Welcome to the WineShop At Home family, the country’s leading Wine Tasting and lifestyle company. As a new Independent Wine Consultant, you are ready to launch an exciting business showcasing great wines direct from the Wine Country. With WineShop At Home, you will make lasting friendships, earn unlimited income and qualify to earn exciting rewards.

To get your business off to a great start, please read this Training Manual in combination with the Rich Rewards Workbook provided in the “Open Me First” Envelope in your Business Kit. This Workbook and accompanying training materials are available online in your Wine Cellar, under the “Rewards” tab, in the “Rich Rewards Program” section. We’ve outlined some great suggestions on booking, presenting, and sharing the opportunity with others in your Wine Cellar, under the “Training” tab, in the “New IWC's Start Here” section.

We are committed to providing our Wine Consultants with the best possible service and support. WineShop At Home offers the training, tools and a network of support to help you build a successful business.

Best wishes for a great start. We look forward to seeing your business grow. If you have any questions please contact your sponsor, or call our IWCCare customer service department at 1-800-WineShop (1-800-946-3746) or email help@wineshopathome.com

Sincerely,

Jane Creed
President, CEO
WineShop At Home
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About WineShop At Home

Congratulations on your new business with WineShop At Home! Remember – you have signed an agreement as an independent contractor. You are not a business owner and, therefore, you do not need a license to market our wines as all transactions occur directly between WineShop At Home and the customer.

Therefore, please do not contact your state for a business or liquor license! All required licenses are held by WineShop At Home and your particular state, thus we ask that you please do not contact your state for a business or liquor license as WineShop At Home is the licensed entity. If in the event you are contacted by a state or local official, please forward their contact information to help@wineshopathome.com and we will respond to them immediately. Let us introduce you to how we started and where we are going!

Intro – Our Beginnings

WineShop At Home, the Beginning: The Company began as an internet online wine company called 1-800-wineshop offering other wineries brands on the internet and through a wine club. The company evolved into a direct selling company in 2004.

WineShop At Home, Today: The Company today is the premier direct seller of wine in the United States and is a bonded, licensed California winery headquartered in Napa led by President & Chief Executive Officer, Jane Creed.

Jane was the former senior vice president of global marketing with The Pampered Chef and was part of the executive team that successfully sold that company to Warren Buffet’s Berkshire Hathaway. Jane is also a wine and food writer and has developed global branding and marketing programs for both international and California wineries, consumer food and luxury product companies. She is a board member of the Direct Selling Education Foundation in Washington D.C.

WineShop At Home, The Wine: The Company is a winery rather than a vineyard. Rather than sourcing wines from one or two vineyards, as many wineries do, WineShop At Home searches the premier winegrowing regions in California and throughout the world for the very best wines on earth. Then, the wines are tasted, tested and blended into perfect handcrafted artisan wines for the table and cellar. WineShop At Home wines can be found nowhere else other than in its Wine Tasting Tastings and its 5,000+ member Artisan Collection Wine Club.

The Company’s winemaking team produces over 25 exclusive artisan wine brands under the direction of Winemaker, Alex Reble.

A native of Bordeaux, France, Alex has over 18 years of wine making experience, working both in France and in the United States. He began his studies at the Agricultural School of Libourne and Blanquefort, where he received degrees in Enology and Viticulture, as well as Wine Trade and Spirits. Alex’s wine career started in France working for internationally acclaimed wineries – Petrus, La Fleur Petrus, and Chateau La Tour Carnet. He also worked at the Chamber of Agriculture in Blanquefort, where he focused on biodynamic research in viticulture. Alex first came to Napa Valley in 1997, where he worked at such venerable estates as Beringer, Newton Vineyards, Flora Springs Winery, Twomey/Silver Oak Cellars and Matanzas Creek.

WineShop At Home, How it Works: In essence, we help people turn their living room, family room – or any room – into a Wine Tasting room for an afternoon or evening. The “Host” of a Wine Tasting invites her friends to her home to enjoy a wine tasting and shopping event. The Host purchases a Wine Tasting
Sampler from WineShop At Home, which contains five bottles of different exclusive, artisan wines. The Wine Consultant is there to guide the Host and her guests through the five wines – teaching some great wine tasting basics along the way. The Wine Tasting helps people to become more familiar with the world of wine and to feel empowered to love the wines that taste good to them personally – rather than the wines other people “think” they should enjoy. The guests are able to enjoy a “try before you buy” wine experience. At the end of the Wine Tasting, the guests select the wines they would like to purchase and the order is then placed directly with the winery in Napa, California. A typical Wine Tasting lasts 1.5 hours. There is enough wine to serve up to 16 guests a one ounce pour of each wine.

Our Mission Statement

At WineShop At Home, our mission is to become the world’s largest direct seller of exclusive, artisan wines. We are dedicated to creating an unequalled home Tasting experience for our Hosts and customers and an unparalleled career opportunity for our Independent Wine Consultants.

Our Vision Statement

At WineShop At Home, our vision is to provide the best wine lifestyle experience in the world. We envision a world where the enjoyment, education and purchasing of wine is a pursuit and pleasure available to everyone. We aspire to be recognized as offering the most innovative consumer wine tasting and buying experience and a wine career opportunity second to none.

Basic Opportunity Overview

Discover a rewarding lifestyle that provides extra income and the freedom to work at home. As a WineShop At Home Independent Wine Consultant, you’ll have the opportunity to share a taste of the wine country by representing our exclusive line of wines and gifts. You’ll enjoy helping others host fun and easy wine Tastings at their homes with family and friends. Our fantastic network of support and training makes it so simple to get started. Whether you want to work part-time or full-time, you can design the career you want.

Your IWC Manual

This WineShop At Home IWC Manual, in its present form and as amended at the sole discretion of WineShop At Home, contains the Policies and Procedures for all Independent Wine Consultants. It is the responsibility of each Wine Consultant to read, understand, adhere to, and ensure that he or she is aware of and operating under the most current version of this IWC Manual. The most current version of the IWC Manual will be posted in the Wine Consultant Wine Cellar, which may be amended and updated at any time by WineShop At Home.

Key Corporate Information

WineShop At Home
525 Airpark Rd. Napa, CA 94558

Main Number: 1-800-946-3746
Fax Number: 1-800-393-2582
help@wineshopathome.com

Hours of Operation:
Monday – Friday
7:00am – 6:00pm Pacific Time
Saturday
9:00am – 2:00pm Pacific Time

www.WineShopAtHome.com
www.facebook.com/WineShopAtHome
Section 1: Launching Your Business
Launching Your Business

In this section, you will receive valuable ideas to help launch your business successfully, including:

- Your Goals
- Meet with your Sponsor
- Setting up your Business
- Achieving Rich Rewards
- Tools for your Business
- Wine Education
- Wine Tastings
- Sponsoring
- National Convention

Your Goals

Being clear about your goals and writing them down is one of the most powerful ways to achieve success as a new Independent Wine Consultant. Think about and write down the answers to the following statements:

_WineShop At Home_ is a good business choice for me because:

My _WineShop At Home_ income will be used for:

My Monthly Income Goals:

Another powerful exercise is to dedicate a part of your home office space for a cork board, and then put up pictures of the things you will be using your _WineShop At Home_ income for, i.e. a new car, a college fund for your children, a vacation destination, a new home, a vacation home, etc. As an alternative, some people like to do this by inserting pictures of their goals in a three ring binder. Review your goals every day before you begin working your new business.

Meet With Your Sponsor

Having a network of support is extremely important to developing long-term success. We recommend meeting with your sponsor and senior leaders to get coaching and encouragement from the start. Communicate on a regular basis with your upline leaders, and peers, as you grow your business. You’ll find many have had similar experiences as a Wine Consultant and will gain valuable insight and techniques for achieving results.
WineShop At Home has developed a culture of sharing and high touch communication inside our growing Wine Consultant community. You will have the opportunity to attend conference calls, local meetings and regional conferences and receive valuable advice from others while building lasting friendships and support.

**Setting Up Your Business**

**Your Calendar**
When starting out, get a calendar that you can carry with you and that has all of your important family obligations recorded. Then you can see what days you have for working your business and having Tastings. Decide on how much time a week you want to devote to your new business, for example, are you a business builder who has specific financial goals you want to achieve and are ready to devote 10 or more hours a week? Write the times and days of the week you will run your business in your calendar. Are you available for Tastings 2 nights a week, 3 nights, or whenever you have an opening? Circle those nights, and if you are talking with someone about having a Tasting, you’ll know what your schedule is and when you can get something booked.

**Your Business Cards**
You can order personalized business cards by logging into your Wine Cellar, clicking on the “Marketing” tab, and then selecting “Print Shop” section. You can set up an account and put your picture and a personalized message on all of our specialized brochures, postcards, mini-brochures, and of course business cards.

**Your Contacts**
Fill out the Forty Hosts in Four Minutes exercise found in your IWC manual (see next page) or online in your Wine Cellar under the “Training” tab in the “Training and Policy Docs” section. You will be surprised at how many people you know. Make a commitment to add to this list every day, and add new categories, i.e. professional relationships like your Doctor, Dentist, Chiropractor, the parents of your kid’s friends, the parents of the kid’s on their sports teams, your sports contacts, golf, tennis, people at your fitness center or gym, etc. Also, go through your Facebook or other social media sites to source contacts. This is where you build your foundation for your business. We recommend you record these contacts in a contact management system of your choice, 3 x 5 index cards, or any way that helps you stay organized and in touch with your customers.
## FORTY HOSTS in Four Minutes

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Making the Connection – Announcing Your New Business

Make the connection with the people in your contact management system. Let them know about your new business. Make the connection personal and personalized. Some people like to send an email to everyone first and then follow-up with a phone call, or send an email after the call with a summary of the things they proposed or actions taken. Also, think of other channels of communication to best reach your audience, including text messaging, social media, phone calls and email. **The key is that the personal connection is how your business grows.** Using your contact management system, record your comments about the conversation, i.e. do they want you to contact them in a month, are they interested in gifts for the holidays, are they ready to book their Tasting, what were the things they ordered, etc. Now you will know when to schedule a follow-up conversation.

Below is a sample email you can use to announce your business, using your “Forty Hosts” list. Then, make that personal connection with everyone who received the email!

