



BOISSET *Collection*

INDEPENDENT AMBASSADOR
COMPENSATION PLAN
THE COMPLETE GUIDE



WE WELCOME YOU AS A

BOISSET AMBASSADOR

As you write the next chapter of your life story as a Boisset Ambassador, only you can determine your level of commitment. The amount of time you wish to dedicate, the amount of knowledge you wish to acquire and the amount of income you require - these decisions are up to you.

We welcome you to discover and define your own earning opportunity.

INCOME OPPORTUNITIES

There are three basic ways you can earn money as a Boisset Ambassador:

1

ORDERS

Sales Commissions
Sales Bonuses

As a Boisset Ambassador, you can earn up to 35% commission* on every purchase made by yourself or your personal customers. Your **Sales Commission** can be dramatically enhanced when you reach key milestones that qualify for **Sales Bonuses**.

2

SPONSORING

Onboarding Bonuses
Level Bonuses

As you sponsor new Ambassadors, you will earn **Onboarding Bonuses** and **Level Bonuses** on their orders as well as your own. The more Ambassadors you sponsor, the more you will earn! Helping Ambassadors on your team to succeed and advance will increase your own income.

3

LEADERSHIP

Team Building Bonuses
Generation Bonuses

As you mentor other Ambassadors on your team, they will grow their businesses and advance by developing teams of their own. When you advance into Boisset Leadership, you will become eligible for **Team Building Bonuses** and **Generation Bonuses** on their performance.

Your pathway to financial success as a Boisset Ambassador is directly related to your ability to develop in these three key areas of focus: Placing Orders, Sponsoring, and Leadership.

* Commissions are based on the Commissionable Volume (CV) of each purchase. See pages 13-14 for more info on CV

CAREER ADVANCEMENT

You can increase your earning potential across all three categories – Selling, Sponsoring & Leadership - through Career Advancement, or promotions to new “Titles”.

Promotions for Boisset Ambassadors to new titles* are earned by meeting monthly performance goals, or “qualifications”, for:

- your own ordering volume
- for sponsoring new Ambassadors
- for your team’s total ordering volume



There is only one set of titles, shown in the following pages, but they are applied in two different ways. “Career Titles” recognize the high point of your achievements to date. “Paid-As Titles” determine how much you can earn in commissions and bonuses each month.

CAREER TITLES RECOGNITION FOR YOUR SUCCESS

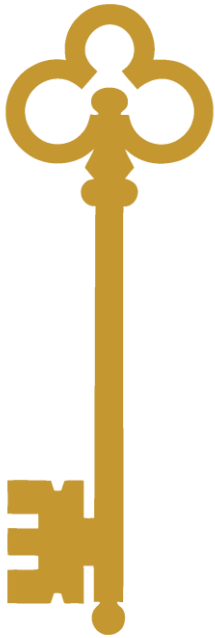
Your “Career Title” reflects your rank in the Ambassador Program, based on the pinnacle of your performance to date. Whenever you meet the qualifications for a title higher than your existing one, you are automatically “promoted” to that next title.

This means that you can add your Career Title to your business card. You will be automatically upgraded to the superior title on your Boisset website, as well as in Boisset’s monthly “Recognition” announcements.

Your Career Title will be updated to reflect each new achievement and you will keep that title until your next promotion* for recognition purposes.

* Career Titles are based on Personal Volume (PV) and other qualifications. See page 12 for more information on PV and page 7 for more information on title qualifications.

**To maintain Career Titles of Senior Director and above, you must re-qualify at that level at least once per year. If you do not re-qualify, your Career Title will be updated to match the Paid-As Title you earn in the 12th month after your initial promotion.



PAID-AS TITLES

THE KEY TO GROWING YOUR BUSINESS

Your Paid-As Title is the highest title for which you qualify in any given month. It's called your "Paid-As" title because it determines the commission and bonus rates at which you are paid each month.

Your Paid-As Title can change each month depending on how your performance measures up to the qualifications shown on the next two pages. Paid-As Titles may be the same or lower than your career title, but will never be higher. By definition, meeting the qualifications for a higher Paid-As Title earns you a promotion to that Career Title as well.



CAREER TITLE

- Reflects your rank in the Ambassador Program
- Recognizes your highest achievement to date
- You keep your Career Title until next promotion (some titles require annual re-qualification)



PAID-AS TITLE

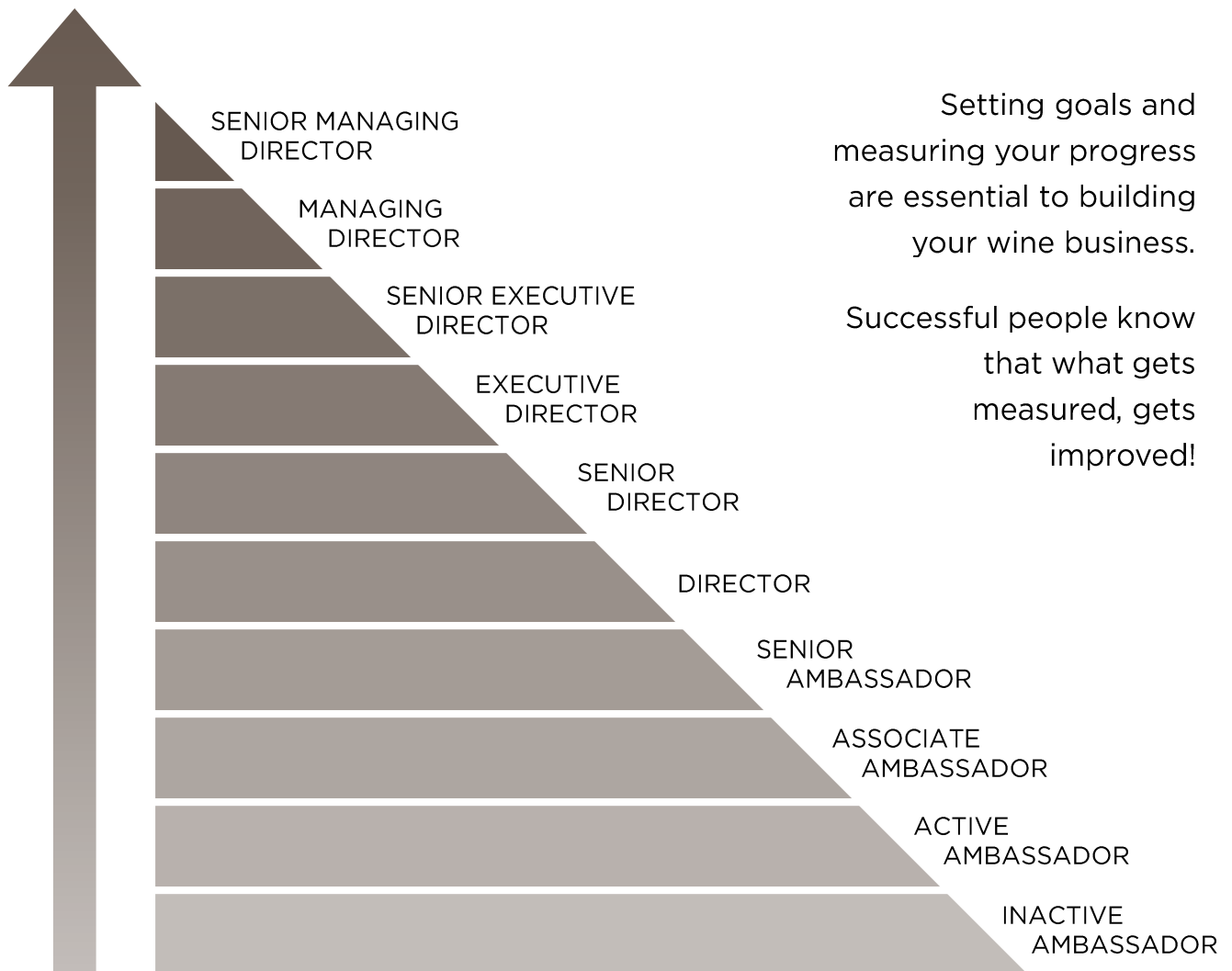
- Based on performance in the most recent month
- Controls the rate at which you are paid that month
- Your Paid-As Title can change every month, depending on how you score on qualifications

Consistency is essential for maximizing your income. Earning a new Career Title is an achievement to be proud of, but maintaining it as Paid-As is the way to make it the most of it.

* Career Titles and Paid-As Titles are based on a Personal Volume (PV) and other monthly qualifications. See page 12 for more information on PV and page 7 for more information on title qualifications.

AMBASSADOR TITLES

Improving your performance in Selling and Sponsoring can get you promoted to new titles with great benefits! Once you become a Leader, your earnings potential is unlimited.



