



ISIF Marketing Plan

Thanks to the ISIF Marketing Plan, unlimited possibilities to improve your welfare and to achieve significant success open up before you! On the whole ISIF Representatives receive more than 70% of sales.

The plan, created by the company's management with active participation of the ISIF leaders, is designed to reward ISIF Representatives at different levels of the career plan.

The amount of remuneration of the Representative of the company depends on the amount of their own sales and the volume of purchases and sales of the group they have created.

It is worth noting that rewards in ISIF can only be obtained by spending time and effort to promote products and services, as well as the creation, training and motivation of subordinate groups which includes Representatives of the company.

We also want to draw your attention to the fact that the terms "commission", "leadership bonuses" and others should not be an indication that the company and independent Representatives have established a commission or agency. These terms are used solely for the convenience of understanding the company's Marketing Plan.

Next, step by step we will tell you about the different levels of the ISIF Marketing Plan and Career Plan, the remuneration for services rendered and work done.

1. How to become an ISIF Representative

1.1. In order to become an Independent ISIF Representative, the candidate must have a recommendation from a current ISIF Representative who is responsible for ensuring that the candidate is familiar with the ISIF Public Offer, the Ethical Code of ISIF Representatives, the Marketing Plan, rules of order and the use of products and services.

1.2. When you register on the website it is the candidate's responsibility for the accuracy of their data. If necessary, the company may at any time request a copy of a passport or a copy of other documents confirming the identity of the potential Representative.

1.3. In the process of registering, the prospective Representative must agree with all clauses of the Public Offer, the Ethical Code of ISIF Representatives, and the ISIF Marketing Plan.

1.4. To obtain the status of ISIF Independent Representative, a candidate must personally arrange to pay for the minimum amount of products or services which would make it possible to have a remuneration for the period.

1.5. Upon completion of the registration procedures on the company's website and paying for the minimal amount of services the candidate becomes an ISIF Independent Representative, allowing them to claim compensation for the period.

2. Types of rewards and bonuses

2.1. The ISIF Marketing Plan includes the following types of awards:

Retail revenue from selling services and products to ISIF customers.

A monthly commission according to the basic Marketing Plan.

A monthly commission according to the Leadership Marketing Plan.

Monthly leadership bonus.

Annual bonuses to travel with ISIF.

2.2. ISIF Independent Representatives may purchase products and services at a discount of 25% of the retail price for sale to retail customers and to obtain income.

2.3. Commission according to the basic Marketing Plan. Active ISIF members are entitled to receive commission according to the basic Marketing Plan, personalized to the minimum amount of services, including the volume of purchases of personal customers, which currently stands at 135 euros.

2.3.1. The amount of commission according to the basic Marketing Plan depends on the size of the group sales in the period. The group volumes include personal consumption and sales, as well as sales and consumption of the subordinate group of ISIF Representatives.

2.3.2. Commission according to the basic Marketing Plan is calculated on the basis of the period - from the established sales and consumption of the subordinate group.

2.3.3. At the moment, ISIF Representatives are eligible for the qualification and status of the commission on sales and consumption of the subordinate group during the period according to the basic Marketing Plan:

Representative - 6% (for group volume from 135 euros).

Manager - 9% (for group volume from 400 euros).

Senior Manager - 12% (for group volume from 800 euros).

Director - 15% (for group volume of 1,600 euros).

Gold Director - 18% (for group volume of 3,200 euros).

Diamond Director - 21% (for group volume of 4,800 euros).

2.3.4. Calculation of commission according to the basic Marketing Plan is based on the discounted principle.

2.3.5. Payment of commission according to the basic Marketing Plan is in accordance with the rules of the ISIF Public Offer.

2.4. Commission according to the Leadership Marketing Plan. Active ISIF Diamond Directors who have between 5 and more active members in the first generation are entitled to receive commission according to the Leadership Marketing Plan.

2.4.1. The amount of commission according to the Leadership Marketing Plan depends on the number of Diamond Group in the period. A Diamond Group is a group which, regardless of generation, has at least one Representative in the Diamond Director qualifying level. A subordinate group in which there are two Diamond Directors or more are considering Diamond Group I.

2.4.2. Commission according to the Leadership Marketing Plan is calculated on the basis of the established sales and consumption at different levels of subordinate Diamond Group during the period.

2.4.3. At the moment, Diamond Directors have the right to receive or open a qualifying status and commission from the sales and consumption of lower-level Diamond Group for the period of the next Leadership Marketing Plan:

	Generation	I	II	III	IV	V	VI
Qualification status							
Diamond Director		3%	3%	3%	3%		
Diamond Director II Carats		3%	3%	3%	6%	6%	
Diamond Director IV Carats		3%	3%	3%	6%	6%	6%
Diamond Director VII Carats		4%	4%	4%	7%	7%	7%
Diamond Director X Carats		5%	5%	5%	8%	8%	8%

2.4.4. Conditions necessary for the execution or opening of the qualification status for Diamond Directors, are entitled to rewards according to the Leadership Marketing Plan:

Diamond Director - currently the group volume of at least 4,800 euros for the period with not less than 5 active members of the first generation.