---

In case you haven't heard, I’ve started my own business in the wine industry with *WineShop At Home*. We specialize in delivering guided in-home Wine Tastings and food pairing ideas direct from the Wine Country. It’s a fun way to get friends or family together for a relaxed evening while enjoying a selection of handcrafted, limited production wines.

As a dear friend/colleague, I wanted to reach out and see if you may be interested in hosting your own Wine Tasting. *WineShop At Home* currently has an exquisite selection of five wines for your guests to try. There is a small fee to cover the cost of the wines, which is ordered directly from *WineShop At Home*. The wines are available for guests to purchase since they are not available in stores. For hosting the Tasting, you will receive a special consideration.

I really appreciate your support since my business is primarily word-of-mouth. I will follow up with you to see when you may be interested in hosting a Wine Tasting. I look forward to hearing from you!

Please also visit my website at [www.wineshopathome/yourname](http://www.wineshopathome/yourname)

Warmest regards,
Sandra
925-555-1212
Sandra@yahoo.com

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A successful technique to launch your business is simply to ask people for help. As an example, here’s a call you might make to someone in your contact list: “I just started a new business as an Independent Wine Consultant with *WineShop At Home*, a licensed winery in Napa, CA! We perform in-home Wine Tastings with wine produced and made exclusively by *WineShop At Home*, and I can really use your help in getting my new business off the ground. It would be great if you could hold a Tasting for me so that I can get my business going and you and your friends can experience a really fun and unique in-home Wine Tasting! What’s your favorite wine?” And “Are Weekdays or Weekends better for you?”

**Consistency**

Whatever amount of time you decide to devote to your business, really spend that time working it. If you have committed to one hour a day, work for that one hour. There is a saying when you are running your own business: “Would I give myself a raise or fire myself for what I did today?” Not being consistent will affect your income. Whether you are a hobbyist or you are building your own business and have set a goal for how much money you want to make a month, consistency will open the doors for your success.
Monday Night Training

There is weekly Monday Night Training, either by webinar or conference call. Join the Home Office Staff and Field Leaders for a 30 minute presentation, some with a Q&A opportunity aimed at supporting a strong business for Wine Consultants. Check the call time and number in your Wine Cellar on the bottom of the page by clicking on the “Calls & Events” calendar icon. These trainings are recorded so you can access them whenever it’s convenient for you.

Achieving Your Rich Rewards

Reference the Rich Rewards link in your “Welcome Email” and in the “Open Me First” Envelope of your Business Kit. Explore the Rich Rewards Workbook and contact your Leader for support in achieving your Rich Rewards. You can earn valuable rewards by achieving reasonable milestones in your first 7 days of business. Additional information and training materials on the Rich Rewards Program can be found in your Wine Cellar under the “Rewards” tab, in the “Rich Rewards Program” section.

The key to developing your business is the in-home Wine Tasting. By investing a few hours the first week you can start earning extra income immediately. Here are some tips to help you secure more Wine Tastings:

1. Click on the “New IWCs Start Here” section under the “Training” tab of your Wine Cellar and review the videos.
2. Personalize your WineShop At Home website in your Wine Cellar under the “Business” tab in the “Profile” section by uploading your picture and entering your information.
3. Identify your first six Hosts.
5. Open for Business: send out a New Business Announcement via email.
6. Attend Monday Night Training, and/or listen to the recordings.
7. Host Your Business Launch Wine Tasting (Please refer to Policies & Procedures)
8. Book six Wine Tastings with your identified Hosts.
9. Share the WineShop At Home Opportunity with anyone who may be interested.

Tools For Your Business: Your WineShop At Home Online Store

Your WineShop At Home Personalized Website is the door to your store – open 24/7, 365 days a year. Make sure you personalize your site by uploading your picture and a short bio on why you got started in the wine industry, along with your contact information. Any time someone orders from your Personalized Web Site, you get commissions from the sale. How’s that for convenience?
SECTION 1. LAUNCHING YOUR BUSINESS
REVISED OCTOBER 2015

Your Wine Cellar

Accessible through your Personalized Website via your email address and password, your Wine Cellar provides you with a convenient “Dashboard” that displays all of your wine and wine club sales for the present month right on the home page. It also keeps you up-to-date with all new incentives, wine updates and important upcoming calls. Through your Wine Cellar, you have access to all of your customers and their order history, as well as numerous reports to track all aspects of your WineShop At Home business. This is where you enter in your orders; book Tastings, and where you can find numerous training documents to help you build your business to whatever level you desire! Please make a point to thoroughly explore your Wine Cellar and discover the outstanding resource it is for you. It is updated constantly, so visit this site often.

e-Newsletter

We are pouring up the greatest value ever with our business-building tool, The VinNote – a wine lifestyle e-newsletter for all of your customers. It can be customized to include your photo and personal message. The e-newsletter is sent out by the home office on your behalf monthly. Your customers will be able to read wine lifestyle features and learn what’s new with your WineShop At Home business each month. They can also link directly from the newsletter to your personal website to purchase products. Included in the cost of your W.O.W. Package monthly service fee, you can communicate easily, effectively, and consistently. You can sign up for this service in your Wine Cellar.

Wine Education

WineShop At Home provides a number of wine education resources to our Wine Consultants:

- **WineShopAtHome.com** is everything related to your business online including the IWC Wine Cellar and your personal website/online store. The IWC Wine Cellar provides you with tools for training and managing your business as well as valuable training tips. To access the online Wine Cellar simply go to the Wine Consultant sign-on screen accessible through your personal website or www.wineshopathome.com.

- **Wine Tasting Guide & Current Wine Tasting Notes** – Your Wine Tasting Guide is very comprehensive and includes all the information you need to hold your first Tasting along with the current Consultant Tasting Notes that come with each Host Wine Sampler for every Tasting. Insert the current Wine Tasting notes in your Tasting Guide and use during the Wine Tasting Event. We encourage everyone to use their Tasting Guide so Host and guests realize you don’t have to be an expert.

- **Wine Reference Materials** – There are many great books on wine, however we have great training in your Wine Cellar entitled “Wine Basics” section – located under the “Wine” tab.

- **Team Meetings & Conference Calls** – The company sponsors calls and webinars throughout the month for training and keeping you informed of current specials and program incentives. Your upline is also encouraged to conduct regular Team meetings. Take advantage of these to learn more about wine as well as booking, recruiting, and sharing ideas.

Presenting Wine Tastings

When presenting at Wine Tastings the most important success factor is enthusiasm. We have dedicated an entire section of the IWC Manual to presenting. We recommend reviewing this section and using the WineShop At Home Tasting Guide at your Tastings. Having a great Wine Tasting event will help you secure more bookings, increase sales and identify new IWCs.
Your objective when presenting is to show Tasting guests that what you do is duplicatable, easy and fun. You will be able to demonstrate to potential IWCs that being a Wine Consultant does not require a formal wine background. Just basic wine knowledge that’s easy to learn, a love for our wines and an enthusiastic desire to bring the wine country lifestyle into every home. Your job is to find a good home for 3-4 cases of wine that night. (Please refer to Policies & Procedures)

Sponsoring

You can share the opportunity with others right from the start. Find a close friend or family member who may want to start their business and build together. If you are enthusiastic about your business it’s easy to show someone else how they, too, can improve the quality of their life. Help others discover a flexible, fun career in the wine industry while simultaneously increasing your earning potential. You receive a percentage of each dollar sold from Wine Consultants you sponsor into the WineShop At Home program.

If you are interested in achieving higher income levels, we recommend reading the Sponsoring section of the manual to learn how to build a sales team of your own. Your upline leaders can also provide valuable advice on sponsoring others.

National Convention

The WineShop At Home National Convention is a not-to-be-missed event held every year. Wine Consultants from all areas come together for business and wine education workshops, networking, inspiration and of course fun! At the Gala Awards Dinner, we recognize our top achievers. For more information on the Convention, please refer to the Wine Cellar.
Section 2:

Booking Tastings
Booking Tastings

Booking Wine Tastings defines your success. Here are tips to developing a predictable and successful business:

- A consistent work schedule is the key to achieving your business goals
- Setup your personal website and online store (initiated upon online enrollment)
- Complete Forty Hosts in Four Minutes. (located in the Launching Your Business section)
- Formally announce your business to friends, family and acquaintances
- Most future bookings come from your Wine Tastings. Set a goal to identify and close 2-3 new bookings at each Wine Tasting. If you have great Tastings, guests will want to share their positive experience with their friends
- Consistently mention and share information about your business with people you meet.
- Carry business cards and other personalized marketing materials with you. Remember to get contact information from anyone interested and follow up – don’t just hand them your card.
- Provide great service and follow up with Hosts and customers
  - Ask customers who purchase if they are interested in booking a Tasting when their wines arrive
  - Follow up with previous Hosts in three-four months to schedule another Tasting.
  - Provide value-added information such as new wines & recipes
  - Your business grows by word-of-mouth, always ask for referrals
- Commit to five hours a week to grow your business and make calls regularly. Just 5 calls a day amount to more than 100 people contacted in a month. 2-3 Wine Tastings a week puts you on a growth track.

Wine Tasting Education is a Service

Think of what you do as a Wine Consultant as a valuable service. When you sell products, you serve the needs of your customers. You are helping customers by increasing their wine knowledge, take part in a fun social experience and try unique quality wines not available in stores.

Providing good service also means helping with decisions, especially when booking. Give your Hosts two or three potential dates for a Tasting. If you leave the options too broad, it will be hard to get closure. Most people will want your strong suggestions for the best dates and times to have a Wine Tasting. This also allows you to control your calendar and fill each month more effectively.

Right now, I am scheduling for February. I have ____ and ____ still available. Which of these will work for you?

Make sure to help guests with wine selection suggestions when closing the Tasting. The tips and ideas you provide make people feel good about their decisions.

Set a Goal and Be Consistent

A great way to start is to set a booking goal of two Wine Tasting a week, eight Tastings a month. Doing at least one Tasting a week will provide you with a solid part-time schedule, sharpen your presentation skills and provide enough Tastings to move your business forward. If you want to grow your business towards earning executive level income, two Tastings per week is recommended. A consistent and frequent Tasting schedule moves you to a higher level of performance.