TITLE QUALIFICATIONS

<p>AMBASSADOR (AMB)</p> <p>\$250 PV</p> <p>*CONSIDERED "INACTIVE" IF LESS THAN \$250 PV2.2</p>	<p>ASSOCIATE AMBASSADOR (AA)</p> <p>\$250 PV</p> <p>1 ACTIVE LEG</p>	<p>SENIOR AMBASSADOR (SA)</p> <p>\$250 PV</p> <p>2 ACTIVE LEGS</p> <p>\$1,500 OV</p>
<p>DIRECTOR (DIR)</p> <p>\$400 PV</p> <p>3 ACTIVE LEGS</p> <p>\$3,500 OV</p>	<p>SENIOR DIRECTOR (SD)</p> <p>\$600 PV</p> <p>4 ACTIVE LEGS</p> <p>\$7,000 OV</p>	<p>EXECUTIVE DIRECTOR (ED)</p> <p>\$600 PV</p> <p>4 ACTIVE LEGS (INCL. 1 SD+)</p> <p>\$15,000 OV</p>
<p>SENIOR EXECUTIVE DIRECTOR (SED)</p> <p>\$750 PV</p> <p>4 ACTIVE LEGS (INCL. 2 SD+)</p> <p>\$40,000 OV</p>	<p>MANAGING DIRECTOR (MD)</p> <p>\$750 PV</p> <p>4 ACTIVE LEGS (INCL. 2 SD+ & 1 ED+)</p> <p>\$100,000 OV</p>	<p>SENIOR MANAGING DIRECTOR (SMD)</p> <p>\$1,000 PV</p> <p>6 ACTIVE LEGS (INCL. 2 SD+ & 3 ED+)</p> <p>\$300,000 OV</p>

PV = Personal Volume CV = Commissionable Volume See pages 12-14 for explanation of PV & CV

OV = Organization Volume (your entire team's combined PV)

Leg = Entire team of any Ambassador you have sponsored

Active Leg = Leg where at least one person is "active" that month with \$250 PV

See Appendix for complete definitions of Compensation Plan terms.

INCOME OPPORTUNITIES: ORDERS

SALES COMMISSIONS

As an Ambassador, you will earn a Sales Commission on every purchase made by your customers, or by you yourself.

AMBASSADOR COMMISSIONS: STAY ACTIVE TO MAXIMIZE EARNINGS

INACTIVE AMBASSADOR

15%

Sales Commission

Every Ambassador earns 15% on the total Commissionable Volume* (or CV) of every order placed by their customers, or by themselves in any given month.

Ambassadors are considered “inactive” in any month where their qualifying Personal Volume* (or PV) is **less than \$250**. Inactive Ambassadors receive only this 15% sales commission and are not eligible for bonuses.

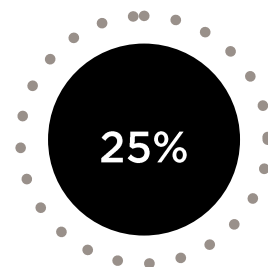
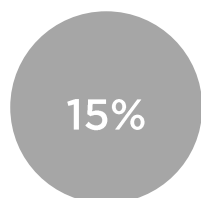
ACTIVE AMBASSADOR

25%

Sales Commission

You are considered “Active” when you qualify with **over \$250** in PV in any given month. **Active Ambassadors earn 25% on the total Commissionable Volume*** (or CV) of every order placed by their customers, or by themselves in any given month.

Active Ambassadors are also eligible for bonuses that can boost your commission rate up to 35%* and bonuses on your team’s performance.



* Commissions are based on the Commissionable Volume (CV) of each purchase. See pages 13-14 for more info on CV

INCOME OPPORTUNITIES: ORDERS

SALES BONUSES

Reaching key milestones in order volumes makes you eligible for Sales Bonuses that can enhance your commissions.

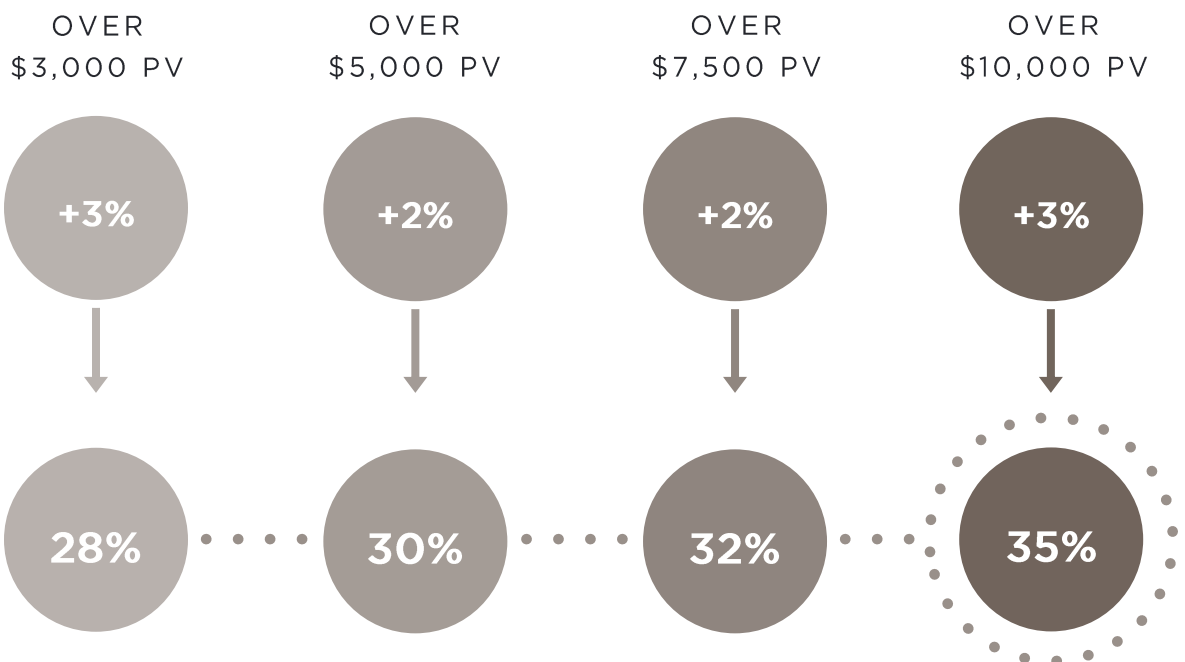
BONUSES ON VOLUME: EARN MORE ON LARGER ORDER TOTALS

As an Active Ambassador, you are eligible for sales bonuses that can accumulate to allow you to earn up to 35% in commissions. The percentage you earn is based on your monthly Personal Volume (PV) and is paid based on the total Commissionable Volume (CV) of each purchase.

Sales Bonuses are based on meeting monthly goals. You can earn:

- An extra 3% in months with orders over \$3,000 in PV
- An additional extra 2% in months with orders over \$5,000 in PV
- An additional extra 2% in months with orders over \$7,500 in PV
- An additional extra 3% in months with orders over \$10,000 in PV

-
- 10% Potential Sales Bonus + 25% Sales Commission = \$35%



* Commissions are based on the Commissionable Volume (CV) of each purchase. See pages 13-14 for more info on CV

INCOME OPPORTUNITIES: ORDERS MAKING SENSE OF COMMISSIONS

Calculating commissions can be complicated, but for good reason. Our commission structure is complex because it is designed to align incentives and benefit everyone.

THE BOTTOM LINE ON COMMISSIONS: VARIABLE RATES ARE GOOD FOR BUSINESS

We are invested in your success, because when you succeed, we succeed.

- That's why we offer such deep discounts on Tasting Experiences, so you can book tastings more easily.
- That's why we underwrite such a significant portion of shipping costs on our wines with our flat shipping rates.
- That's why we provide so much training, so much marketing support and support so many events around the country every year.

Programs like these are costly, but are proven to be effective in the emerging channel of direct sales. We want you to benefit from our promotional programs, so we give you the most possible credit for all orders placed by your customers (or you yourself), regardless of their cost to Boisset. That's why we measure and reward performance monthly based on those order totals, which we call your **"Personal Volume" (PV)**.

However, the hidden costs of these promotional programs and the narrower margins on some items mean commissions cannot be paid out equally across the board. That's why you will earn commissions based on the percentage of your Personal Volume that is "commissionable", which we call your **Commissionable Volume (CV)**.

MINDING YOUR P's AND C's: PERSONAL VOLUME vs. COMMISSIONABLE VOLUME

The distinction between PV and CV is very important. It's easy to remember: "P" is for percentage, "C" is for cash



**Personal Volume =
The Total Value of
all Qualifying Orders*
Placed in That Month**

Personal Volume determines **HOW HIGH A PERCENTAGE YOU EARN** in any given month because it is used as the key qualification for Sales Commissions, Sales Bonuses and for Advancement to new Career Titles and Paid-As Titles.



**Commissionable Volume =
A Percentage of Your Personal
Volume That Varies Each Month Based
on Product Category of Items Sold**

Commissionable Volume is the number by which that percentage (determined by PV) will be multiplied to calculate **HOW MUCH CASH YOU EARN** in any given month.

Ultimately, this system serves the interests of both Boisset and our Ambassadors because it incentivizes sales of products that have a higher profit margin for the company and that have a higher earning potential for the Ambassador, whose compensation is percentage-based – a win-win for everyone.

* Orders of Enrollment Kits and Business Supplies do not qualify toward Personal Volume (PV). See page 12-14 for more info.

