for purchase (at 10% off!) so you can share samples, bring it to parties and start collecting orders.

Scent & Warmer of the Month Combo Kit

Starting at \$60/month (plus shipping)

With this subscription, you get all the Scent of the Month Kit contents, plus the exclusive Warmer of the Month!



Subscribe to our Monthly Specials kits in the Account section.

Making Perfect Scents™

We email a newsletter with all the latest products and promos to your subscribed customers on **the second Wednesday of each month**. We can only send it to the contacts you upload to your Workstation, so be sure to ask for email addresses and check the "Newsletter subscriber" box when you plug in their info! They can unsubscribe any time.



Add a custom message each month in the Communication section.

International Sales & Sponsoring

Scentsy does business all over the world!

Find your country on the map to find your Scentsy region, and get ready to expand your business globally!

Here's how:

Sell & Sponsor: In-Region

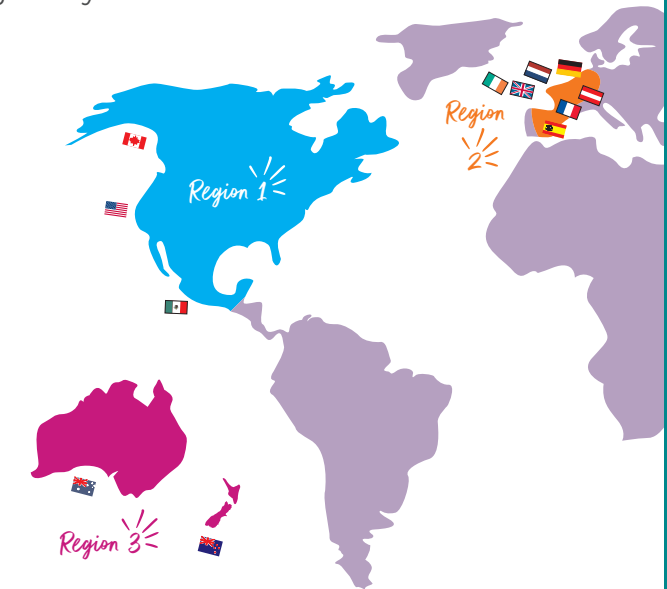
\$5/month

Sponsor new Consultants and sell Scentsy in any country within your region.

International Sponsor Fee: Out-of-Region

\$10/month

Sponsor new Consultants outside your region. (Sorry, but you can't sell Scentsy outside your region.)



Why charge a fee?

These fees help cover the costs involved with bonus payouts, currency conversions and updating your PWS for all appropriate countries and languages. Even if you don't personally sponsor across borders, you'll need to enroll if you want to earn bonuses on out-of-country downline. You must also agree to the appropriate International Sales and Sponsoring Agreement to do business internationally.



Your downline includes all the Consultants you sponsor, plus all the Consultants they sponsor.



To sign up, click on the Account section of your Workstation, scroll down to "International" and select your desired region(s).

Sell with AMI

Make finding new customers and following up with your existing customers easy with the Sell with AMI app! Organize your contacts; build a loyal customer base with automated reminders to follow up, link and share products on the go; track your Scentsy goals, and manage your business confidently wherever you are. Learn more at scentsy.sellwithami.com.





Tips

- ★ Work with your Sponsor to get your launch event scheduled and your guests invited right away.
- ★ Tell everyone why you joined Scentsy. When you share your passion, it will spread.
- ★ Always carry catalogs, samples and business cards. When you hand something out, be sure to get contact info so you can follow up.
- ✿ “You’re going to love the catalog, and I included a free sample of our new Scent of the Month. What’s your contact info, so I can keep you in the loop?”
- ★ Share your favorite products with friends and coworkers.

This is the grand opening of your Scentsy business! Get ready to have some fun.

Before your launch event:

1. **Choose a date** within your first 10 days. Think about what type of event you want to host, be it a casual at-home gathering, an easy-to-shop online event or a combination of the two.
2. **Set up your event** in the Orders section of your Workstation so you can make a Party Page.
3. **Create a guest list and send invites!** Create your List of 100 and use it to connect with guests on Facebook and more.
4. **Learn as much as you can!**



Take a look through the latest Product Training Guide (in your Starter Kit and in the Training section of Scentsy Success) and keep it handy to help you answer product questions.