Try to avoid being sporadic about your business which often sends you into survival mode. Set a pace of consistency by making a commitment to yourself to do a consistent number of Tastings.
Overbook

People will postpone so overbooking is a practice you are encouraged to adopt. Doctors and dentists also overbook for the same reasons. Here are some guidelines:

- Overbook by 10% to stay on track.
- Overbook so you can handle cancellations & postponements graciously.
- Cancellations and rescheduled dates are a part of business.
- When you overbook, you will have a more confident feeling all month long.
- If the business holds, you will simply have extra business as a bonus.

Give Yourself a Booking Deadline

Running your own business gives you the privilege and responsibility of managing yourself.

- Think like a manager.
- You decided to be your own boss so work as hard for yourself as you would for someone else.
- Give yourself a deadline to stop, assess your bookings and add more bookings to your calendar. You’ll feel more confident when you know that once a month, you’ll be taking stock of your bookings.

Ideas for Hosting a WineShop At Home Tasting

Use enthusiasm and provide ideas when you sell the opportunity to book a Wine Tasting. Here are some great suggestions for potential Hosts:

- Meet your neighbors
- Office get together
- Team meeting
- Book club
- Dinner club
- Singles mixer
- Couples night out
- Start a wine club

Ask With Confidence

Sometimes we’re so afraid that we’ll be perceived as pushy, we don’t ask. Pushy is not listening and then moving forward no matter what the response is.

Asking is a form of offering. By asking, you can tune into the person’s needs and motivations. Gently promote the idea of hosting throughout your Tasting. Later, when you are helping each customer at the end of the Tasting ask if they may be interested in hosting a Wine Tasting for their friends or family.

Ask Hosts to Re-Book

Repeat bookings are part of a solid business plan. When you ask for a repeat booking, you can say something like this:

_________ (Host name) it was a lot of fun to work with you tonight. You have a knack for hospitality and you did a great job of making everyone feel at ease. I’m wondering if you’ve thought about the idea of hosting another Wine Tasting in three or four months with another group? We will have new wines and food pairing ideas to bring to your next tasting. Let me pencil you in on my calendar for the _____ of ______ and I will follow up with you to finalize in the next few weeks.
Be Ready for YES

When you do get interest, be ready to close the booking:
- Bring your calendar (but do not show a blank calendar)
- Try to fill your current month before moving to the next
- Provide the Host with a choice of two or three possible dates to help the decision process, e.g. “Would you prefer a weekend or weeknight? I have these two dates available – which works best for you?”
- Create urgency. Wine availability, current host gifts, and full calendars can provide reasons to book now versus a later date
- Get credit card information and complete the transaction to hold the date.

The Elevator Pitch

Outside of Wine Tastings, you have many opportunities to tell people what you do and to create excitement about being a Host. Give them two to three sentences on what you do as a Wine Consultant and how you provide a unique service:

I run my own business as an Independent Wine Consultant with WineShop At Home. We provide a fun time out for people by having them host a Wine Tasting event in their home with friends and family. Everyone has a great time trying some incredible wines and getting some basic wine education and food pairing ideas. It's a lot of fun. Would you be interested in hosting a Wine Tasting?

Always try to collect a potential customer’s personal contact information, business card or email to set up a date to follow up later (usually within a day or so). An easy way to do this is to offer your monthly e-newsletter, “The VinNote,” so that they can see what WineShop At Home is all about and you get their contact information.

Show Enthusiasm About Your Business

- It’s more important to be enthusiastic about what you do than to be a wine expert.
- Ask if people are having fun during the Tasting and mention how excited you are to be at their Tasting.
- When you are enthusiastic, people want to do business with you.

Follow Up Calls

Direct selling is a high touch business. Make sure to have regular call times, even if it's for 20-30 minutes. Fill your contact book with names and make calls regularly. Five calls a day is more than 100 people contacted in a month. Keep track of future business and people who’ve said they would be interested in hosting a Wine Tasting.

Who Should You Contact:
- Friends, family and acquaintances
- People who placed an order from a WineShop At Home Wine Tasting
- People interested in Catalog items
- Corporate contacts
- Referrals from in-home Tasting guests
- Leads from Trade Shows & other lead generating Tastings
Things to mention on a follow-up call:

- Express appreciation for their business
- Have they received their wines? Are they enjoying them?
- Promote wine & gift items for upcoming special occasions or holidays
- Mention the new wines or new Host considerations
- Tell them about any specials
- Ask them to book a new Wine Tasting at their home or office
- Inquire about any referrals for new business
- Inquire if they or someone they know would be interested in becoming a Wine Consultant

### Participation in Trade Shows

There are many great places for gathering leads for WineShop At Home Tastings. Please refer to the Policies and Procedures section for rules pertaining to participating in public Tastings such as:

- Art & Wine Festivals
- Local fairs
- Business Networking Groups
- Fundraisers
- School Tastings

Another idea is to share the cost of the event with another Wine Consultant in your area and collect twice as many leads.
Section 3:

Host Coaching
Host Coaching

Host Coaching is an easy, vital and fun process. By working together toward having a great Wine Tasting you will be a part of your Hosts’ success and they will want to be a part of yours.

Be enthusiastic and communicate frequently. We’ve provided you, the Consultant, with a Host Coaching Checklist to effectively complete your weekly calls.

Three-Call Host Coaching

Experienced Wine Consultants have found that a minimum of three phone calls to the Host will position you for a successful Tasting. The Host Coaching Checklist outlines the structure of the three calls, summarized below:

Call 1: Review the Host Planner and Build Excitement

- Send your new Host a Host Planner either via email, mail or in person. You can personalize your Host Planners with your information in Print Shop, located in your Wine Cellar under the “Marketing” tab.
- Call your Host within 2 to 4 days after booking the Tasting.
- Build rapport with your Host and be respectful of their valuable time. Ask them to walk through the Host Planner with you:
  “Hello______. Did you receive your Host Planner? Great, please take a few minutes to review it with me?”
- Set or confirm Tasting date and time:
  “Hello ______, I have February 8th down for your Tasting – is that right?”
  “What time have you decided to begin your Tasting?”
  “Great! This will be fun. I will work with you to make sure it is a big success.”
- Inviting Guests – Determine how the Host will invite their guests. They can use email, Facebook Events or personalized guest invitations that you can order through Print Shop under the “Marketing” tab in your Wine Cellar. Also, make sure guests know they can purchase or pre-purchase the wines. Sample email:

  I am so excited to invite you to a WineShop At Home Wine Tasting I am having at my home on _______ (day) of _____ (month). This is a unique opportunity to taste artisan, handcrafted wines not available in retail stores.

  This is a special and fun opportunity. We are limiting it to the first sixteen people who RSVP. The Wine Tasting will begin at XX pm. As a courtesy, please arrive on time so we can all taste the wines together! Light cheese/fruit/chocolate pairings will be served.

  After the guided Wine Tasting, we will have the opportunity to order any of the featured wines. My job is to find a good home for 3-4 cases of wine at your upcoming Tasting. If you are not able to join us, I can provide you a menu of the wines we will be enjoying and you can purchase any time or host your very own Wine Tasting.

  Looking forward to Tasting with you!

  Cheers!
  Your Name & Contact info
Other questions a Host may have:

- **What to provide?** Keep it Simple; simple appetizers (cheese/fruit/chocolate pairings) should be served
- **How long is a Wine Tasting?** Tastings last approximately 2 hours.
- **What forms of payment are accepted?** Orders can be paid with credit card or check. No Diners Club card or cash

Set a date for your next phone call:

“I’ll phone you next week to see how things are coming along. What is a good day and time?”

**Call 2: Be enthusiastic! Review RSVP list & Wine Tasting details**

- This call should be made 2 weeks prior to the Tasting
- Invitations & RSVP’s
  - Ask if they sent invitations. How many were sent and how did they invite guests?
  - Did the Host let people know that this is an opportunity to try and buy limited production artisan, handcrafted wines
  - Ask how many RSVPs so far. If needed, discuss ideas for boosting attendance such as:

  “You are doing fine! Have you considered asking confirmed guests to bring a plus one?”

- Discuss appetizers (recommended cheese/fruit/chocolate pairings) & wine glasses
  - “We recommend three different types of cheeses, crackers, grapes and some chocolate.”

  “One wine glass is sufficient for each of your guests as we will be going from light to dark in our wines.”

- Ask if Host has any more questions
- Reassure that this will be a fun and successful Tasting
- Set a date for your next phone call:

  “I’ll phone you __________ to get a final count and make sure I know how to get to your home.”

**Call 3: Confirm number of guests and answer any last minute questions**

- This call should be to 4-5 days before scheduled Tasting
- Thank Host for their efforts

  “You will have a fun and successful Tasting due to your efforts. Thank you very much.”

- Get a final head count of guests
- Ask Host to make a quick reminder call to guests
- Encourage guests to arrive on time
“All that is left is to make the reminder calls, texts, email or invite posts. Your guests will appreciate the reminder, especially if they forgot.”

- Determine the best location in the Host’s home for the Wine Tasting. Ask that it be in the same area as the food.
- In Ship-to-Host states, remind your Host to put the white wines in their refrigerator the day of the Tasting.
- Let your Host know you will be arriving about 20 minutes early to set up and help out.
- Make sure you have the right address and directions.
- Reinforce with confidence that Host and guests will have a great time.

**Host Coaching After the Tasting**

Coaching is an ongoing process that does not end when the Tasting is over.

- Before leaving the event, thank the Host and congratulate them on a successful Tasting. Your Host worked hard and deserves the praise.
- Check in with Host and guests to ensure proper delivery of their wine selections. Typically, they should receive shipment within two weeks.
- Stay in touch by mail, phone or email to advise of any specials being offered by *WineShop At Home*.
- Three months after the Tasting, call Host to setup another Wine Tasting Event.

“Hello _______. It has been a while and we have some new and wonderful wines. I would be flattered to present another Tasting for you. What would be a good date?”