INCOME OPPORTUNITIES: ORDERS

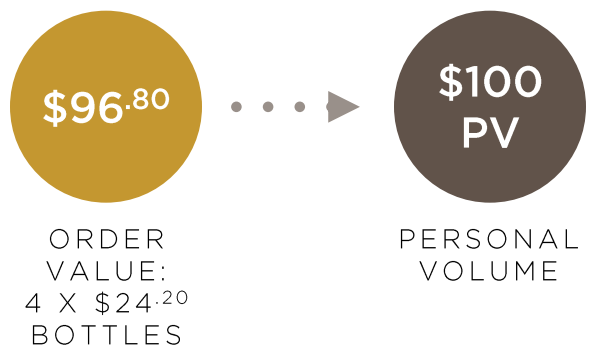
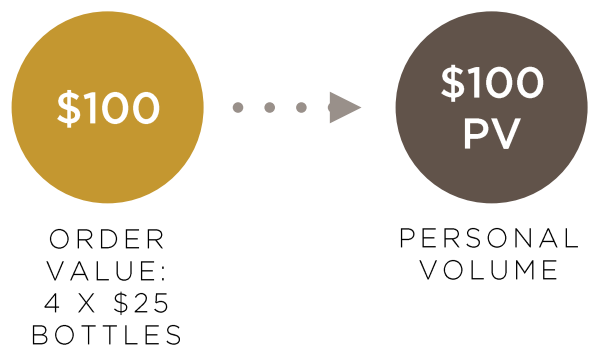
UNDERSTANDING PV:

PERSONAL VOLUME

PV is important because it is the measurement used to determine what titles and bonuses you are eligible for.

PERSONAL VOLUME (PV) is based on the dollar value of all qualifying orders* placed with Boisset by your customers (or by you yourself) that month. PV is always calculated on the values of sales **after discounts** but **before tax and shipping**.

PV is a **Point Value** that will never have decimals or fractions. It will always be **ROUNDED UP** to the nearest dollar for each **INDIVIDUAL UNIT** sold, which means that you get the most possible credit on sales of cases and multiple bottles.



* Orders of Enrollment Kits and Business Supplies do not qualify toward Personal Volume (PV). See chart on page 14.

INCOME OPPORTUNITIES: ORDERS

UNDERSTANDING CV: COMMISSIONABLE VOLUME

CV is important because it is the value on which all of your Sales Commissions and Sales Bonuses are paid each month.

COMMISSIONABLE VOLUME (CV) is a Percentage of your Personal Volume each month that varies based on the type of products that were ordered.

Wines at different price points have different profit margins, so commissions are not paid out equally across all of the wines that we sell.

CV rate categories are always based on each wine's frontline RETAIL PRICE, before any discounts are applied.

There are a few exceptions:

- Wine Gift Sets are always 75% CV regardless of the per bottle or gift set price
- Custom Label Wines are always 75% CV regardless of the per bottle price
- Deeply discounted wines - such as Tasting Experiences and Clearance Items - count only towards your PV, not towards your CV.



INCOME OPPORTUNITIES: ORDERS

VARIABLE RATES:

BOISSET CV CHART

PRODUCT CATEGORY	PERSONAL VOLUME (PV)	COMMISSIONABLE VOLUME (CV)
JCB JEWELRY	100%	100%
WINE OVER \$75 PER BOTTLE RETAIL	100%	100%
WINE \$35 TO \$75 PER BOTTLE RETAIL	100%	75%
WINE UNDER \$35 PER BOTTLE RETAIL	100%	50%
WINE GIFT SETS	100%	75%
CUSTOM-LABEL WINES	100%	75%
WINE ACCESSORIES	100%	50%
ATELIER FOOD ITEMS	100%	50%
TASTING EXPERIENCES (DISCOUNTED FLIGHTS)	100%	0%
HALF-OFF ORDERS (DISCOUNTED ITEMS)	100%	0%
BOTTLE ETCHING	100%	0%
AMBASSADOR ENROLLMENT KITS	0%	0%
BUSINESS SUPPLIES	0%	0%

* Like PV, CV is a Point Value that will never have decimals or fractions. It will always be ROUNDED UP to the nearest dollar for each INDIVIDUAL UNIT sold.

INCOME OPPORTUNITIES: ORDERS

EXAMPLE:

CALCULATING EARNINGS*

Let's say your average wine tasting event results in \$750 in wine sales.

If you have 4 such tastings per month, that's $\$750 \times 3 = \$3,000$ in wine orders.

Those orders would earn you \$3,000 in Personal Volume (PV) for the month.

For simplicity's sake, assume all wines sold are in Boisset's core \$35-\$75 range.

Wines in this price range qualify for 75% in Commissionable Volume (CV).

Your \$3,000 PV for the month would count as \$2,250 CV for the month, since $\$3,000 \times 0.75 = \$2,250$.

Having over \$250 PV makes you Active, meaning you are eligible for a rate of 25% in Sales Commission.

Hitting \$3,000 PV triggers the first Bonus Gate, earning you an extra 3% for that month.

Taken together, your 25% Sales Commission and 3% Sales Bonus total 28%.

Your \$3,000 PV has determined the **percentage** of both Sales Commission and Sales Bonus that you will earn in that month.

This combined percentage of 28% is then applied to your \$2,250 CV for that month to calculate how much **cash** you earn, in this case a total of \$630.



Earned in this sample month:

\$562.50 in Sales Commission (25%)

\$67.50 in Sales Bonuses (3%)

\$630.00 Total

*This page provides an example of potential earnings and should not be construed as a promise of income.

INCOME OPPORTUNITIES: **SPONSORING**

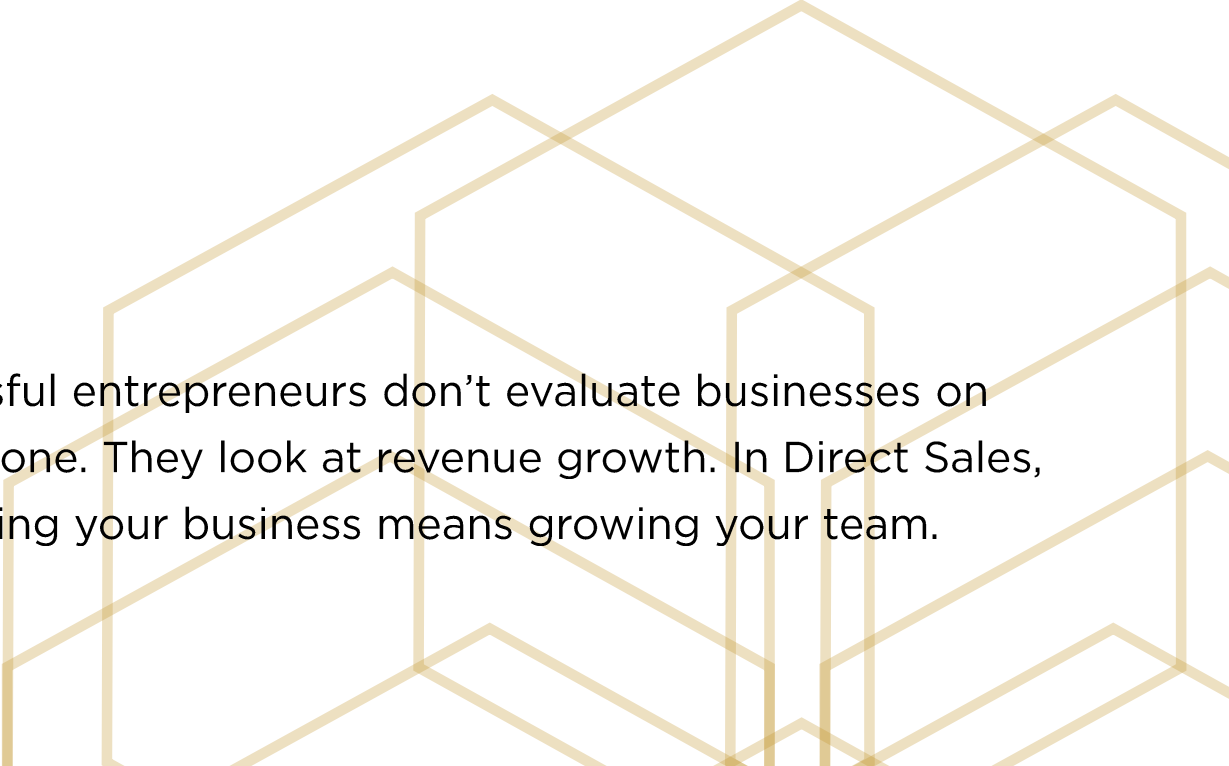
As you sponsor other Ambassadors, you will be rewarded and provided with both the tools and the incentives that you need to build a strong team.

BUILDING A TEAM: THERE IS STRENGTH IN NUMBERS

There is only so much wine any one person can sell!

This is why you will benefit greatly from bringing new people on board with Boisset. As you sponsor other Ambassadors, they will become part of your “**Genealogy**”.

Helping the Ambassadors you sponsor to succeed and advance will increase your own commissions. Not only is sponsoring essential for promoting to new **Career Titles** and **Paid-As Titles**, but there are specific bonuses you can earn that are designed to reward you for sponsoring: **Level Bonuses** and **Onboarding Bonuses**.



Successful entrepreneurs don't evaluate businesses on revenue alone. They look at revenue growth. In Direct Sales, growing your business means growing your team.