5. **Label everything** — products, catalogs, brochures, samples — with your contact info.
6. **Practice a short presentation.** Remember that the most important thing is to be yourself.



Consultants who have a launch event and then schedule at least three parties within their first 15 days are much more successful than those who don't.

Launch time!

Let's mingle.

Your launch event should be relaxed and fun. Put out some simple snacks and give guests time to settle in.

Your presentation

Just be you! Share how much you love Scentsy and why you're excited to be a Consultant.

- ★ Invite everyone to sample Scentsy fragrances and check out your display!
- ★ Keep your display simple using the products from your Starter Kit.
- ★ Explain Host Rewards and invite everyone to get a party on your calendar. Learn more on page 20.
- ★ Let them know to hit you up and place an order once they're done shopping.



Look for guests who are really into it — those are the ones you want to send home with Host and Opportunity packets! Learn how to create your own packets in the Training section.

It's a wrap.

- ★ Call guests who couldn't come — they can still shop on your PWS.
- ★ Close your event and enter orders in the Orders section of your Workstation. Your Sponsor (and the Training section) can help. Be sure to gather complete customer info so you can follow up and collect future orders.
- ★ Label products with your contact info and deliver orders.
- ★ One to two weeks after the event, follow up with guests who were interested in being a Host or Consultant. Also follow up with those who made a purchase to see if they need more product.



If the turnout at your first launch event is less than you'd like, schedule another one a few days later. When you're the Host of your own party, you reap the Host Rewards! Use your Host credits to get additional Scentsy products for party displays and more.



Find more tips, plus instructions on how to enter your first order, in the Training section of Scentsy Success.





Why parties?


Scentsy products need to be experienced! And there's just no better way to share fragrance than in person — at home, at your favorite coffee shop or in the breakroom at work. But that's not the only way to share Scentsy! Check it out:



In Person

Home party

Your Host picks a date and invites friends and family. You'll set up a simple product display, give a quick demo and encourage guests to sample the fragrances.

 Visit the Marketing section of Scentsy Success and select "Invitations and Gift Tags" from the drop-down menu for party theme ideas and assets!

The Magic Numbers

Want to make your party a hit? Remember 10-7-2-1:

- ★ At least **10** guests attend.
- ★ At least **7** guests place orders.
- ★ At least **2** guests book parties.
- ★ At least **1** guest — maybe your Host! — is interested in joining your team.

Don't worry about hitting your numbers at every party. If you trust the system and let go of your expectations, you'll find 10-7-2-1 just happens!

Fairs & shows

Scan your community calendars for local fairs and trade shows. It's a great way to meet new people (and find new party Hosts)! You don't need to spend a lot to rent booth space at really large events. Sometimes the smaller events — like church or block parties — can provide a big return on your investment!


One-on-One


Sometimes your customers just want to shop. Sure, you could send them to your PWS, but meeting them in person — at their home, the coffee shop, the office — helps build those connections that are so important to your business.

On the Go

Basket party

Have a busy Host? No biggie. Just fill a basket with Fragrance Testers, catalogs, order forms and business cards. Your Host can take the basket to work, school, the gym, church, sporting events — wherever — to share Scentsy fragrances, collect orders and earn more Host Rewards!

 Give a basket party to all your home party Hosts so they can share Scentsy fragrances and collect orders anytime!


 Check out the Scentsy All-in-One Party Tote — it has space for everything you need to have a successful on-the-go party.


Fundraisers

When you host a Scentsy fundraiser, you agree to donate a portion of your commission to a charitable cause or organization. You'll get new contacts, customers and potential Hosts (don't forget to label **everything**).

Online

★ Share Scentsy with friends near and far when you host an online party! Facebook is a great channel, but you can also run the whole show from the Party Page on your PWS (see page 13).

 Use the Party Page on your PWS for every party style to increase your guest list, sales and Host Rewards! Learn more on page 13.

 Check out the Marketing section of Scentsy Success on your Workstation — there's a whole category dedicated to parties!





Everyone loves Scentsy. And Host Rewards let them get more! It's a no-brainer (and the No. 1 reason your Hosts will book a party).

Spread the word!