**Personal attention and follow up with your customers will ensure long-term business success!!**

*Note: The Host Coaching Checklist on the following page can be found in your Wine Cellar under Training/Training and Policy Docs/Bookings.*
HOST COACHING CHECKLIST

HOST INFORMATION

NAME
ADDRESS__________________________________________
CITY_________________________ST_____ZIP___________

PLANNER RECEIVED? Y/N
WHICH SAMPLER ORDERED? ________________
INTERESTED IN BECOMING A CONSULTANT? Y/N

PHONE (DAY)_________________(EVE)____________
BEST TIME TO CALL__________________
EMAIL______________________________________
PREFERRED COMMUNICATION___________________
TASTING DATE______________________________
TASTING TIME________________________________________

(Fill out below if shipping address is different than above)
NAME__________________________________________
ADDRESS______________________________________
CITY_________________________ST_____ZIP___________

BOOKING THE TASTING

☐ Set and confirm date of Tasting
☐ Discuss Host Rewards
☐ Review Host Planner
☐ Discuss preferred wine for Sampler selection
☐ Discuss Wine Delivery (in ship to host states)
  ○ Ships 15 days prior to tasting
  ○ Adult signature required
  ○ Keep in a cool place
☐ Discuss inviting guests
  ○ Invite wine loving people & those who might be interested in the business
  ○ Provide Host with invitation wording
  ○ Position as limited attendance on invitation (14)
☐ Set date for next call__________

FINAL CALL DATE

☐ Thank Host for efforts
☐ Final count
☐ Ask Host to make reminder calls
  ○ Mention timely arrival
☐ Determine best location for Tasting
☐ Food should be in the same area
☐ No alcohol before tasting, OK to serve after tasting
☐ Confirm start time and address
☐ All guests must be 21 years of age or older
☐ Ask if Host has thought of being an IWC
☐ Share your arrival time

☐ Share Reschedule & Cancellation Policies if original date can’t be held
  ○ Can reschedule within 30 days
  ○ Restocking fee may apply past 30 days
  ○ Explained on Host Coaching Brochure
☐ Share Host buying opportunities – 2 add-on bottles for buying a case

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EVENT SALES TOTAL______________________________
NUMBER OF GUESTS______________________________
NUMBER OF BOOKINGS___________________________
NUMBER OF WINE CLUBS_________________________
NUMBER OF POTENTIAL IWCs_____________________
THANK YOU SENT______________________________
ORDERS SENT TO WINESHOP AT HOME_________________

POST EVENT CALLS

☐ Confirm delivery of orders (2 weeks)
☐ Call with specials/new wines/Host Considerations
☐ Call to rebook (3 months)

EXPENSES__________________________
MILEAGE__________________________
TOLLS___________________________
MISC___________________________

TASTING CLOSED (24-48 HOURS)__________

1-800WINESHOP® CONFIDENTIAL INFORMATION
SECTION 3. HOST COACHING V1015
Section 4:

Presenting Wine Tastings
Presenting Wine Tastings

Here are some helpful hints that can help you deliver a great Wine Tasting event. Use the hints to develop your own presentation style.

- Keep your presentation simple, fun and informative
- Use your Wine Tasting Guide & Consultant Tasting Notes to help you along the way
- Practice! You’ll be much more confident after you’ve rehearsed a few times

Below we have provided a supplies checklist, sample outline and script framework with appropriate places to talk about booking and sponsoring. It is important to mention the Wine Club, Booking Tastings and Sponsoring at least three times during your presentation. In this section, you will find sample words that you can adapt to your own style.

Your Consultant Tasting Notes for each wine will be included in the Host Wine Sampler when it arrives prior to the Wine Tasting. (In areas where Sampler ships directly to Host, you can view the Consultant Tasting Notes for the wines included in your Sampler by logging in to your Wine Cellar under the “Wine” tab in the “Samplers & Menus” section.) Referring to note cards during your presentation keeps you on track, builds confidence and sends a message to potential IWCs you don’t have to be a wine expert to become a Wine Consultant.

When choosing your attire for Wine Tastings, business casual is recommended to make the best impression possible. Adding logo apparel is a professional touch which will set you apart.

The rule of $2+2+2+2$ and having at least 8 attendees is your goal for every Wine Tasting:

$2$ new Wine Tastings + $2$ new Wine Club Members + $2$ new potential Wine Consultants + $2$ cases of wine

Know Your State

- In some states, Wine Tasting Samplers must be shipped directly to the Host.
- Know the taxable rate for your specific state and/or county, your order entry system will take care of this when orders are placed, but it is good information for you to have for your customers when they fill out their Interest Forms at a Tasting.
- Some states have volume limitations as to how much wine can be shipped to an individual or household. For example: In a particular state, the rule may be “An individual may receive 2 cases per wine per month.” This information is on the Service Areas section of your website and in your Wine Cellar. (See Policies & Procedures, pay special attention to the Rules of The Wine Road section)

Wine Tasting Supplies Checklist

- Review Wines: Chill white wines two hours prior (or advise Host to chill whites)
- Your WineShop At Home IWC Wine Tasting Guide with Current Consultant Tasting Notes (provided in each Host Sampler)
- Vintner’s Notes & Recipe Cards (provided in each Host Sampler)
- Guest Interest Forms (provided in each Host Sampler)
- Guest Tasting Menus (provided in every Host Wine Sampler)
- Wine Tasting Guide Tablets
SECTION 4. PRESENTING WINE TASTINGS
REVISED OCTOBER 2015

- Business Cards
- Pens
- Calculator
- Order Boards
- Personalized Marketing Materials found in “Print Shop” section under the “Marketing” tab in your Wine Cellar, such as Opportunity Brochures and Mini-Brochures
- Wine Opener
- Wine Away (stain remover)
- Posi-Pours
- Artisan 5 Star Stems for display (optional)
- Display items: Wine Club, Personalized Wine Labels, Gift Baskets (optional)
- A list of your open Tasting dates

Wine Tasting Event Outline & Arrival

Sample Outline:
Wine Tastings can be held at any time during the day or evening. The ideal time for a Wine Tasting has a start time before 7:00pm and ends at approximately 8:30pm. Here’s an outline for a Tasting starting at 7:00pm:

6:30pm: Arrive early
Get to know the Host
Checkout & finish setting up the designated Wine Tasting area
Open up all wines (except Sparkling Wines)

7:00-7:15pm: Greet guests and get to know them

7:15-8:15pm: Your presentation:
Opening
Wine Tasting – Basic Tasting Education
Wine Tasting – Featured Wines & Food Pairing

8:15-8:30: Closing:
Thank the Host
Collect Interest Forms
Future Bookings
Identify Potential IWCs

When You Arrive:

- Arrive 30 minutes early
- Make friends with the Host and assist with last minute needs
- Ensure there are enough glasses, dump buckets and appropriate foods
- Make sure food is in the same area as the Wine Tasting
- Set up wines and gifts as a display
- Open all wines except the sparkling wine and keep them stored in the refrigerator – except the reds – until starting.
- Do not drink any wine before the Wine Tasting starts
Greeting Guests

- Be finished setting up the Wine Tasting area and opening wines so you can greet guests with the Host as they arrive.
- Let guests know the Wine Tasting will begin shortly, when everyone has arrived.
- Encourage guests to wear nametags so the Wine Tasting can be more interactive.
- Use the opportunity to warm up to guests as they are mingling.

Opening & Kickoff

- Get guests comfortable and settled in the designated Wine Tasting area
- Verify all guests are of the legal drinking age
  - Helpful Hint: It’s a great way to flatter your guests:
    “You guys look so great, everyone do me a favor, everyone put your IDs next to your wine glass”
- Hand out Order Boards with these materials:
  - Interest Forms
  - Your business card
  - Specials sheet (if one is provided in Sampler, they easily slip into back of your order board for display) or you can place a catalog into the back, opened up to a page that you want to emphasize during the Tasting, i.e. the double magnum bottles, joining the Wine Club, stemware, etc.
- Introduce yourself, share your excitement about being with them and the WineShop At Home mission:

  Thank you all for coming this evening, my name is __________ and I am an Independent Wine Consultant with WineShop At Home. I am a wine lover just like you, and my goal is to make sure we all have a great time this evening and to find a really good home for 3 to 4 cases of wine! The WineShop At Home mission is to bring you a taste of the wine country with some basic wine education – including food pairing ideas – while sampling our limited production, Artisan wines only available through us.

- Thank the Host for hosting a Wine Tasting

  I want to thank ______ for inviting everyone to get together. ______ can select from some special discounted items for hosting this Tasting, but their main gift is getting all of you special people here to share in this really unique event. Isn’t this a great concept being able to host a Wine Tasting and getting your friends together to try wines that you can’t find in stores?

- Provide background on the company

  WineShop At Home serves customers nationwide. We have thousands of members in our Artisan Collection™ Wine Club and we offer a full array of gifts, Artisan 5 Star lead-free stemware and a very popular Personalized Wine program. We are a licensed winery located in Napa, CA and we produce the very best wines from vineyards all over the world. Our wines are not found in stores and are exclusive to WineShop At Home. You can see examples of our products and
services in the catalog I’ve handed out. (Select your favorite items and have everyone turn to
the pages you want to highlight for gifts or Tastings).

Wine Tasting – Basic Wine Education

- Let your guests know it’s time to start the Tasting. To add some fun and education, start by offering
some basic Wine Tasting techniques. Mention here that you are a “professional consumer” not a
wine aficionado to better connect with your audience.

- Pour the first wine that will be used to demonstrate basic Tasting techniques.

  The first white wine we are trying tonight is the _____ wine from _______. I’d like start by
giving you some basic Wine Tasting techniques. Does anyone know what the S’s of wine are?
There are four techniques: Seeing, Swirling, Smelling and Sipping. Let’s start with seeing.

Wine Tasting Techniques – 4 S’s of Wine:

- **SEE**: Look for clarity and bold color. Cloudiness is not desirable.

- **SWIRL**: Gently swirling the wine allows more air to reach the wine and releases the flavors &
bouquet more fully. Sparkling wines should not be swirled as it released too much of the gases.

- **SMELL**: When smelling wine be bold. Stick your nose right into the air-space of the glass where
are the aromas are captured. The smell of the wine is also referred to as it’s “nose.” “Bouquet”
also refers to smell.

- **SIP/TASTE**: You typically want to taste a wine with a good medium-sized sip. Hold it in your
mouth, purse your lips and draw in some air across your tongue over the wine. Then swish it
in your mouth as if you are chewing it. Then swallow. The process should take a few seconds.
There are four characteristics of wine and the flavors and aromas most associated with wines
(see below).

Four Characteristics of Wine:

- **Sweetness** – the first thing you taste. It is different than fruitiness which is the aroma and flavor
of fruit. Sweetness can be gauged as: dry (not sweet), off-dry (moderately sweet), then sweet.

- **Acidity** – all wine contains acid. Acidity is more of a taste factor in white wines than reds. Good
acidity gives the wine firmness and structure and often referred to as “crisp”. Buttery or creamy
is less acidic wines. Sides of the tongue trigger your perception of acidity.