INCOME OPPORTUNITIES: SPONSORING BUILDING YOUR TEAM

Building a team allows you to earn additional commissions on the entire group's sales volume and even get cash bonuses for promotions to new titles among your ranks.

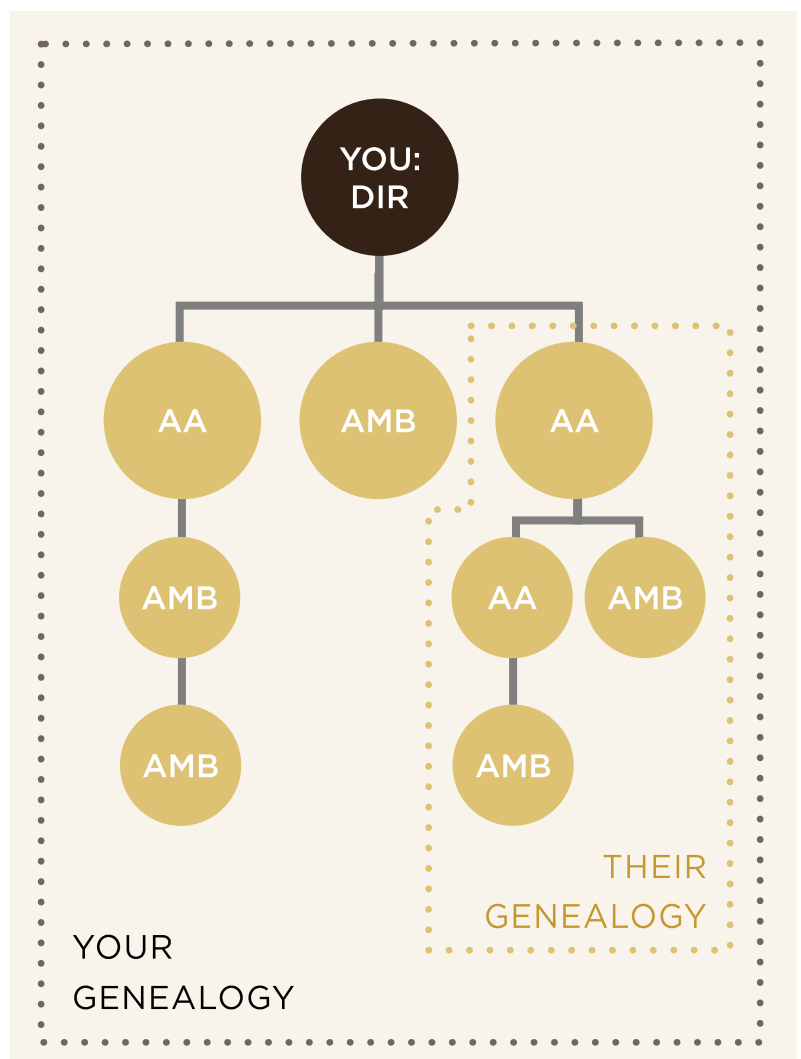
WHAT IS A GENEALOGY?

A Genealogy is a hierarchal structure that each Ambassador has a place in. Your own personal Genealogy begins with you and includes all of the Ambassadors sponsored into your genealogy by you or anyone below you.

Every Ambassador who sponsors a new Ambassador is creating their own new Genealogy that will extend to include all Ambassadors below them.

We often call the members of your Genealogy, excluding yourself, your "team" or your "downline".

However, your Genealogy is the proper term to use when you yourself are included in the group, as for discussing the rewards for **Team Sales**.



INCOME OPPORTUNITIES: SPONSORING YOUR LEGS & LEVELS

The more “Legs” and “Levels” you are able to develop in your personal Genealogy as you build your team, the more you will earn.

WHAT IS A LEVEL?

A **Level** is simply the location of another Ambassador in your Genealogy hierarchy in relation to you.

The Ambassadors you sponsor personally are considered your Level 1 Ambassadors. The people they sponsor are your Level 2 Ambassadors, and so on, as shown in the diagram on the next page.

Levels are important because you can earn **Level Bonuses** on the performance of Ambassadors in your Level 1 and Level 2.

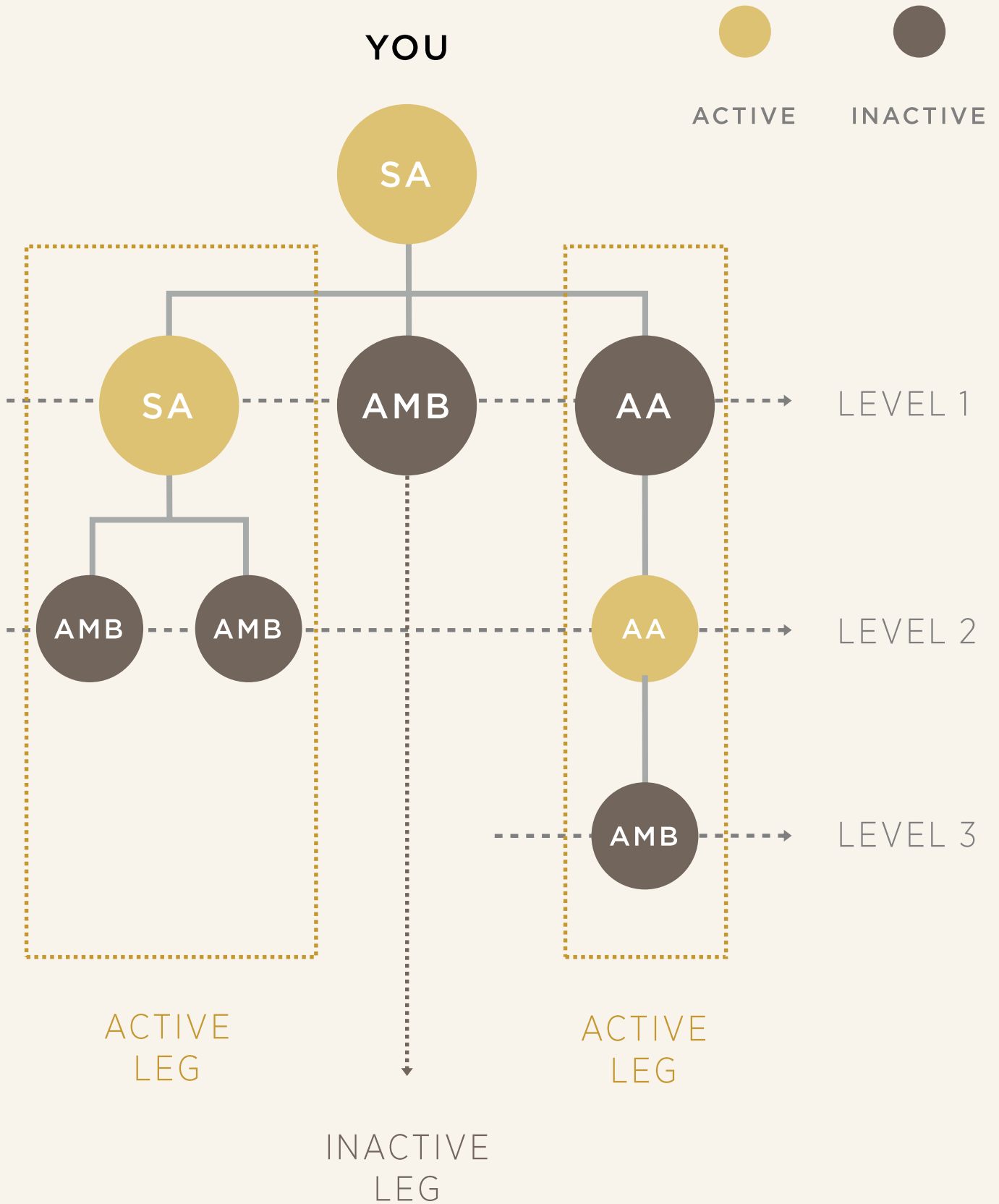
WHAT IS A LEG?

A **Leg** begins with an Ambassador on your Level 1, meaning one you have sponsored personally. You have as many legs as you have Ambassadors on your Level 1. Each Leg begins with a Level 1 Ambassador and includes all of the Ambassadors below them in their genealogy.

An **Active Leg** is a leg that has at least one active Ambassador (with at least \$250 PV that month). The active Ambassador can be anywhere in that Ambassador’s Genealogy.

Active Legs are important because they are one of the main qualifications for promotions to superior Career Titles and Paid-As Titles. If a Leg has no members that have earned \$250 PV or more in a given month, that Leg is considered to be “Inactive” for that month.

YOUR LEVELS & LEGS



INCOME OPPORTUNITIES: SPONSORING LEVEL BONUSES

Helping the Ambassadors you sponsor to succeed and advance will increase your own commissions.

WHAT ARE LEVEL BONUSES?

In months where you are a Paid-As Associate Ambassador or higher, you are eligible to be paid a “Level Bonus”, which is a percentage of the Commissionable Volume (CV) of the sales from the other Ambassadors in your Genealogy who fall at specific Levels.

LEVEL 1 BONUSES

3% Bonus
on Level 1 CV

Paid-As Associate Ambassadors and above are eligible to earn a 3% Level 1 Bonus on the combined total Commissionable Volume (CV) of all your Level 1 Ambassadors (those you sponsored personally) in that month.