Party Sales	\$200 - \$349.99	\$350 - \$499.99	\$500 - \$999.99	\$1,000+
Free product	\$20 - \$34.99 value	\$35 - \$49.99 value	\$75 - \$149.99 value	\$150+ value
50% off product	1 item	2 items	3 items	4 items

Product \$85 and over requires two half-price items to save 50%.

FYI

- ★ A party has to reach at least \$200 in sales to qualify for rewards.
- ★ Earned rewards are provided by Scentsy! They don't come out of your commissions.
- ★ Host Rewards don't count toward your PRV.
- ★ There's a small fee (\$5) if your Host doesn't use all their half-price items. (Who wouldn't?) If that happens, just use them yourself!
- ★ Hosts get another half-price product when one of their guests books a party and they attend! It's called the Perpetual Party Reward.



Enter your launch event as a Home Party in the Orders section to earn Host Rewards!

Flip that Host!

Hosts make the best teammates!

When your Host is interested in the Scentsy life, offer to give them the commission you earn from their party if they join — they can consider it their launch event! It's a major incentive: They get paid **and** the sales count toward new-Consultant awards! They're already on the fast track to becoming a great new member of your team.

Earn a Kit

For qualifying parties, your Host can also use their earned Host Rewards toward the purchase of a Host-Exclusive Starter Kit! Learn more in the FAQ on your Workstation — just search "Earn a Kit."

"Change how you speak to yourself and others. Instead of 'I can't' or 'I'm not smart enough or talented enough,' say 'I haven't yet, but I will' and 'I will get better at this with practice.'"

— Heidi Thompson, Scentsy Co-CEO

We're in this together

Whether you're a brand new Scentsy Consultant or a top Scentsy leader, there are always new opportunities to learn and grow — it's a cycle that never ends! There is so much to learn from your fellow Consultants, and we love offering new training and tools to help you take your Scentsy business to the next level.

As a Scentsy Consultant, the home office team provides you with access to:

- ★ A huge library of free online training content in Scentsy Success on your Workstation.
- ★ Amazing events that include inspiring speakers, workshops and expo-style learning opportunities.
- ★ Standardized training workshops designed for facilitator-led and self-guided learning.

Here's a quick look at the topics you'll find in the Training section of Scentsy Success — and delivered first-hand by the Scentsy staff and your fellow Consultants at Scentsy events:

Sell & Sponsor

Share Scentsy products and the opportunity to host a party or join your team by building genuine, supportive relationships.

Know the Product

Learn about the use, features and benefits of Scentsy products to attract new customers and build loyalty for repeat purchases.

Run Your Business

Work efficiently — and with purpose — by understanding how to use your Workstation, marketing tools, compensation and incentives.

Improve Yourself

Discover and make the most of your unique talents, build energy and stamina with wellness tips, and work smarter — not harder — to maximize your productivity.

Lead Your Team

Build a strong, sustainable business by effectively leading and inspiring your team to stay engaged and motivated.

Join the Scentsy Family Consultants Facebook group for the latest training, event details and plenty of Scentsy Spirit!



Tell your Host:

"Your rewards are based on party sales, so be sure to pack the house!"

"Not everyone you invite will be able to come to your party, but you can still ask them to place an order — it'll count toward your rewards!"

"Did you know you get **another** half-price product when one of your guests books a party and you attend?"



This is called the Perpetual Party Reward. It's a great way to motivate Hosts to help you book more parties!



Scentsy Standards Raising Our Standards

Our most important job is to support and protect our Consultants! That's why we established Scentsy Standards for doing business. You agreed to the Standards when you enrolled as a Consultant, but you can also find them in the Independent Consultant Agreement (the full document is posted on your Workstation).

Here's a quick look at abridged key Standards:

Claims

1. Products: You may not make any claims regarding the therapeutic or curative properties of any Scentsy products, other than those contained in current official Scentsy literature.
2. Opportunity: You may not demonstrate the earning potential of Scentsy or party plan/direct selling opportunities by sharing your own earning information or the earning information of other Consultants without the proper disclaimers or Income Disclosure Statement.
3. Endorsements: You may use only Scentsy-approved language or materials when asserting any previous, current or future endorsement of any kind.

Corporate pricing vs. personal specials

You have the flexibility to sell Scentsy products at whatever price you choose. However, in your advertisements, you must always use corporate pricing. Personal specials can be shared with your customers directly in one-to-one communication.

eBay and retail locations

We prohibit the sale of Scentsy products on sites like eBay and Amazon, buy/sell/trade pages on Facebook and in retail stores.