- **Tannin** – Tannin is a substance that exists naturally in the skins, seeds and stems of grapes.
Because red wines are fermented with their skins on, tannin levels are higher in red wines than
white. Oak barrels also contribute to tannin. The rapid experience of a drying-out feeling in
your mouth is tannin. Tannin is to red wine what acidity is to white – the backbone. Typically,
it is detected on the inside of checks and between cheeks and gums.

- **Body** – A wine’s body is an impression you get from the whole of the wine – not at any one
place on your tongue. It’s the weight and size of the wine in your mouth and can be attributed
to a wine’s alcohol. Think of your tongue as a tiny scale, you can determine if it is light-bodied,
medium-bodied, or full bodied.
10 Aromas Associated with Wine:

- Fruits
- Herbs
- Vegetables
- Earth
- Flowers
- Grass
- Tobacco
- Toast
- Smoke
- Coffee or chocolate

**Wine Tasting – Featured Wines & Food Pairing**

- Walk guests through each of the white wines and corresponding food pairing suggestions. Ask guests if they are having fun and make your presentation as interactive as possible. Here’s a great question to ask guests:

  *How many cases do you think the average wine-drinking household consumes and gives as gifts in a year? Answer: Approximately 10-12 cases!*

- Once you have completed the white wines you have an ideal opportunity to offer a personal testimonial. This helps you develop credibility with guests and identify other potential IWCs. Here’s an example of a personal testimonial:

  *Who’s having a great time? I am too! This is why I enjoy working with WineShop At Home. You know, I often get asked how I became a Wine Consultant without having a formal wine background. I attended a WineShop At Home Tasting last year when I was working in the____ industry. I really enjoyed the quality wines and the whole Tasting experience. Moving into the wine industry has been an incredible opportunity – I have a flexible schedule and an improved quality of life. Now that you know a lot more about me, let’s move on to our red varietals!*

- Go through the red wines using the Consultant Tasting Notes as your reference

- Before Tasting the last wine make sure to emphasize the benefits of hosting:

  *We have just one wine left. I have had such a great time with everyone. I wanted to remind you that my business is primarily word of mouth and I would love the opportunity to host a Wine Tasting in your home. It’s such a great opportunity to get friends and family together like we did this evening. As the host you receive a special host consideration (describe consideration).*

- Pour the final red wine and present. Use this opportunity to highlight the Wine Club:

  *As you are finishing your last wine, I would like to give you a bit more information on our Artisan Collection™ Wine Club. The wines you’ve tried this evening are just a small sampling of the wines we’ve featured in our Wine Club. As a Wine Club Member, you receive two different wine selections each month. And what makes our club so unique is we give you a choice of two reds, two whites or a red/white each month. You receive special member discounts on ½ case and case purchases, and there are special discounted specials available just for you once a month. You can cancel anytime and all of our wines are guaranteed. We have to earn your business every month!*
Closing & Taking Interest Forms

- Thank guests for their time

  It has been a pleasure to share our unique wines with you. Thank you all for your enthusiastic questions and for being such a fun group. I hope I can do this again with each one of you in the future and if you can imagine yourself or someone else doing what I'm doing let me know.

- Remind guests that our wines are extremely limited and can sell out quickly.

- If there are any holidays or special occasions coming up, let guests know about potential gift items.

- Talk to each guest/couple individually regarding wine orders. Your goal is to get customers to place a case order, join the Wine Club and book a future Wine Tasting.

- Identify potential IWCs by talking to guests individually if they or someone they know may be interested in becoming a Wine Consultant. The Host is always your best possible recruit.
Section 5: Sponsoring
Sponsoring

Invite others to discover a flexible, fun career in the wine industry while simultaneously increasing your earning potential. Many will appreciate the freedom and flexibility you are enjoying with WineShop At Home. Build a team of great people and increase your quality of life and income. Remember, you receive a percentage of income from volume on all active Consultants you sponsor into the program. Use the tools at the end of the section to identify and track new Wine Consultants. Sponsoring is truly the key to unlocking the potential of the WineShop At Home Career Plan.

How to Identify Potential IWCs

There are two ways to identify potential team members. The first and best place for you to sponsor is at an in-home Wine Tasting. The other is through personal contacts outside the Wine Tasting.

Spotting a New IWC at a Wine Tasting

There are usually two potential Wine Consultants at each Wine Tasting event. The Host is your best potential IWC because they are excited about the experience and have already proved they can put a Wine Tasting together. There are also others who may be interested and here are some helpful hints to identify them:

- Those who nod their heads and make eye contact when you tell your personal story
- Those who ask more questions after you tell your story
- Those who are the most interactive guests at the Tasting
- Those who tend to wait after the Tasting for an opportunity to speak with you
- Identify guests that have shown a love of wine or those who may want to earn extra income.

Tastings are the single best resource for business candidate sponsoring. Here a potential IWC has the opportunity to see a Tasting – the basic building block for the business – up close and personal. Spot future IWCs by their enthusiasm, their participation, and by simply asking at the Tasting if anyone knows of someone who is a wine lover or would love to earn some extra income by becoming a Wine Consultant.

Identifying IWCs Outside of Tastings

Networking with your personal contacts and outside organizations is another way to identify potential IWCs. Mention to everyone that you are a Wine Consultant. Some people will let you know they are interested in the opportunity. Others will show signs of interest by asking these types of questions:

"How did you get started?"
"How many Wine Tastings do you do a month?"
"Is it easy to get bookings?"
"How long have you been doing this?"
"Can you make good money?"
"How long does it take before you can start doing Wine Tastings?"
"How did you learn about wine?"
"You are really good at this!"
Making the Connection

No need to wait to share the WineShop At Home Career Opportunity! Meet your prospect at their home, a coffee shop, deli or any location which affords you an hour face-to-face. Select a time when family is in school or at work or off-peak customer times at commercial locations. The most successful way to engage someone in the business is face-to-face. If this is not practical, set an appointment to “meet” via phone. Additionally, work directly with your upline for coaching and see if the three of you can meet if it is practical.

Ok! It’s clear the opportunity sharing venues are diverse and plentiful. The underlying message is sponsor NOW! The belief in yourself and enthusiasm for the WineShop At Home career opportunity will shout credibility and inspire confidence in the Candidate’s decision to become an Independent Wine Consultant.

The Independent Wine Consultant Career Opportunity

Next steps are bulleted for simplicity of learning to effectively get an appointment with your prospect; keep the appointment with your prospect and ultimately interview them to see how having their own wine business attracts them and works with their lifestyle.

Identifying Your Prospect

- From a Tasting – your best resource
- Referral – from friends or colleagues
- Company referral – dispersed according to title and activity
- Networking Group – opportunity to connect with like-minded individual
- Lifestyle Encounter – kids’ school/sports, church, community activities

Qualifying Your Prospect

- How did you hear about us?
- What are you looking for in a home-based business?
- Any prior direct selling experience? Hosted a “party?”
- What are your income goals?
- How much time do you have to devote to a new business?
- Are you open to discovering more about WineShop At Home?

Making/Confirming the Appointment

- Establish Prospect’s locale/willingness to meet at mutually convenient spot
- Suggest a coffee shop or local eatery in an off peak timeframe
- Offer 2 appointment time options/agree
- Contact 24 hrs. prior to appointment
- Affirm interest; ability to personally and financially commit
  o The kit is $____. Assuming we have a match is this feasible?
  o Anyone else needed in your decision process?
  o As a member of the Direct Selling Association please know, you’re protected with an option to cancel affiliation.

You're There! It's face-to-face, handshake time!
Closing the Deal

Focus On What They Are Looking For
The art of open-ended questioning and effective listening are key! Your job is to find out everything you can about your potential IWC. Ask questions like:

- Tell me about your family?
- How much extra income are you looking for?
- How much time would you feel comfortable devoting to a new business?
- What are your goals for your family?

Continue to ask questions and Listen, making notes to yourself on their answers.

Cover The Five Distinct Points
- There is a strong & diverse market for the products/services
- The business is FUN & SIMPLE
- Great training & support is included
- Excellent income potential
- NOW is the BEST time to GET STARTED!

Master a Comfortable & Effective Close (here are some ideas)
- (They stated they wanted to make an extra $400 a month.) “If I can show you how to make that extra $400-$500 a month for your monthly budget, would you be interested?”
- Ask “What’s next for you? What did you like most about what I said?”
- Ask “On a scale of 1 – 10, with 10 being I want to sign up now and 1 being don’t talk to me again, where do you fall?”
- “Do you want me to share what your next options are? (Once they say yes) You can sign up now, you can book a tasting, or you can come with me to a tasting

Check In Periodically with Potential Prospects

Not everyone will say yes. For every five people interested in talking to you further, one will be likely to sign a Wine Consultant agreement. Try not to inconvenience someone who is not interested in talking more about the business.

Sometimes a candidate may say “no” and really mean “not now.” We often go through various life changes such as a new job, baby, move, etc. and may simply need to wait. It may be a few months after your initial contact before they are interested in pursuing the opportunity.

“It sounds like right now is not the best time for you. May I keep in touch in case things change?”

Keep track of each candidate and new Consultant you’ve sponsored using the New Wine Consultant Checklist enclosed. Check with the candidates periodically, 1-2 times per week during the first few months and encourage Consultants to attend local meetings to stay connected.
Valid States of Operation & Volume Limitations

Currently, you can sponsor and conduct Wine Tastings in the states listed on our website under “Service Areas.” A Consultant must have their primary place of business in a WineShop At Home licensed state. This is where your 1099 will be sent as well.

As a Wine Consultant you are allowed to sell wine, gifts and enroll new Wine Club Memberships in additional states. Please refer to the website for the most current list of states.

We will notify you of new states of operation as they become available. At WineShop At Home, we enthusiastically support you in growing your business!

Know Your State

- In many states, Wine Tasting Samplers must be shipped directly to the Host.
- Know the taxable rate for your specific state and/or county, your order entry system will take care of this when orders are placed, but it is good information for you to have for your customers when they fill out their Interest Forms at a Tasting.
- Some states have volume limitations as to how much wine can be shipped to an individual or household. For example: In a particular state, the rule may be “An individual may receive 2 cases per wine per month.” This information is on the “Service Areas” section of your website and in your Wine Cellar.