As you earn superior Paid-As Titles, the percentage of your Level 1 Bonus can **increase up to 8%.**

LEVEL 2 BONUSES

3% Bonus
on Level 2 CV

Paid-As Senior Ambassadors and above are eligible to earn an additional 3% Level 2 Bonus on the combined total Commissionable Volume (CV) of all your Level 2 Ambassadors (those sponsored by your Level 1) in that month.

As you earn superior Paid-As Titles, the percentage of your Level 2 Bonus can **increase up to 5%.**

INCOME OPPORTUNITIES: SPONSORING LEVEL BONUS RATES

Level Bonuses are paid in addition to any other bonuses. The percentages you earn are based on your Paid-As Title, regardless of the titles of the Ambassadors below you.

YOUR PAID-AS TITLE	LEVEL 1 BONUS	LEVEL 2 BONUS
AMBASSADOR	N/A	N/A
ASSOCIATE AMBASSADOR	3%	N/A
SENIOR AMBASSADOR	5%	3%
DIRECTOR	7%	4%
SENIOR DIRECTOR	8%	5%
EXECUTIVE DIRECTOR	8%	5%
SENIOR EXECUTIVE DIRECTOR	8%	5%
MANAGING DIRECTOR	8%	5%
SENIOR MANAGING DIRECTOR	8%	5%

*This page provides examples of potential earnings and should not be construed as a promise of income.

INCOME OPPORTUNITIES: SPONSORING **JUMPSTART REWARDS**

Sponsoring New Ambassadors and mentoring them through their first 90 days can earn you additional commissions on their sales volume.

STARTING STRONG: INCENTIVIZE YOUR TEAM TO AIM HIGH

We know from experience that newcomers to the Boisset Ambassador Program are most successful when they jump right in and hit the ground running. That's why we offer such tempting rewards for achievements in the first 90 days.

These cash rewards can help you, as a new Ambassador, meet essential advancement and income goals for yourself. But long after YOUR first 90 days, JumpStart Rewards will continue to help you build your business as a tool to boost your performance in sponsoring as well.

The JumpStart program offers cash rewards for achievements in these key categories:

1 MEET PERSONAL SALES GOALS
New Ambassadors earn \$250 for reaching a sales goal of \$2,500 or more in Personal Volume (PV) in their first 90 days.

2 ENROLLING WINE SOCIETY MEMBERS
New Ambassadors earn \$20 for every active Wine Society member enrolled in their first 90 days. (No limit! Net total enrollments after cancellations.)

3 SPONSORING NEW AMBASSADORS
New Ambassadors earn \$50 for each new Ambassador they sponsor who then qualifies as "Active" at \$250 before the end of the first Ambassador's first 90 days. (No limit! Each new ambassador must be direct, or Level 1.)

INCOME OPPORTUNITIES: SPONSORING ONBOARDING BONUS

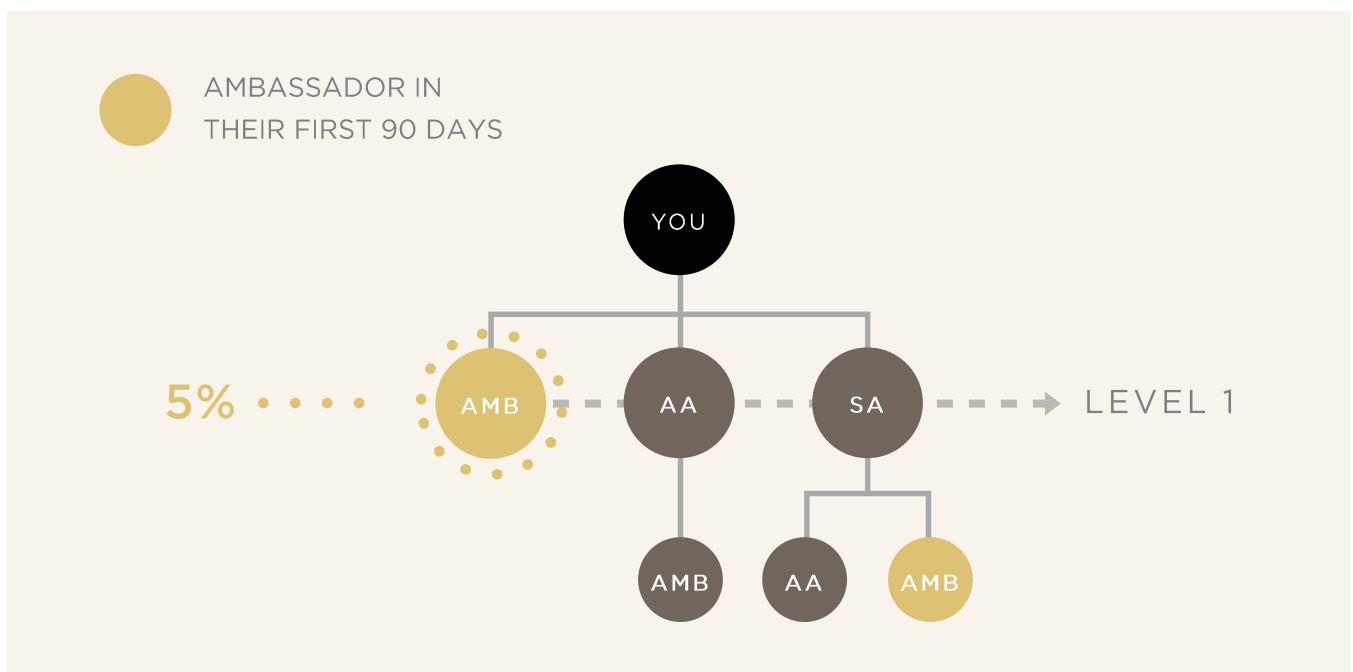
We know that it takes time and effort to sponsor a new Ambassador and get them off on the right foot, so we offer you a one-time Onboarding bonus during their first 90 days.

THEIR JUMPSTART: YOUR FIRST TEST AS A LEADER

The Onboarding Bonus is an additional 5% bonus paid on the Commissionable Volume (CV) of your Level 1 team members (meaning those you personally sponsor), but only **during their first 90 days**, or “JumpStart” period.

To receive any sponsoring bonuses, including this one, you must be “active” that month with \$250 PV or higher.

The best feature of the Onboarding Bonus is that it is always paid **in addition to any other bonuses you may receive on those same sales**, including your Level 1 bonuses on this same Ambassador’s CV.



INCOME OPPORTUNITIES: **LEADERSHIP**

Your business will really take off when your team grows strong enough for new leaders to begin emerging in your Genealogy, who will look to you for inspiration and guidance.

THE POWER OF POSITIVE THINKING: BE ENCOURAGING, UPBEAT AND ENGAGED

Everyone has had an experience with a good leader, someone who inspired us to want to be our best selves. It might have been a great boss, a terrific teacher, or even just a peer with excellent leadership skills.

Think about what qualities those people had and try to model them as you work with your team toward tangible goals. Some suggestions include:

- Celebrate success! Wine is a celebratory business and everyone loves to feel recognized for their achievements. So take a moment to congratulate your team members by saying “Good Job!”
- Be consistent and share information frequently. Ambassadors may know on some level about the resources available to them, in the Resource Center, on our weekly Connect Calls and so on. But providing helpful reminders is a key trait of strong leaders.
- Make an effort to build confidence! As a leader, your job is not to do the work for your team members, it’s to show them how to do it themselves and help them overcome their fears as they pursue their dreams, just as you have in pursuing your own.

Leadership is not the ability to exercise power.
Leadership is the ability to empower others. If people believe in themselves, it’s amazing what they can achieve.

INCOME OPPORTUNITIES: LEADERSHIP GENERATION BONUSES

We reward you for your excellence in leadership when you are able to guide your team members toward reaching leadership titles of their own.

RECOGNIZE YOUR RISING STARS: A RISING TIDE LIFTS ALL BOATS

Generations are hierarchical groups that develop below you in your Genealogy, each under an emerging “leader”. Generation bonuses are designed to encourage you to share your expertise by mentoring these other leaders on your team.

Once you are a Paid-As Executive Director or higher, you become eligible to earn Generation Bonuses on the performance of your own team members who have earned Career Titles of Senior Director and above, as well as that of their entire team, no matter how many levels below you they may fall in your Genealogy.

Generation bonuses are paid in addition to the Level 1 & Level 2 bonuses you may already receive, which means you can earn multiple bonuses on the same orders!

CAREER TITLE	EXEC. DIRECTOR	SENIOR EXEC. DIRECTOR	MANAGING DIRECTOR	SENIOR MANAGING DIRECTOR
GENERATION 1	2%	3%	3%	3%
GENERATION 2		2%	3%	3%
GENERATION 3			2%	2%
GENERATION 4				1%

INCOME OPPORTUNITIES: LEADERSHIP ABOUT GENERATIONS

We reward your leadership when you are able to guide your team members toward reaching leadership titles of their own.