Diamond Director II Carats - two subordinate Diamond Groups, and at least 5 active members of the first generation.

Director Diamond IV Carats - four subordinate Diamond Groups and at least 5 active members of the first generation.

Diamond Director VII Carats - seven subordinate Diamond Groups and at least 5 active members of the first generation.

Diamond Director X Carats - ten subordinate Diamond Groups and at least 5 active members of the first generation.

2.4.5. Calculation of commission according to the Leadership Marketing Plan is the first of the sixth generation of ISIF Representatives, depending on the qualification status of the Diamond Director.

2.4.6. For one group the remuneration is paid either by the basic or the Leadership Marketing Plan.

2.4.7. Payment of commission according to the Leadership Marketing Plan is in accordance with the rules of the ISIF Public Offer.

2.5. Diamond Director IV, VII and X Carats have the right to receive leadership bonuses.

2.5.1. The size of the leadership bonuses depends on the qualification status of the following period.

2.5.2. Leadership bonuses are calculated on the basis of the period of established sales and consumption of lower-level Diamond group, beginning with the seventh generation and beyond.

2.5.3. At the moment, Diamond Directors have the right to receive leadership bonuses based on sales and consumption of lower-level Diamond Group for a period following Marketing Plan:

Qualification status

Diamond Director IV Carats - 3% from the eighth level and beyond.

Diamond Director VII Carats - 4% from the eighth level and beyond.

Diamond Director X Carats - 5% from the eighth level and beyond.

2.5.4. Calculation of the leadership bonus is based on the discounted principle.

2.5.5. Payment of leadership bonuses is in accordance with the rules of the ISIF Public Offer.

2.6. Diamond Directors who meet the conditions of competitions aimed at promoting the company and have shown the best results in their business development are eligible to receive travel bonuses.

2.6.1. The size of bonuses depends on qualification status and other conditions announced by the competition.

2.6.2. Bonuses are calculated according up to the period during which the contest is held.

2.6.3. Bonuses can only be used to pay for travel with ISIF.

3. ISIF Career Plan

3.1 The ISIF Career Plan was created to encourage and recognize the work of ISIF Representatives. Each of the ISIF Representatives has a status that indicates the level of their success achieved with ISIF.

3.2. The ISIF Career Plan has the following statuses:

Representative

Manager

Senior Manager

Director

Gold Director

Diamond Director

Diamond Director II Carats

Diamond Director IV Carats

Diamond Director VII Carats

Diamond Director X Carats

3.3. To attain the status of Representative, Manager, Senior Manager, Director, Gold Director, Diamond Director requires that the conditions of the Marketing Plan are met for one period.

3.4. To attain the status of Diamond Director II Carats it is necessary to confirm the status within two months.

3.5. To attain the status of Diamond Director IV Carats it is necessary to confirm the status for three consecutive months.

3.6. To carry out the status of Diamond Director IV Carats it is necessary to confirm the status for four consecutive months.

3.7. To carry out the status of Diamond Director X Carats it is necessary to confirm the status for five consecutive months.

3.8. When opening or confirming a higher status on the ISIF Career Plan, Representatives will be entitled to the more generous reward according to the company's Marketing Plan.

3.9. Representatives with the status of Manager, Senior Manager, Director and Gold Director are noted by Special Diplomas from the company that awarded by Diamond Directors at regional events.

3.9.1. Representatives in these qualifications are invited to attend specialized training from the leaders of the company.

3.9.2. The lists of Representatives who gained new ISIF qualifications are published on the official ISIF bulletins.

3.10. Representatives with Diamond Director status, Diamond Director II Carats, Diamond Director IV Carats, Diamond Director VII Carats and Diamond Director X Carats are rewarded with Special Diplomas from the company that are awarded by Diamond Directors in the high qualification status, and company Representatives.

3.10.1. Diamond Directors of all statuses are invited to special training from the leaders of the company and the company itself.

3.10.2. Diamond Directors of all statuses are invited to special Internet-conferences of leaders of the company and the company itself.

3.10.3. Lists of new Diamond Directors of all statuses are published on the official ISIF bulletin.

3.10.4. Diamond Director, Diamond Director II and IV Carats are marked by special marks of distinction from the company.

3.10.5. Diamond Directors IV Carats are marked with special marks of distinction from the company, made of silver.

3.10.6. Diamond Directors X Carat are marked with special marks of distinction from the company, decorated with diamonds and made of high-grade gold.

3.10.7. Diamond Directors of all statuses are able to travel annually along with ISIF, fulfilling the conditions of special ISIF competitions.