Sponsoring & Leadership

As a Leader, your responsibility is to support your team by facilitating training through one on one coaching calls, organized team meetings and/or conference calls. Effective sponsoring means taking responsibility for everyone you have brought into the business by making sure they have the training they need to be successful.
### 40 Potential New Wine Consultants

<table>
<thead>
<tr>
<th>People Looking to Supplement Their Income</th>
<th>People Who Love to Entertain</th>
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<th>People Who Want Their Own Business</th>
<th>People Who Love Wine</th>
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<th>Stay-At-Home Moms or Dads</th>
<th>People Who Host A Lot of Parties</th>
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<th>People You Would Enjoy Working With</th>
<th>Couples Who Enjoy Meeting New People</th>
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<th>People You Think Would Be Great at Being a Wine Consultant</th>
<th>People Who Have Experience with Home-Party Sales</th>
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**Other Ideas:**

- Ask your friends and family members if they know anyone
- Ask Church and Social Contacts
- Ask Sports team members (kid’s, spouse’s or your own)
- Ask Hobby or Social Club Members
New Wine Consultant – Sponsor Checklist

Contact Information

Prospect’s Name _____________________________
Address ____________________________________
City_______________________St______Zip________
Source of Lead________________________________

OK to use?
Home Phone ________________________________ Y/N
Work Phone ________________________________ Y/N
Email Address ______________________________ Y/N
Best Time to Call ____________________________

Potential Team Member

1st Contact Date ____________________________
☐ Phone
☐ In Person
☐ Mail
☐ email
Information Sent:
☐ Opportunity Brochure/Packet
☐ Other
Wine Tasting/Meeting ________________________
Review IWC Agreement _______________________
Joined Program?    Yes / No
Notes ______________________________________

2nd Contact Date ____________________________
☐ Phone
☐ In Person
☐ Mail
☐ email
Joined Program?    Yes / No
Follow-up Information Sent:_____________________
Notes ______________________________________

3rd Contact Date ____________________________
Joined Program?    Yes / No
Follow-up Information Sent:_____________________
Notes ______________________________________

Training Record

Date of IWC Agreement _______________________

One on One
☐ Welcome Letter Sent
☐ Business Kit Ordered
☐ Add to Mailing List
☐ Walk through Business Kit

Notes ______________________________________

Meetings and Training Programs

☐ Attend Sponsor’s Wine Tasting
☐ Attends 1st Team Meeting
☐ Booked 1st Party
☐ Booked 3rd Party
☐ Booked 2nd Party
☐ Booked 4th Party

Notes ______________________________________

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Section 6:

Policies and Procedures
Overview – Rules of the Wine Road

We are so thrilled to have you as a member of the WineShop At Home team. Being in the wine business is, for most of us, the dream of a lifetime. It can provide great opportunity and a fun career. It’s also, however, a highly regulated industry and therefore it is very important to understand your basic responsibilities as an Independent Wine Consultant.

WineShop At Home is a licensed winery based in California. WineShop At Home offers a wide selection of premium wines under WineShop At Home Artisan Brands. As a licensed winery, WineShop At Home is able to accept orders and ship direct to consumers under certain state alcohol beverage laws. Each state has specific laws that require detailed reporting, consumer volume limitations, and more. The following is a summary of the Rules of the Wine Road our IWCs must understand and follow:

- **Independent Wine Consultants Are Marketing Agents:** IWCs are NOT sellers of wine but are marketers providing educational information about the nature, history, characteristics and value of different WineShop At Home wines to wine consumers. The goal at WINESHOP AT HOME is to encourage everyone to be knowledgeable, educated, wine consumers. If a guest is interested in ordering wines directly from WineShop At Home (also referred to as the home office/winery), an “Interest Form” must be submitted to the licensed facility for confirmation and processing. You may submit guest Interest Forms through your approved WINESHOP AT HOME website, by phone, or by fax.

- **Approved Service Areas:** WineShop At Home Tastings may only be conducted in approved states. We are opening new states all the time so please check your Wine Cellar under “Training” and then “Training and Policy Docs” for the most current areas of operation. Consultants must live and have their primary place of business in a WineShop At Home licensed state.

- **Tasting Samplers Must be Pre-Sold to the Host:** WineShop At Home charges a fee to the Host for the Wine Tasting Sampler. The wines are purchased by the Host prior to the event and shipped via common carrier prior to the Tasting. Only the wine provided in the pre-sold Tasting Sampler may be used for the Tasting Event. IWCs may NOT substitute or provide additional wine for the Tasting.

- **Tasting Samplers Shipping Protocol:** Tasting Samplers are shipped to the IWC in some states, while in other states the Tasting Samplers are shipped directly to the Host. Please refer to the Service Areas section in your Wine Cellar for more details.

- **No Free Gifts:** IWCs may NOT give away promotional items or free gifts to Hosts, guests or prospective customers. WineShop At Home includes Host “considerations” as part of the purchase of the Wine Tasting Sampler and those consideration item(s) are detailed on the invoice provided to the Host.

- **Do Not Accept Cash:** IWCs may NOT collect cash with Interest Forms. Only credit card information and checks made out specifically to WineShop At Home are accepted.

- **Tastings Must Be Held In Private Residences:** Public venues including festivals, restaurants, shops and other locations are NOT approved for WINESHOP AT HOME Tastings.

- **Guests Cannot Be Charged a Fee For Tastings:** Since these are residential private Tastings, guests may NOT be charged a fee or it is no longer a qualified private Tasting event.
No one under the age of 21 may be present during a Wine Tasting: It is suggested that you check the ID’s of all Tasting attendees. It is essential that only people 21 years of age or older are present at the Tasting.

Rules of the Wine Road – Wine Tasting Protocol

The following are the guidelines for conducting WineShop At Home Wine Tastings. Any event where the WineShop At Home Wine Samplers are used is by definition a WineShop At Home Wine Tasting event. Qualified Wine Tastings must meet all of the following conditions to be approved by the company and comply with alcohol beverage laws:

- Wine Consultants may conduct Wine Tastings only in states where WineShop At Home has approval. Check your WineShop At Home Wine Cellar for current information regarding states of operation. There may be additional local laws, taxes and other conditions that apply in certain states.
- The Host of a Wine Tasting must pre-purchase a Wine Sampler directly from WineShop At Home. At no time may a Wine Consultant pay for a Wine Sampler for the Host. WineShop At Home does not accept cash for any transactions, including Business Kits.
- Wine may never be donated or given away at no charge at a Tasting event.
- The Wine Sampler must be delivered from the licensed premises (WineShop At Home’s distribution center/ winery) to either the IWC or Host (please refer to the “State Tax Rate and Volume Limitations” chart in your Wine Cellar or the most up-to-date shipping information).
- Payment for the Wine Sampler must be collected and processed by WineShop At Home prior to the event.
- Only the wine provided in the pre-sold Tasting Sampler may be used for the Tasting Event. IWCs may NOT provide or substitute wine for the Tasting.
- At no time may a fee be charged to guests in conjunction with a WineShop At Home Tasting event.
- All Interest Forms must be processed and delivered from the licensed WineShop At Home distribution center/ winery to the customer’s ship-to address.
- WineShop At Home wine cannot be used for resale purposes. All transactions must take place between the end consumer and WineShop At Home. Wine Consultants are marketing agents representing the consumer.
- When presenting at a Wine Tasting, it is not necessary for the IWC to taste the wines. The IWC may taste AND spit to determine the wine is not spoiled or “corked.” Never consume more than 3-4 oz. of wine at a Tasting.
- Host should pour the wines for their guests at the Wine Tasting. The IWC is there to educate and explain the wines.
- Have the Host limit guest pours to 1 ounce of each wine. Special 1 oz. Posi-Pours are included in the Wine Consultant Business Kit. Guests should also be encouraged to spit after tasting. Hosts have been provided disclaimers in the Host Planner that neither the IWC nor WineShop At Home is responsible for liabilities arising from guests who consume at a Tasting.
- Minors (i.e., persons under the age of 21) cannot participate in Wine Tasting Tastings.
Intoxication in any way by an IWC during or after an event while representing *WineShop At Home* is strictly prohibited. Intoxication at Tastings is a violation of your IWC Agreement and may result in termination from the *WineShop At Home* Program.

**Approved Venues for Tastings**

*WineShop At Home* Wine Tastings must take place in a Host's private residence. *WineShop At Home* Tastings are private Tastings, hosted by a person over the age of 21, who invites their own friends and family members over the age of 21. Hosts and IWCs may not advertise a Wine Tasting to the general public under any circumstance. All other venues are not approved for Wine Tastings without advance approval from *WineShop At Home* in writing.

**Lead Generation at Public Fairs, Trade Shows & Festivals**

Wine Consultants may participate in local fairs, festivals, and other Tastings to generate leads, but at no time may pour wine at such Tastings. Setting up a table with display items such as the Host Wine Sampler, Wine Club shipment or *WineShop At Home* Business Kit is approved only for the purpose of generating leads and/or collecting Interest Forms.

Promotional display items such as logo banners, tablecloths, posters, signage and more are available from *WineShop At Home*, click on the Business tab of your Wine Cellar and then Business Supplies for more details.

**Raffles and Free Gifts**

Independent Wine Consultants may not raffle, conduct drawings or give free gifts in conjunction with their business. This includes both wine and non-alcoholic gifts given at any time to promote their business.

The Company may provide special offers included as part of the Wine Sampler “package” pricing, such as including discount coupons, merchandise or other promotional items, which are carefully structured to comply with local alcohol beverage laws. These consideration items and discounts are included as part of the Wine Sampler purchase price. Consultants may not offer any additional consideration.

**Fundraisers and Fundraising Tastings**

*WineShop At Home* does not have a formal fundraiser program; however, Wine Consultants may participate, at their own discretion, in fundraisers in the following manner:

- Wine Consultants may donate wine, gifts and/or gift baskets to not-for-profit organizations and can take the donation as a tax deduction subject to local rules on donations (consult your tax advisor for details). **Tastings may not be donated.**

- Consultants may contribute part of their marketing fee check from a paid charitable Wine Tasting to the charity. (Donation handled directly by the Wine Consultant)
Rules of the Road – Liability Concerns

As a WineShop At Home Consultant, you are an independent contractor and obligated to follow the terms and conditions of the Independent Wine Consultant Agreement in conducting your business and Wine Tastings.