WHAT ARE GENERATIONS? SUCCESSFUL GROUPS ON YOUR TEAM

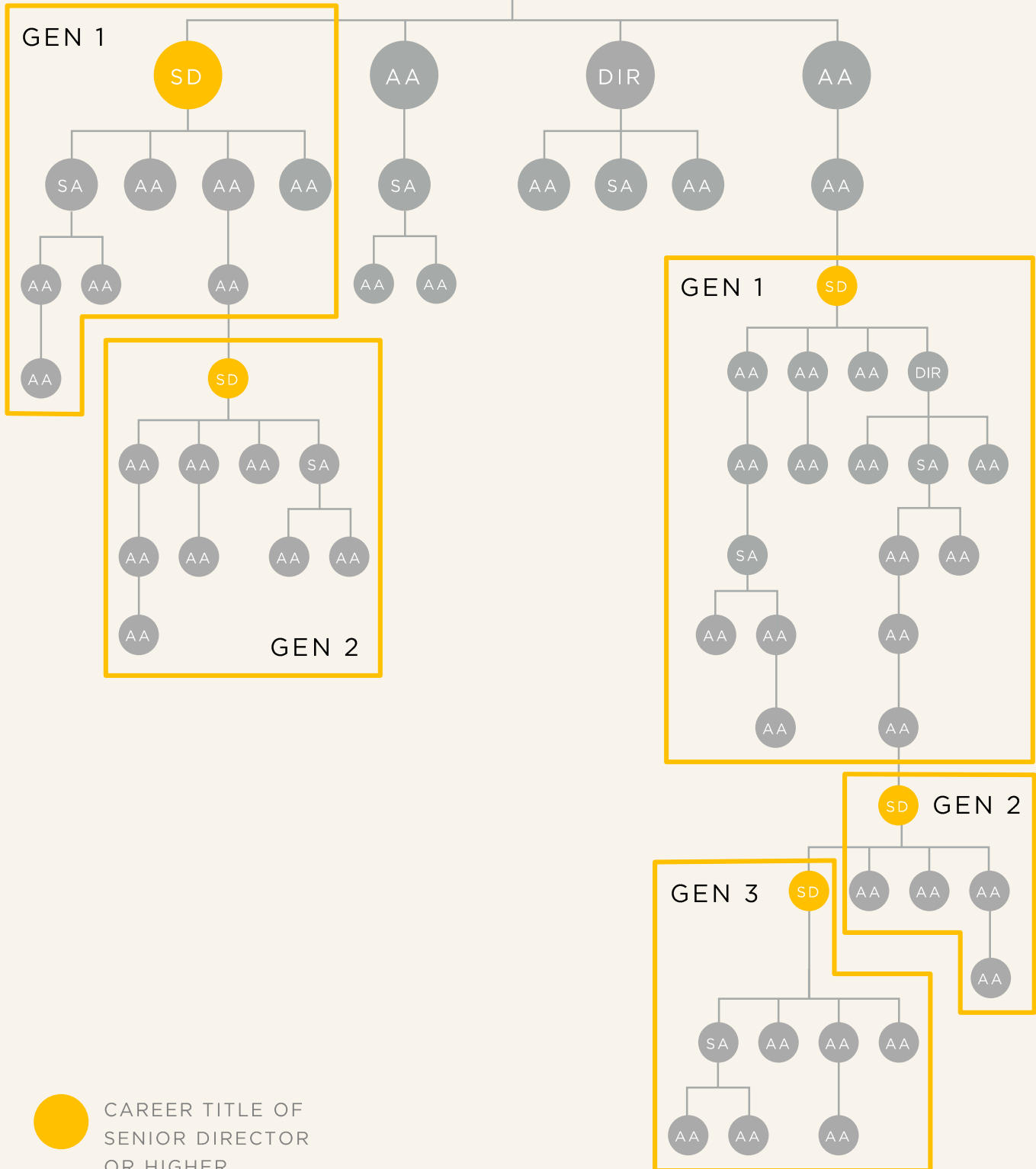
A Generation is a distinct group that develops below you in your Genealogy:

- Generations always start with a Senior Director or higher anywhere on your team (based on Career Title, not Paid-as Title).
- Each Generation includes everyone below them, down to but not including the next Senior Director or higher Career Title.
- Generations are classified and numbered by their tier or rank, which is determined by a Generation's location in your Genealogy in relation to you and to your other Generations.
- Traveling down each of your Legs, your first tier of Generations, known as your "Generation 1" begins with the first Senior Director or higher Career Title encountered, regardless of how many levels down. Those Generations end with the next Senior Director or higher Career Title, regardless of how many levels down. (In theory, you could have as many first-tier Generations as you have Active Legs.)
- Your second tier of Generations are those that form below your Generation 1 level and are considered your Generation 2, the third tier of Generations that form below your Generation 2 are considered your Generation 3, and so on.

YOUR GENERATIONS

YOU

SED



INCOME OPPORTUNITIES: LEADERSHIP TEAM BUILDING BONUS

Once you are in Leadership, you are incentivized to develop multiple strong legs in your Genealogy with fixed monthly bonuses on the Paid-As Titles achieved on your team.

LEADERSHIP HAS MANY REWARDS: SHARE YOUR MENTORING FAR & WIDE

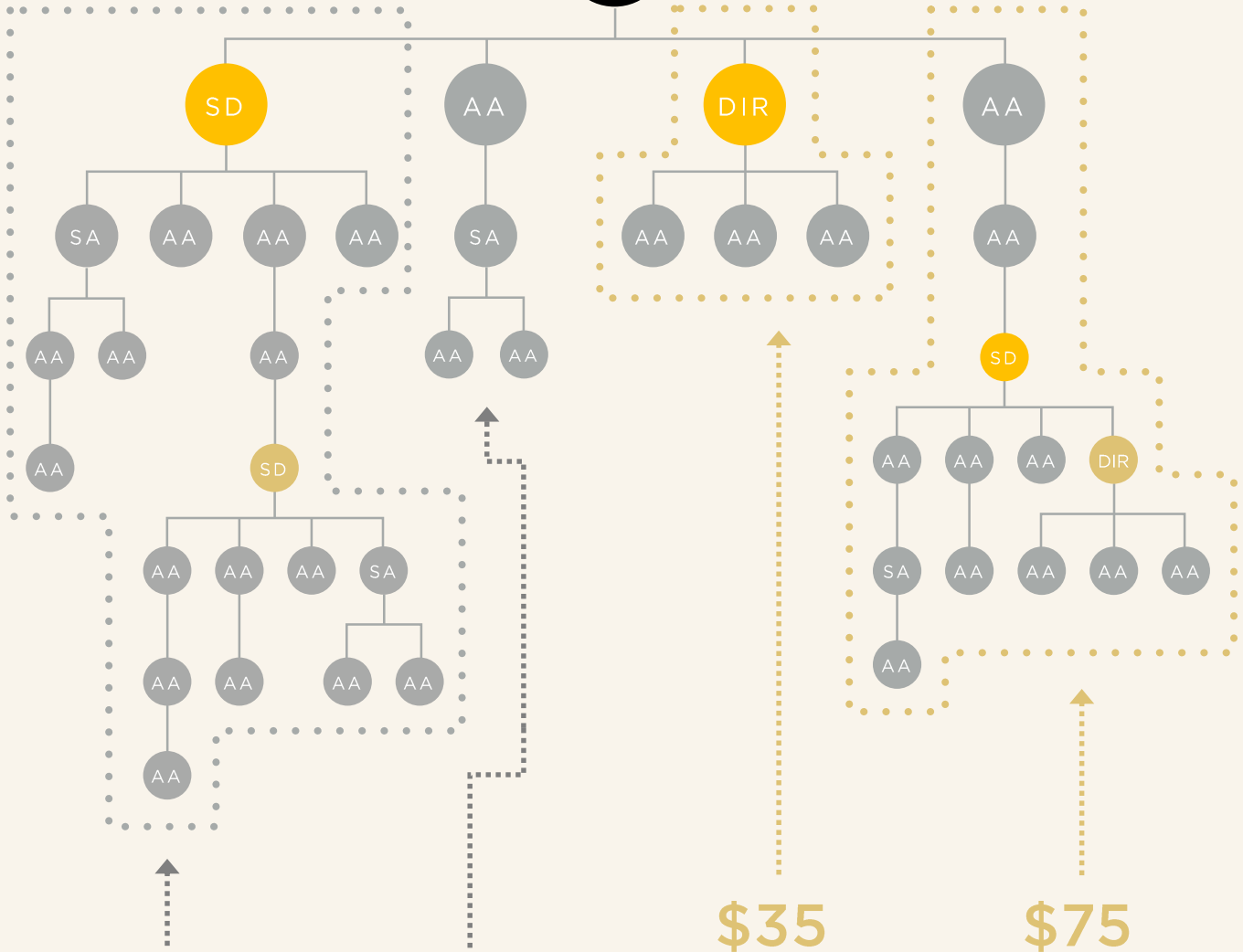
As a Paid-As Title is Senior Director or higher, you are eligible to receive a monthly bonus for the highest Paid-As title in each of your qualifying Legs, except one – see details below.

- To qualify, Legs must contain a team member with a Paid-As Title of Director or above in that month.
- To encourage mentorship across all legs, this bonus is paid on all qualifying legs **EXCEPT YOUR STRONGEST QUALIFYING LEG**, (based on the highest Organization Volume in that month).
- For Qualified Legs that are not excluded and where the highest Paid-As Title is equal to or higher than your own in that month, the bonus you earn on that Leg will be for the next lower Paid-As Title below your own. For example, if you are a Senior Director, ALL of your Team Building bonuses will be paid at the \$35 Director level.