3.10.8. Diamond Directors in qualifications IV, VII and X Carats have the opportunity to develop their public speaking skills by taking part in ISIF international events.

4. Compression

4.1. ISIF Representatives who over six consecutive months do not do the minimum amount of personal services, receive the status of passive and are deprived of the right to receive remuneration from the subordinates of the group.

4.2. Passive Representative Subordinate group in the 7th month goes into the first generation of the first senior sponsors.

4.3. Passive Representatives do not lose the status of ISIF Representative before filing a declaration and are not deprived of opportunities to cooperate with the company, and the resumption of all the rights of the ISIF Independent Representative, except for the rights to receive royalties from the group that went to the parent sponsor.

5. Termination and / or a change of sponsor

5.1. Representatives have the right to cease cooperation with the company. To this end, the Representative must notify by mail or through "feedback" the company of their desire to cease cooperation with ISIF.

5.2. Representative has the right to resume cooperation with the company, but not earlier than six months from the date of termination of cooperation.

5.3. ISIF Representatives have the right to change their sponsor. To this end, the Representative must notify the company by mail or through "Support" section of their desire to cease cooperation with ISIF to change sponsor.

5.4. The Representative may re-apply for the status of ISIF Representative and participate in the activities of another sponsor, but not earlier than six months after the cessation of cooperation.

Examples of some features of ISIF Representatives

Below are some examples of how you can use the ISIF Marketing Plan to receive remuneration from the company.

Retail revenue

Representatives have the right to purchase ISIF products and services at a discount of 25%. This discount is not available to the company's customers. The Representative can get an instant profit by helping clients to start using the ISIF products or services.

Example:

Cost of monthly training for clients in ISIF is 90 euros.

Cost of monthly training for company Representatives at the School of ISIF is 67.5 euros.

When you pay a monthly training customer Representative receives an income of 22.5 euros = 90 euros - 67.5 euros.

Commission according to the basic Marketing Plan

The Representative is entitled to receive commission on the amount of consumption and sales of their group.

A Representative may receive income after the period of the basic Marketing Plan, helping the Representative of his group in creating and increasing the volume of ISIF services and products.

Example:

First subordinate of a group of Representatives during the period established the amount of 135 euros.

The second group of subordinate Representatives for the period established the amount of 405 euros.

The third group of subordinate Representatives within the period established the amount of 810 euros.

The fourth group of subordinate Representative for the period created the volume of 1620 euros.

Fifth subordinate group of Representatives during the period established the amount of 3240 euros.

Sixth subordinate group of Representatives during the period established the amount of 4860 euros.

The Representative performed a minimal amount of services and products of the company and was entitled to receive remuneration.

The group volume of the Representative, except for personal volume amounted to 9,450 euros, which allowed the Representative to obtain the status of Diamond Director and be eligible for discounted fees at 21%.

Because of this the Representative will receive:

28.35 euros = 21% x 135 euro from the personal turnover* of the Leader of the first group.
€ 0 from the group turnover of the Leader of the first group.

28.35 euros = 21% x 135 euro from the personal turnover* of the Leader of the second group.
32.40 euros = 12% x 270 euro from the group turnover* of the Leader of the second group.

28.35 euros = 21% x 135 euro from the personal turnover* of the Leader of the third group.
60.75 euros = 9% x 675 euros from the group turnover* of the Leader of the third group.

28.35 euros = 21% x 135 euro from the personal turnover* of the Leader of the fourth group.
89.10 euros = 6% x 1,485 euro from the group turnover* of the Leader of the fourth group.

28.35 euros = 21% x 135 euro from the personal turnover* of the Leader of the fifth group.

93.15 euros = 3% x 3105 euro from the group turnover* of the Leader of the fifth group.

0 euro from the personal turnover of the Leader of the sixth group.

0 euro from the group turnover of the Leader of the sixth group.

Total: 417.15 euros

* This example takes into account the minimum amount of personal service and products of the company, which will need to be set by the group leader.

Commission according to the Leadership Marketing Plan

Diamond Director is entitled to receive commission on the volume of consumption and sales of the Diamond Group.

A Representative may receive an income after the period according to the Leadership Marketing Plan, helping Diamond Directors of their group in creating and increasing the volume of ISIF services and products.

Example:

Diamond director has created two Diamond Group, has five active members of the first group and at the end of the period received qualification status Diamond Director II Carats.

On turnover of the lower Diamond Group the Diamond Director II Carats will receive:

Generation	Amount	%	Income
I.	405	3	12.50 EUR
II.	675	3	20.25 EUR
III.	1485	3	44.55 EUR
IV.	3105	6	186.30 EUR
V.	1485	6	89.10 EUR
VI.	675	0	0 EUR
VII.	135	0	0 EUR

Total: 352.70 EUR