As an Independent Wine Consultant, follow all of the guidelines when conducting Wine Tastings. Because the Host purchases the Wine Samplers and the Tasting is held at the private residence of the Host, the Wine Tasting is the Host’s private party and you are simply providing educational information about the wines. Any resulting liability typically would be covered under the Host’s personal liability insurance. Similarly, if the Host follows the recommended guidelines for a WineShop At Home Wine Tasting, they can also avoid concerns with liability. Essentially a properly conducted WineShop At Home Tasting should be no different than hosting a dinner party or similar function.

Hosts should be informed by the Wine Consultant that their guests’ consumption of alcohol is their responsibility. Limit wines sampled to those that were pre-purchased in the WineShop At Home Wine Tasting Sampler.

Review with the Host their Responsibilities (see Host Planner):

- All guests must be 21 years of age or older
- Host should also provide non-alcoholic beverages and food for guests
- Let at least 30 minutes pass between the time the Wine Tasting ends and the time when guests are expected to leave the Wine Tasting
- Arrange for a ride home for any guest who doesn’t appear to be able to drive safely, just as you would for any other private function you host
- Have the Hosts pour the wine for their guests: limit pours to 1 oz. of each wine (use the Posi-Pours included in your business kit)

Rules of the Wine Road – Having An Opportunity Meeting

Held at either private residences or hotels, these meetings are typically for the purpose of educating individuals about becoming a WineShop At Home Independent Wine Consultant. In some cases, limited tasting of wine takes place typically in a private residence. No wine Interest Forms are typically collected at these Tastings, except for those who join to become an Independent Wine Consultant and purchase a Business Kit.

At no time may Consultants advertise a WineShop At Home Tasting or Opportunity meeting if wine is to be served. Also, Consultants may not use the name “WineShop At Home” unless approved by the home office. If you are interested in conducting a local Opportunity meeting in your private residence or other venue, please contact help@wineshopathome.com for more details.
Booking A Wine Tasting

Submitting

- Bookings should be entered online a minimum of 15 days (10 business days) prior to the Tasting event. Contact IWCCare for any New Booking scheduled less than 10 business days from the date entered. Last minute booked Tastings may result in an additional shipping fee.
- Please submit booking online via the WineShop At Home Wine Cellar under Tastings. Confirm Booking and Sampler shipping status in your Wine Cellar under the “Business” tab in “Tastings” to view “My Open Events” or by contacting IWCCare.

Host Wine Sampler

- The Host Wine Sampler includes the sample wines, Consultant Tasting Notes and Interest Forms. Check your Wine Cellar under the “Wines” tab for current Sampler materials.
- The Host Wine Sampler is billed and shipped to the IWC or Host 15 days (approximately ten business days) prior to the Tasting event. If the Host’s Sampler has not arrived at least (3) business days prior to the Tasting, immediately contact IWCCare at 1-800-946-3746 or by email at help@wineshopathome.com
- IWCs must make sure to select a ship-to address for the Wine Sampler where the IWC (if applicable) or Host will be available to sign for delivery of the Wine Sampler. Alcohol beverage law universally requires an adult signature (21 years of age or older) upon delivery.
- The Host Wine Sampler will serve groups up to sixteen. Only one Sampler may be purchased at the discounted price. Additional Samplers for an event may be purchased at the current per bottle price.
- The corporate office cannot accommodate special or custom Sampler requests.

Order Status

- You may check the status of your bookings and customer Interest Forms in the Wine Cellar under the “Business” tab.
- You can also contact IWCCare at help@wineshopathome.com or 1-800-946-3746 during normal business hours.

Rescheduling or Canceling Bookings

- Please see “Rescheduling or Canceling Wine Tasting Bookings” policy below
- Changes and cancellations to submitted bookings require special handling. Please contact IWCCare for booking refunds, rescheduling dates or other changes.

Sampler Wine Changes

- Featured wines from WineShop At Home are generally very limited in production. Therefore, wines may change on short notice. Always check your Wine Cellar for all current wine information.
- Current Host Wine Samplers and wine selections are available in your Wine Cellar
- We cannot accommodate special wine requests for Host Wine Samplers.
- Because our artisan wines are often produced in limited quantities, it is important to educate yourself on what wines are available before each Wine Tasting. Here are some great tips to follow:
1. Before each Wine Tasting, check the Wine Updates in the Wine Cellar and check to see if any of our wines are in low quantity or sold out. Also, make sure to print out the current Guest Tasting Menu which reflects any wine changes and the currently available add-on or Host Choice Selection bottles.

2. If any of the wines that you will be pouring are in the “Last Call” category, advise your guests that it is very limited quantity and if they want to purchase they should do so quickly!

3. If a wine you are pouring is listed as “Sold Out” go ahead and serve it with confidence and recommend any other wine on the Wine Tasting Menu in that category (such as “Sweet Wines”, “Delicate Wines”, “Smooth Wines” and “Intense Wines”) as these wines will be of a similar style or profile.

**Sample Script for a Sold Out Wine:**

“This wine that I am serving this evening has just sold out today. If you love it, take a look at your Wine Tasting Menu and I can assure you, you will love any of the wines listed in this category equally well. As our wines are produced in limited quantities place your order NOW so you don’t miss out!

---

**Valid Payment Methods**

- Checks or money orders made out to *WineShop At Home* and Credit Cards are the only valid forms of payment (we accept Visa®, Mastercard®, American Express® and Discover® cards.) You cannot collect cash for any Interest Forms, including Business Kits.
- Only one payment can be accepted per order. You may not use multiple Credit Cards or checks for a single order.
- Customers may pay for Wine Club Memberships with credit card or automatic debit from their checking account. The customer who prefers to pay by automatic debit must pay for the first month with a completed check (make sure to include tax and shipping in the total amount). All subsequent Wine Club shipments will be automatically debited from your account.
- IWC will be notified of Interest Forms which were not processed due to a declined credit card. It is the responsibility of the IWC to contact their customer, secure a valid form of payment and resubmit to IWCCare for processing.
- For all orders, make sure to add in the correct tax and shipping charges for each item. If the IWC undercharges for the order, IWCCare may request an additional payment from the customer before the order can be sent.
- Interest Forms submitted with checks may be entered online and a copy of the order mailed to the corporate office with the original check for processing. Check orders typically take a total of 2-3 weeks to process.
- If a check made to *WineShop At Home* is returned for any reason, an additional $15.00 will be added to the order total and another attempt to collect the funds will be made using an e-check service.
Rescheduling or Canceling Wine Tasting Bookings

Contact IWCCare regarding all rescheduled events

- If the Wine Sampler has already been shipped for the Wine Tasting:
  - If the Tasting is cancelled, the Host has the option to have the Sampler returned and a refund issued minus a $20 restocking/handling fee and less the original shipping fee, OR
  - They can purchase the wines for the per bottle retail price minus the cost of the Sampler. This converts the Sampler into a commissionable sale.
  - The Sampler must be returned or used in 60 days from the original Tasting date OR the Host may be charged full retail price for the wines minus the original price of the Sampler. This will also be converted into a commissionable sale. It is the IWC’s responsibility to communicate with the Host their options for rescheduling, purchasing or returning the wine within the 60 day period.

- If the Wine Sampler has not been shipped:
  - If the Sampler has been ordered but has not yet shipped, you may edit the event date in your Wine Cellar under “Manage Tastings” or you may simply close the Tasting and the Sampler will not ship, nor will the host be charged.
  - If the Sampler has not been ordered, please contact Customer Service at help@wineshopathome.com with the tasting ID number so that it may be removed from your back office.

- Wine Consultants are responsible for arranging with WineShop At Home to have the wine shipped back.

Wine Tasting Protocols

- Once a Wine Tasting is created, a Wine Tasting Sampler must be ordered and shipped before Wine Consultants can enter orders. Note: Texas Wine Consultants will need to fax in their Sampler orders with an interest form. Once the interest form has been faxed in, IWCCare will input the Sampler order and then the Wine Tasting will be available to the Wine Consultant.

- Sampler Request Lead Time: In order to allow ample time for processing and shipping, it is required that Wine Tasting Sampler requests be placed a minimum of 15 days (10 business days) prior to the event date. This will allow the maximum amount of delivery attempts, as well as consideration for weather, delivery damages and other transportation issues that may delay shipping. Expedited shipping services are available (3-Day, 2day and Overnight Express) for Wine Tasting Sampler requests placed last minute for an additional fee. Launch Tasting Samplers need the same lead-time and additional fees will be charged for expedited shipping.

- Wine Consultants who book and hold their own Wine Tasting may take advantage of the current host rewards program where applicable – please read the current host reward flyer for more details.
If a Host (only a Host) wishes to pre-order wine for a Wine Tasting event, the order must be placed through the regular shopping cart as an order independent of the Wine Tasting. If you would like the order volume to count toward the Wine Tasting volume total, contact IWCCare and have the order transferred into the Wine Tasting. Orders cannot be placed in a Wine Tasting until the Wine Tasting Sampler has been shipped and the date of the Wine Tasting has passed. The Wine Tasting Shipping Discount will not be applicable to the pre-order unless the Host is a Wine Club Member. Note: If a Host is currently, a Wine Club Member you may not cancel their current membership to take advantage of the ½ price Wine Club Host Reward. Pre-orders for the Host do not qualify for the Host Rewards Program.

You cannot transfer an order from one Tasting to another Tasting.

When an Interest Form is being filled out, please ensure your credit card customers sign the form right under where the credit card information is entered.

For a Wine Tasting to be considered a Qualified Tasting, a Sampler must be ordered, shipped, and a Wine Tasting held. It must also be closed and have at least $250 in Personal Volume (PV=PV-V + PV-WCV) A Qualified Tasting is counted in the month in which the Wine Tasting is closed in the system.

A Wine Tasting must be closed in order for your Wine Tasting Guests' orders to post and ship.

WineShop At Home reserves the right to post and ship any entered order that has a full payment applied.