HIGHEST PAID-AS TITLE IN QUALIFYING LEG EXCLUDING STRONGEST LEG	BONUS
DIRECTOR	\$35
SENIOR DIRECTOR	\$75
EXECUTIVE DIRECTOR	\$125
SENIOR EXECUTIVE DIRECTOR	\$250
MANAGING DIRECTOR	\$500
SENIOR MANAGING DIRECTOR	\$750

YOUR TEAM BUILDING BONUSES

YOU



**STRONGEST*
QUALIFIED
LEG:**

EXCLUDED
from Team
Building Bonus

**NON-
QUALIFIED
LEG:**

Not Eligible for
Team Building
Bonus

**QUALIFIED
LEG:**

Eligible for
Team Building
Bonus at
Director Level

**QUALIFIED
LEG:**

Eligible for
Team Building
Bonus at **Senior
Director** Level

\$35

\$75

*Strongest =
Highest OV in
that Month

AMBASSADOR
WITH QUALIFYING
PAID-AS TITLE

AMBASSADOR WITH HIGHEST
QUALIFYING PAID-AS TITLE
IN EACH LEG

INCOME OPPORTUNITIES: LEADERSHIP ORGANIZATION VOLUME

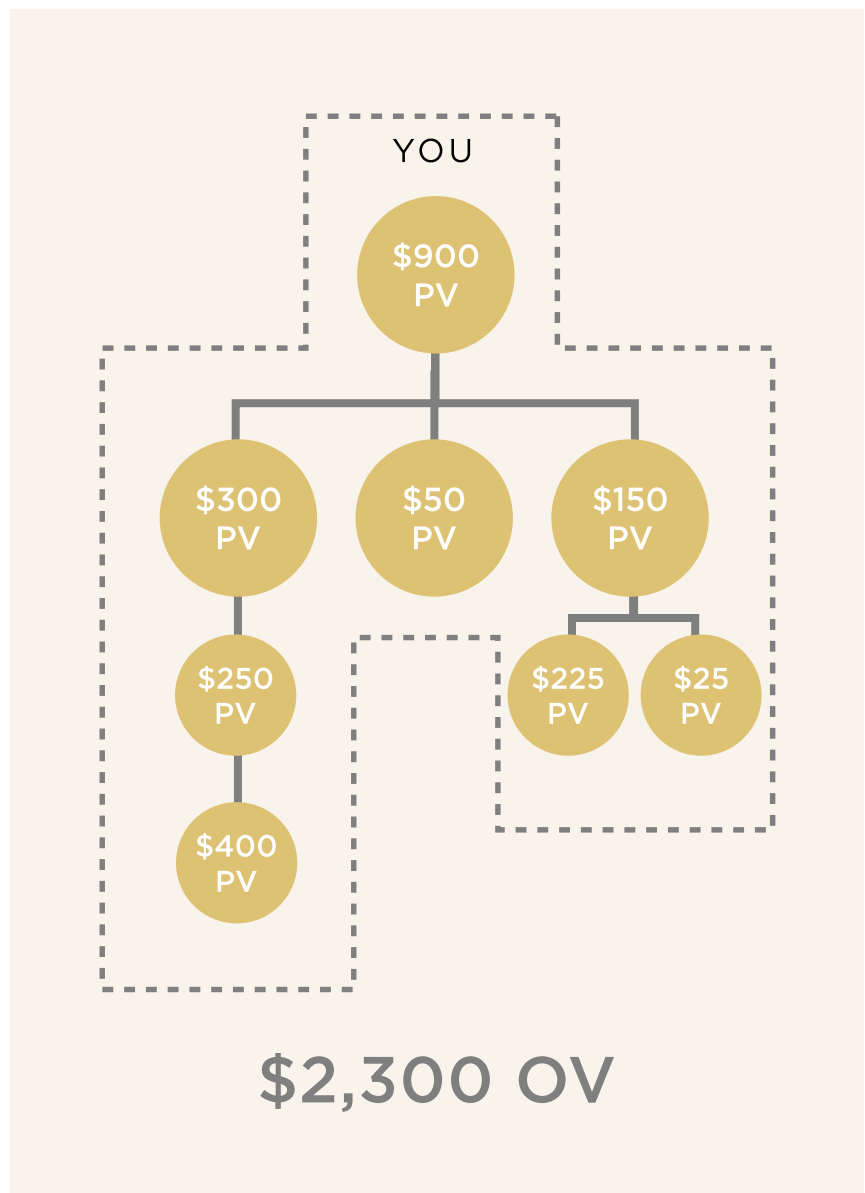
Once you are in Leadership, team performance becomes much more important and Organization Volume becomes a key measurement on your path to success.

WHAT IS ORGANIZATION VOLUME? YOUR TEAM'S TOTAL MONTHLY ORDERS

Organization Volume (OV) is the sum total of your total Personal Volume (PV) each month plus the total PV of everyone in your entire Genealogy.

This includes all of the Ambassadors on your team regardless of their status, their Level or their Generation.

Organization Volume is important because it is a key qualification for titles and advancement that becomes more central at higher leadership titles.



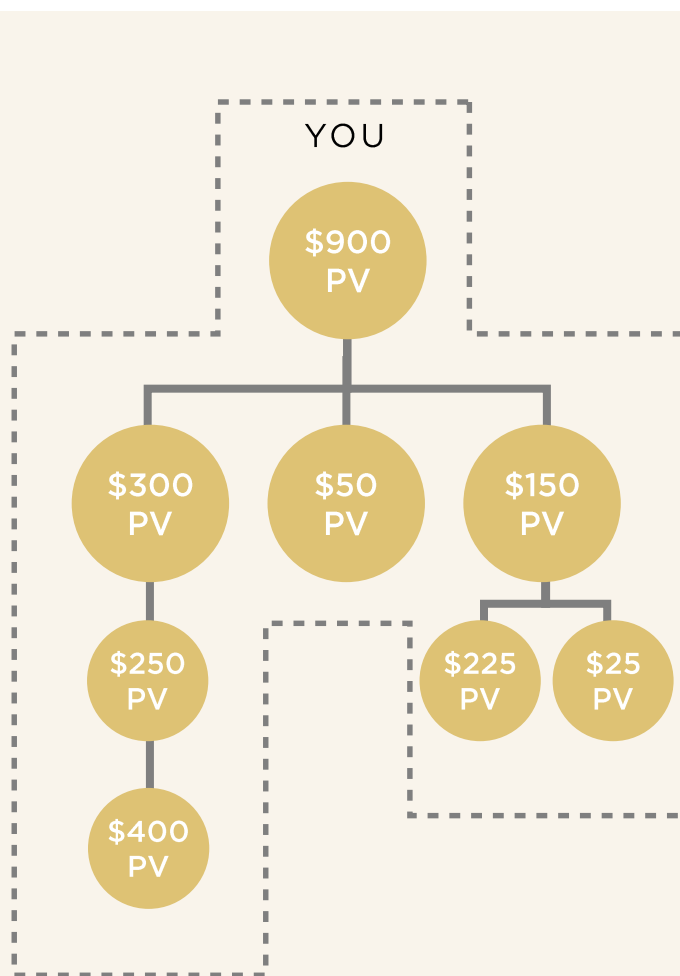
INCOME OPPORTUNITIES: LEADERSHIP OV QUALIFICATION RULE

Be aware that for title qualification purposes only, neither you nor any one leg can make up more than 50% of your OV.

No more than 50% of your paid-as title qualification requirement can come from yourself or from any one leg.

Most Ambassador teams do not trigger this “50% Rule”, as with this example, where neither you nor any one leg make up more than 50% of OV.

Commissions and any applicable bonuses for which you qualify are still paid on the entire volume earned. This restriction is only relevant to paid-as title qualification.



\$2,300 OV

YOU	\$900 OV =	39%
LEG 1	\$950 OV =	41%
LEG 2	\$50 OV =	2%
LEG 3	\$400 OV =	18%

BOISSET *Collection*

Boisset Collection reserves the right to implement changes to this Compensation Plan as needed for the benefit of the field and the Home Office.

Every effort will be made to give 30 days advance notice of changes to the Compensation Plan.

No statement or diagram in this Compensation Plan is intended to convey guarantees regarding income.

As with any other business, the success or failure of each Ambassador depends upon their own skills and degree of personal effort.



COMPENSATION PLAN GLOSSARY OF TERMS

ACTIVE

An Ambassador is considered to be “Active” when in any month where their orders have earned them at least \$250 PV.

As an Active Ambassador, you will receive a 25% Sales Commission on the Commissionable Volume of your orders placed in that month and are eligible to receive bonuses (based on your qualifications and the requirements of each bonus).

~

ACTIVE LEG

Any first level Ambassador you have sponsored and their entire Genealogy, where at least one person is considered to be Active by maintaining at least \$250 in Personal Volume in a given month.

~

ADVANCEMENT

See Promotion / Promote

~

AMBASSADOR

An individual enrolled in Boisset Collection’s Ambassador Program.