Inventory loading

At least 70% of your total monthly PRV must be sold to customers outside of your household. You are prohibited from carrying excessive inventory and from encouraging your downline to purchase and carry large amounts of inventory.

Cancellation policy

Scentsy accounts that do not generate sales resulting in at least 200 points in PRV in at least one month within any consecutive 12-month period will be cancelled for inactivity.



Go to your Workstation to search Scentsy Standards for the answers you need.

Direct Selling Association's Code of Ethics The Standard for an Accountable Marketplace

Protecting Consumers

In all interactions, a salesperson must:

- ★ Contact customers at a convenient time.
- ★ Provide accurate information on products and services.
- ★ Provide company and salesperson contact information.
- ★ Protect customer privacy.
- ★ Ensure product and earnings claims are clearly documented and defined, and substantiated by competent and reliable evidence.

A salesperson will not:

- ★ Engage in unlawful or unethical recruiting practices.
- ★ Encourage fellow salespeople to purchase unreasonable amounts of inventory or sales aides.
- ★ Encourage selling of products solely to qualify for downline commissions.

DSA Member Responsibilities

A member company must:

- ★ Abide by the Code's standards and procedures as a condition of DSA membership.
- ★ Publish the Code on their website and the process for filing a Code complaint.
- ★ Provide ethics training to their salespeople.
- ★ Ensure product and earnings claims are clearly documented and defined, and substantiated by competent and reliable evidence.

A member company will not:

- ★ Engage in unlawful or unethical recruiting practices and exorbitant entrance fees.
- ★ Encourage salespeople to purchase unreasonable amounts of inventory or sales aides.
- ★ Encourage selling of products solely to qualify for downline commissions.

Protecting Salespeople

A member company must provide:

- ★ Information on its compensation plan, products and sales methods.
- ★ Actual and potential sales and earnings claims; accurate descriptions of products, services and opportunities.
- ★ A contract detailing the relationship with the company, including start-up fees and costs.
- ★ An explanation of its repurchase policy, requiring a 90% refund on currently marketable materials within 12 months of purchase, including sales kits if required.

Enforcement:

- ★ The Code of Ethics is enforced by an independent administrator, responsible for compliance and complaint resolution. A member company agrees to abide by the requirements of the Code as a condition of DSA membership.
- ★ The Code Administrator is empowered to employ any appropriate remedy to ensure that salespeople do not incur significant financial loss, including requiring DSA member companies to repurchase inventory or materials.
- ★ Member companies must ensure all marketing activity by the salesforce is consistent with company policies and the Code.
- ★ Member companies are subject to reviews to ensure Code compliance and adherence to state and federal laws.
- ★ The Code requires consumer protection measures beyond the minimum standards set by the legal and regulatory communities.
- ★ The Code administrator is empowered to issue periodic compliance reports, including public reports.



Scentsy Glossary



A Active

An account status achieved when you earn at least 200 points in PRV in one month. Activity, or being active, in at least one month during any consecutive four-month period is a requirement for retaining your downline. Activity in at least one month during any 12-month period is a requirement for remaining current.

B Bonus

The amount paid out to leaders (Lead Consultants and above) as a percentage of Personal Wholesale Volume (PWV) on personal sales and Team Wholesale Volume (TWW) on downline Consultant sales.

C Commission

The compensation for your personal sales of commissionable products.

Compensation Plan

The various levels of compensation you can earn as you advance to different Consultant levels.

Current

If you are active for one or more months within the most recent 12-month period, you are current and therefore eligible to place orders and receive commissions.

D Director (Q)

The title assigned to any Director, Star Director or SuperStar Director once they have not qualified for the Director rank for three consecutive months. This title may only be held for a total of three months.

Downline

Any Consultants that you sponsor and the Consultants they sponsor and so forth, including all levels and generations.

F Frontline

All Consultants on your first level either sponsored by you or as the result of a roll up.

G Generation

The arrangement of all Directors and their teams in your downline.

Group

Your entire downline.

Group Wholesale Volume (GWV)

The sum of the Personal Wholesale Volume (PWV) of all members in your group.

H Home country

The country you specified during the enrollment process.

