

## DOWNLINE VOLUME ROLLUP

THE DOWNLINE VOLUME ROLLUP is a program by which demonstrators can be paid on their downline as if there were no holes due to drops. Demonstrators earn this benefit on a monthly basis, if specific requirements are met to qualify for that given month.

### Requirements:

- Demonstrators must meet the 12-month rolling sales and first level count requirements of their current title
- The demonstrator's downline count must increase, including levels one through five, by one or more demonstrators compared to the same month in the prior year
- Both requirements must be met on a monthly basis in order to qualify for that given month.

The following is an example of how the Downline Volume Rollup is calculated (FIG 1):

If demonstrator U meets the Downline Volume Rollup requirements, and has a hole in her first level, but has a second through fifth level, the sales volume in the second level rolls up to her first level, and the sales volume from the third level rolls up to her second level, and so on. The sales volume only rolls up for that month, and the following month the demonstrator will need to meet the requirements again to qualify. The sales volume does not roll up for demonstrator X unless she also meets the requirements. Sales volume below the fifth level cannot roll up.

In another example (FIG 2), if demonstrator U meets the requirements to receive the Downline Volume Rollup, the sales volume from the three demonstrators in her third level who do not have an active upline would roll up to her second level.

### Objectives of the Downline Volume Rollup:

- Place emphasis on recruiting and retention
- Compensate demonstrators for working with demonstrators in their downline who have no direct upline

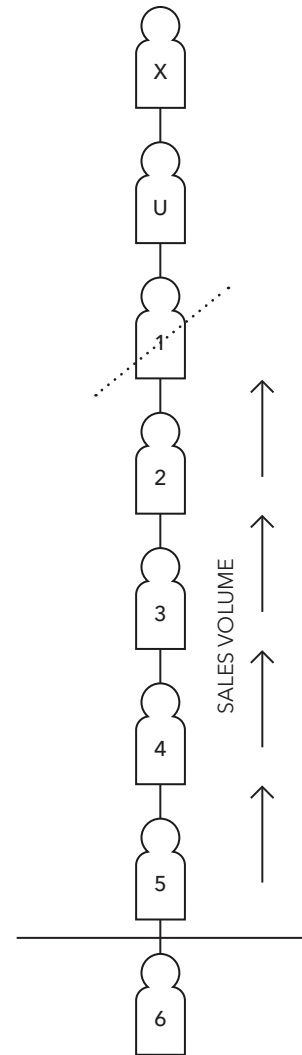
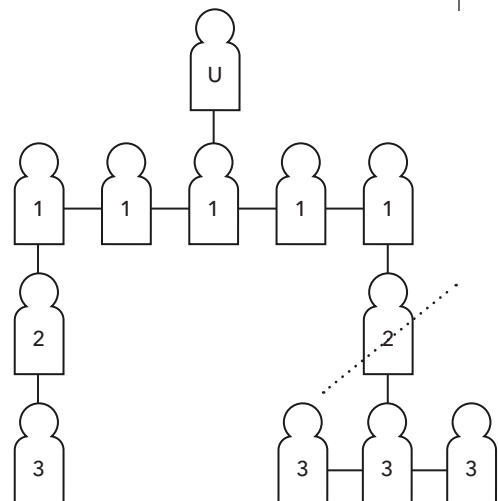


FIG 1

FIG 2



## QUESTIONS & ANSWERS

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**Q:** *If Stampin' Up! wants to help us address holes in our downlines, why are we not doing a compression?*

**A:** A compression (compressing all downline organizations to physically move demonstrators up to fill all gaps) would fill all holes, but our goal as a company, and for you as demonstrators, is growth. A compression would be costly, and would not encourage any change in behavior, and would not encourage growth. A conditional rollup program allows you to earn a rollup of your downline's sales volume, so you can be paid on your downline as if all the holes were filled, and rewards demonstrators who are actively working with their downline. It also helps you grow as an organization, which helps you earn more, even without the rollup!

**Q:** *Will there be any tools to assist in identifying holes, and to help demonstrators determine how the Downline Volume Rollup will benefit them personally?*

**A:** Yes. We will provide reports, and additions to current reports, to help you determine who in your downline is without a direct upline, and how much of an increase a monthly rollup would mean for you.

*If you have additional questions, please listen to the webinar provided on the Demonstrator Website under **My Business>Career Plan>Career Plan Revisions.***