~

BONUS

An amount of money offered as a reward for meeting qualifications for specific performance goals.

~

CAREER TITLE

All Ambassadors begin with the “Ambassador” Career Title. When you meet the qualifications to be “Paid As” a title higher than your current title, you are “promoted” to that higher Career Title and Boisset will update you in our system to reflect that new achievement (see Paid As).

Also known as your “Recognition Title”, your Career Title does not change until you are promoted to a new title. (Note: Senior Directors and higher must “requalify” at least once every 12 months to maintain their Career Title - see Requalification).

~

COMMISSION

An amount of money paid to an agent in a commercial transaction, typically a set percentage of the transaction value.

~

COMMISSIONABLE VOLUME (CV)

Commissionable Volume is the value on which an Ambassador’s commissions are paid each month.

It is a variable percentage of that Ambassador’s Personal Volume for a specific month, based on CV rates that depend on which specific items were sold. CV rates vary by Product Category from 100% to 0% (see p. 14).

CV is a point value that will never appear as a decimal or fraction. CV is always calculated on each individual unit purchased and non-round numbers are rounded up to the nearest dollar.

~

CUSTOMER

A person who purchases Boisset products for their personal use and does not earn commissions.

~

DOWNLINE

All Ambassadors who are sponsored into your Genealogy are considered to be part of your downline, or your “team”.

~

COMPENSATION PLAN GLOSSARY OF TERMS

ENROLLMENT / ENROLLER

The process by which individuals register to become an Ambassador.

When you sponsor a new Ambassador who enrolls directly below you in your Genealogy, you are considered to be their “Enroller”.

~

FIFTY PERCENT RULE

See OV Qualification Rule.

~

GENEALOGY

A Genealogy is a hierarchal structure that each Ambassador has a place in.

Your own personal Genealogy begins with you and includes all of the Ambassadors sponsored into your Genealogy by you or anyone below you, also known as your “team” or your “downline”.

~

GENERATION

A Generation is a Group that has developed below you in your Genealogy which starts with an Ambassador whose Career Title is Senior Director (or higher) and includes everyone in their Genealogy down to but not including the next Career Title Senior Director (or higher title).

A Generation is numbered in tiers according to its location in relation to you and to other Generations. Those directly below you are considered to be your Generation 1.

Generations that form in the next tier down below your Generation 1 are your Generation 2, and so on.

~

GENERATION BONUS

In months where you are paid as an Executive Director or higher, you are eligible to be paid a bonus on the Commissionable Volume (CV) of the Active Ambassadors in the Generations that develop below you. Your Paid-As Title in any given month determines what percentage you are paid and which tiers of Generations you are eligible to receive commissions on.

~

GROUP / PERSONAL GROUP

Your personal “group” includes yourself and all of the Ambassadors in your downline, down to but not including the next Senior Director (Career Title) or higher.

~

LEG

A Leg begins with an Ambassador on your Level 1, meaning someone that you sponsored personally. It includes all of the Ambassadors below them in their Genealogy. You have as many Legs as you have Level 1 Ambassadors.

~

LEVEL

The depth an Ambassador has in your Genealogy in relation to you is called a Level, regardless of titles. Ambassadors directly below you on your team are considered to be on your Level 1. The Ambassadors directly below them would be on your Level 2, and so on.

~

LEVEL BONUSSES

In months where you are paid as an Associate Ambassador or higher, you are eligible to be paid a percentage on the Commissionable Volume (CV) of some of the Ambassadors in your Genealogy.

Your Paid-As Title determines the percentages you are paid and the number of Levels you are eligible to receive bonuses on. Level Bonuses are paid based on the location of Ambassadors in relation to you in your Genealogy, regardless of their titles.

~

COMPENSATION PLAN GLOSSARY OF TERMS

MINIMUM COMMISSION PAYMENT

When you earn at least \$10 in a particular month, your earnings for that commission run will be paid according to the standard schedule.

If you earn less than \$10 in a particular month from orders placed within that commission run, then the amount you earn will be carried forward until you reach the \$10 minimum.

~

ONBOARDING BONUS

In months where you are paid as an Active Ambassador, you are eligible to receive an Onboarding Bonus of 5% on the CV earned by new Ambassadors on your Level 1 during their first 90 days. This bonus is paid in addition to any other bonuses you may receive on those same sales.

~

ORDERS / ORDER VALUE / ORDERING VOLUME

Orders are commercial transactions between Boisset Collection and either a customer or an Ambassador, where the goods being purchased are for their own personal use and not for resale. Ambassador facilitate orders but are not themselves processing sales or fulfilling orders.

Order values are the dollar amounts of such transactions. Ordering volume is tally of total order values placed in a given period of time.

~

ORGANIZATION VOLUME (OV)

Your total Personal Volume (PV) plus the PV from all of the Ambassadors in your Genealogy in a given month, regardless of their titles and levels.

OV is a key qualification for Advancement.

~

OV QUALIFICATION RULE

Also known as the 50% Rule - Up to 50% of your title qualification requirement can come from yourself, or from any one leg. This restriction is only relevant to Paid-As title qualification.

~

PAID AS / PAID AS TITLE

Your Paid-As Title is the highest title for which you meet the qualifications in any given month. It's called your "Paid-As" title because it determines the commission and bonus rates at which you are paid each month.

PAID AS / PAID AS TITLE

Your Paid-As Title is the highest title for which you meet the qualifications in any given month. It's called your "Paid-As" title because it determines the commission and bonus rates at which you are paid each month.

Your Paid-As Title may be the same as your Career Title or lower than your Career Title, depending on your qualifications in that month.

~

PERSONAL SPONSOR

See Sponsor.

~

PERSONAL VOLUME (PV)

Personal Volume is a performance measurement that is used to determine your "paid as" title qualifications and sales bonuses.

PV is based on the total transaction value of qualifying orders placed with Boisset Collection by your customers (or by you yourself) in a given month. PV is always calculated after discounts and before taxes and shipping.

COMPENSATION PLAN GLOSSARY OF TERMS

PERSONAL VOLUME (PV)

Continued

PV is a point value that will never appear as a decimal or fraction. PV is always calculated on each individual unit and non-round numbers are rounded up to the nearest dollar.

~

PROMOTE / PROMOTION

When you meet the qualifications to be paid as a title higher than your current Career Title, you will “promote” to that higher title. You will have earned that higher title as your Paid-As Title for that month and your Career Title will be updated to reflect that new achievement. This process is also known as “Advancement” or earning a “promotion”.

~

QUALIFICATION / QUALIFY

A qualification is a specific requirement for a specific title, privilege, recognition or payout. You are said to have “qualified” for a title, privilege, recognition or payout when you have fulfilled all of the requirements specified.

~

QUALIFIED LEG

A Qualified Leg is a Leg which has at least one Ambassador that meets a qualification requirement for a specific Paid-As Title in that month.

For example, to be paid as a Senior Executive Director, you must have four “Active Legs”, two of which must be “Qualified Senior Director Legs”. This means that at least two of your legs must include an Ambassador that is paid-as a Senior Director or higher in that month.

~

REQUALIFICATION POLICY

When you reach a Career Title of Senior Director or higher, you must meet the original promotion qualifications for your Career Title at least once every 12 months. If you do not qualify to keep your Career Title, then it will be changed to your Paid-As Title in the 12th month.

~

QUALIFIED LEG

A Qualified Leg is a Leg which has at least one Ambassador that meets a qualification requirement for a specific Paid-As Title in that month.

For example, to be paid as a Senior Executive Director, you must have four “Active Legs”, two of which must be “Qualified Senior Director Legs”. This means that at least two of your legs must include an Ambassador that is paid-as a Senior Director or higher in that month.

~

REQUALIFICATION POLICY

When you reach a Career Title of Senior Director or higher, you must meet the original promotion qualifications for your Career Title at least once every 12 months. If you do not qualify to keep your Career Title, then it will be changed to your Paid-As Title in the 12th month.

~

SALES BONUS

When you have at least \$3,000 PV in a given month, you become eligible to earn a Sales Bonus in addition to your Sales Commission.

COMPENSATION PLAN GLOSSARY OF TERMS

SALES BONUS Continued

The bonus percentage you earn is determined by your monthly PV and is paid out on the total CV of each order.

~

SALES COMMISSION

A commission you receive on qualifying orders placed with Boisset Collection by your customers or by you yourself. An Active Ambassador (who has earned at least \$250 PV in that month) receives a 25% Sales Commission on their CV in that same month. An Inactive Ambassador (who has earned less than \$250 PV in that month) receives a 15% Sales Commission on their CV in that same month.

~

SPONSOR/ SPONSORING

Sponsoring is the process by which Ambassadors introduce individuals to Boisset Collection, who then enroll as Ambassadors themselves.

When you sponsor a new Ambassador who enrolls directly below you in your Genealogy, you are considered to be their “sponsor”. The Ambassador directly above you is considered to be your sponsor.

~

TEAM BUILDING BONUS

In months where you are a Paid-As Senior Director or higher, you can receive a monthly flat-rate bonus based on the highest qualifying paid-as title in each of your Legs, excluding your strongest leg (the leg with the most OV). The highest qualifying paid-as titles in question may not equal or exceed your own title.

~





BOISSET *Collection*

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