L Level

Each Consultant sponsored into your downline, whether by you or another Consultant in your downline, is organized into a structure that is based on layers of sponsorship.

Lifetime PRV (LPRV)

The sum total of all Personal Retail Volume (PRV) you have accumulated on your account from your enrollment date to the present date. LPRV is not lost or reset as a result of an account cancellation.

P PEG rate

A calculation applied to Personal Retail Volume (PRV) that converts PRV points to local currency to pay commissions.

Perpetual Party Reward

When a guest at a party books their own party, the original Host will receive an additional half-price item if they attend that qualifying party.

Personal Retail Volume (PRV)

The point value of commissionable products you sell. PRV is a global point system converted to local currency using a PEG rate.

Personal Website (PWS)

A tool to help you promote your business, collect online orders, announce online parties and sponsor new Consultants.

Personal Wholesale Volume (PWV)

75% of Personal Retail Volume (PRV).

Personally Enrolled Consultant (PEC)

A Consultant who selects you as their Sponsor at the time of their enrollment.

R Rank

A monthly qualification used to determine your rate of compensation.

Region

Countries that Scentsy has grouped together for sales and marketing purposes.

Roll up

When your account is not active during any consecutive four-month period or if you elect to lock your account into a non-sponsoring account, your downline moves up one level and becomes your Sponsor's frontline.

S Scentsy Family Foundation

Offers philanthropic support through scholarships, direct donations and community-based causes and charitable cause products.

Sponsor

Your immediate upline who is a current Consultant.

Starter Kit

A selection of training materials, demonstration products and business supplies that you are required to purchase upon enrollment.

T Team

You and all Consultants in your downline, excluding Directors and their downline.

Team Wholesale Volume (TWW)

The sum of the Personal Wholesale Volume (PWV) of all Consultants on your team.

Title

Generally, the highest rank achieved by a Consultant to date. A Consultant's title only changes by advancement, except when Directors don't meet Director rank requirements, or when a Lead Consultant or higher is not Active for a consecutive four-month period.

Training (Scentsy Success)

A centralized location for all training content available to Scentsy Consultants. Access the Training section in Scentsy Success on your Workstation.

U Upline

This includes the Consultant who sponsored you, their Sponsor and so forth.

W Workstation

This is the heart of your business, where you place and track orders, set up your events, track sales, get information on news and events and much more. Log in with your Consultant ID number or username and password at workstation.scentsy.us.



Scentsy Contacts

Account Services

Account suspensions, voluntary cancellations, restorations, Social Security number updates, downline transfer requests, Business Entity requests, Director team names, change-of-country requests

accountservices@scentsy.com

Cancelled Consultants can call Consultant Support at 1-877-855-0617 if they have any questions.

Awards and Incentives

Awards, award nominations, incentives
awards@scentsy.com

Compliance

Submission of intellectual property permission form, information on internet marketing, logo usage, promotional materials

ip@scentsy.com

Independent Consultant Agreement
compliance@scentsy.com

Consultant Development

Training, personal development, business development

training@scentsy.com

Consultant Support

Workstation help, order status, product questions, replacements, exchanges, compensation questions, Scentsy events, Scentsy Success Consultant Store, business support

support@scentsy.com

1-877-855-0617 (toll-free)

Live chat/support request (via Workstation)
5 a.m. to 8 p.m. (PT) Monday through Friday

Scentsy Headquarters

Send mail to: P.O. Box 1335, Meridian, ID 83680
Consultant Support (toll-free): 1-877-855-0617
Corporate Office (toll-free): 1-877-895-4160
Email: support@scentsy.com

Finance

1099-MISC forms
finance@scentsy.com

Commissions, bonuses, compensation plan
commissions@scentsy.com

Sales tax
salestax@scentsy.com

Media Relations

Publicity, public relations, media relations
mediarelations@scentsy.com

Product Development

Product suggestions, feedback
Idea Share: <https://ideas.scentsy.com/>

Scentsy Family Foundation

Charitable donations, sponsorships, scholarships, charitable cause product suggestions
ScentsyFamilyFoundation.org

Scentsy Pay Portal Support

Scentsy Pay Portal account, compensation card
support@scentsypay.com
1-866-277-1790 (toll-free)
1-778-373-5389 (toll)
1-866-278-8825 (Puerto Rico)



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