If a Wine Tasting is open for more than seven days past the Wine Tasting date, WineShop At Home reserves the right to close the Wine Tasting and ship any Wine Tasting orders (orders placed at a Wine Tasting event) with payment and void any orders without payment. You will no longer be able to add orders to the Wine Tasting. For example, if a Wine Tasting that occurs within the last five days of the month and the seventh day occurs in the new month, it is the responsibility of the IWC to close the Wine Tasting if they would like it to qualify in the same month as the Wine Tasting date. Please note: Orders will not post if there is an overpayment or balance due on any of the Tasting orders. If there is ever an overpayment please contact IWCCare to have the order credited. Tastings will not close if there are any Tasting orders left in entered status w/o payment. If you have an order that you placed but no longer would like to process, you must void the order for the Tasting to close. If an order has been voided due to inactivity, you must re-enter the order under the Manage Customers screen in your Wine Cellar. The order can no longer be associated with the Tasting.

If you have two Wine Tastings in which there has been a Wine Tasting Sampler ordered and the date of the Wine Tasting is older than seven days or the Wine Tasting is closed and there are no sales, you will be locked out of the Manage Tastings module of the Consultant Wine Cellar. You will have to contact IWCCare to have your access re-established. Multiple zero-dollar-Tastings will be reviewed by the Compliance Committee and the consultant’s upline director. Wine Tasting privileges may be taken away, with possible deactivation as an IWC. Needs to work!
If you want orders in a Wine Tasting to count in a particular commission period (month), it is required that you enter the orders and close the Wine Tasting in that commission period.

**Processing Customer Orders**

**Guest Tasting Menu & Interest Form**
- Guest Interest Forms and Tasting Menus are included with each Host Sampler.
- Guests should use the “Tasting Menu” to take notes during the Wine Tasting and may keep this for their records. We recommend writing the approximate total and your contact information in case they have questions about their Interest Form.
- Transfer desired Tasting Menu selections to the Interest Form. Have guest fill out the Interest Forms completely. Make sure customers include day/evening phone, email and a shipping address where an adult can sign for package. Please do not assume we have their information on file. All information is required to assure processing.
- When filling in the credit card information make sure that the expiration date is correct otherwise the card cannot be processed.
- When submitting Interest Forms directly online with a credit card, the corporate office does not need to receive a copy of the Interest Form. (See State Addendum for any additional specific rules for your state)
- When a guest submits an Interest Form and books a Tasting, the Tasting Sampler is charged separately - 15 days (approximately 10 business days) prior to Tasting date.

**Gift Interest Form**
- Use the regular Interest Form when guests would like to request Gifts sent to other locations

**Submit Interest Forms By One of the Following Methods**
- Online via the IWC Wine Cellar or your personalized website
- By mail to WineShop At Home, c/o IWCCare, 525 Airpark Road, Napa, CA 94558.

**Entering Online or Submitting Interest Forms**
- Interest Forms must be entered online or submitted within 48 hours of your Wine Tasting event to assure timely service to customers.

Your Wine Cellar will calculate the correct shipping and taxes for your orders. WineShop At Home will not adjust order totals as a result of incorrect pricing, taxes and shipping entered on Interest Forms. Submit one Interest Form per Customer
- Each customer Interest Form can have multiple items but only one ship-to address. Per state alcohol compliance laws, each order must be shipped directly to the end consumer.
- Only one credit card or check can be used per order.

**Customer Discounts/Pricing**
- From time to time, we offer various specials and/or discounts. Please see your Wine Cellar for any promotions available at this time.
- Sharing Interest Forms: If customers choose to share cases to receive discounts, the Interest Form must be processed to only one of the customers. The corporate office will not accept Interest Forms with multiple customer payment methods and shipping locations.

**Host Coupon and ½ Priced Items**
- Host considerations and other Host programs are factored into the cost of the Sampler; these items are non-transferable.
Tax Rates

- All California Interest Forms are calculated at the tax rate in Napa County where the corporate office is located. To be in compliance with ABC regulations, only the corporate office processes all Interest Forms.
- All other states have their own applicable state tax rates. Please see Service Area and the State Tax Rates & Volume Limits in your Wine Cellar for more information on local tax rates.

Shipping

- Shipping rates will be calculated at the time of Interest Form entry into the system. Interest Forms submitted with credit card payment are processed with the shipping amount auto-calculated by the system. Customers will receive a copy of their final invoice with their shipment.
- Orders are typically shipped to customers within three business days of receiving the Interest Form, except for Interest Forms submitted with a check. Interest Forms submitted with a check will take 2-3 weeks and the Interest Form cannot be fulfilled until the check is received and cleared by the corporate offices.
- Orders must be sent directly to individual customers.
- Regarding re-shipping: if an order is shipped from the winery to the customer, the shipper is not able to deliver it after multiple attempts, and it is returned to WineShop At Home, the customer may be subject to being charged a re-shipping fee.

Tastings With No Sales - $0 Tastings

- If any IWC has two Tastings where no sales occurred, their system will block them from making additional Tastings and they will receive a message through the “Manage Tasting” section in their Consultant Wine Cellar to contact their upline Director and IWCCare at WineShop At Home. It is critical that all IWCs are having fun AND making money through booking and holding Tastings. Their Director will work with the Consultant so they have access to the correct training and ensure their tastings are a profitable part of their business. Only the Director can approve the unlocking of an IWC's website.

Wine Club Memberships

- New members will typically receive their first shipment within 10 business days of placing their order. The subsequent shipment will be in conjunction with the following month's auto shipment, which is charged on the first business day of the month. Note: regardless of the join date, Wine Club Members will automatically be charged on the first business day of the following month. Contact help@wineshopathome.com if your customer prefers not to have back to back billings.
- Customers may pay for Wine Club Memberships with automatic debit from their checking account. The customer who prefers to pay by automatic debit must pay for the first month with a completed check (make sure to include tax and shipping in the total amount). That account will be auto-debited as if it was a debit card or credit card each month.
- The Company ships Wine Clubs every month – 12 shipments a year.
- Customers may change the type of Wine Club at any time.
- Customers may cancel their Wine Club at any time as long as it’s done before the first of the following month.
Cancellations/Returns of Customer Orders

- **WineShop At Home** will replace any damaged or spoiled wines free of charge (within 30 days of purchase).
- Customers may cancel Interest Forms for any reason within three business days of submitting the Interest Form.
- Contact IWCCare for all customer issues related to cancellations of processed Interest Forms or customer refunds/returns. Cancellations/Returns require special handling by IWCCare.

Customer Satisfaction Guarantee

If you are not 100% satisfied with our fine wines or our service, call us immediately and let us know. We work hard to make sure that you enjoy the quality wine experience you deserve. If you are not happy with your purchase, contact our Customer Service team at 1-800-946-3746 (1-800WineShop) or by email at help@wineshopathome.com regarding your exchange within 30 days of receipt. Exchanges and returns may be subject to additional shipping costs.

Exchanges:

In most cases, we will arrange to have the product picked up by our shipper and we will ship out your new product upon receipt in our distribution center/ winery. You will be billed shipping charges for both the return shipment and shipping of the new product.

Shipping Discounts and Promotions:

Shipping discounts and promotions are not applicable to reshipments or exchanges.

Returns and Refusals:

If your customer wishes to return a product or refuse delivery of a shipment, they will be credited upon receipt of the returned items less the original and return shipping cost. If they wish to have the shipment re-shipped to the same or different address, applicable shipping rates will apply.

*WineShop At Home* does not pay commissions on goods that are returned and not sold. As a courtesy to you, the changes in sales volumes affected by returns will not be processed during the final 5 business days of any calendar month. Note: Special exclusions may apply due to customers who need an immediate refund. In these special cases, the affected Wine Consultant must be notified by phone or email of the exception made through IWCCare. *(See Commissions Section below)*

Re-route:

A $15 per package re-routing fee will be billed to a customer or consultant for shipments that need to be re-routed to a different address while in transit.

Refunds:

Credit card refunds typically take 3-5 business days to process dependent upon your financial institutions processing policy. Check refunds will usually be processed by *WineShop At Home* within 10 business days and then mailed via USPS.
### Commissions

#### Commission Pay Periods
- Commissions are mailed by the 15th of the month for the previous month’s transactions according to the WSAH Career Plan. You may opt for automatic deposit by going to the Profile tab at the bottom of the Wine Cellar, then on the left selecting “Edit Bonus Account Information.” Make sure all fields are filled in accurately and completely to ensure processing of your Direct Deposit.
- Interest Forms must be received & processed by the last business day of the calendar month - 9 PM PST - to count for that month’s commissions, bonuses or incentives. Orders received after this time will not be backdated. (See State Addendum for any additional specific rules for your state).
- WineShop At Home will debit your commissions for reasons of the following, but not limited to: returned merchandise (where commissions have already been paid), returned checks for your personal purchases from WineShop At Home, or any other monies owed to WineShop At Home. All commissions will be debited based upon the month in which the return is processed.
- If you haven’t accumulated at least $15.00 in commissions, you will not receive a check for the month. The money will stay in an account until it reaches $15.00 minimum at which point a check will be issued to you and sent.

#### Personal Commission Rates
(see commission schedule in Compensation Plan section for details)

#### Product Commission Rates
- Commissions are paid exclusive of tax & shipping.
- Commissions are not paid on the discounted Host Wine Samplers.
- Unless otherwise noted, commissions are paid on merchandise net of any discounts and coupons.
- Host purchases at half price are non-commissionable.
- Unless otherwise noted, wines featured in Samplers are commissioned at 100% of retail.
- Personalized Wines and catalog gifts are usually commissioned at 100% of retail (excluding label set up fee if applicable).
- Artisan 5 Star Stemware and Decanters and Wine Accessories are commissioned at 50% of retail.
- Wine Clubs are commissioned at 40% of retail except for a new Wine Club Member’s first shipment, which is commissioned at 100% of retail.
- Wine Club member’s half-case and full-case internet purchases are commissioned at 80% of retail.
- Occasionally, WineShop At Home may offer a product(s) that would be commissioned at a lower rate.

#### Training/Shadowing
- New IWCs are encouraged to train with their upline Leader at their first/launch Tasting event. This will assure a successful kickoff and provide additional training to grow your business.
- A Tasting booked by the IWC and presented by their upline Leader is typically called a Launch Tasting. Check with your upline leader to review their Launch Tasting policy.
- If an IWC shadows an upline Leader at an event the upline Leader booked, the new IWC “trainee” will not receive bookings or commissions.
1099 Reports

- The company will issue a 1099 if total income for the tax year is $600 or greater. The government does not require a filing by WineShop At Home for less than this amount; however, the IWC is responsible for all taxes on earnings as an Independent Contractor. Included but not limited to commissions, bonuses, Incentive Trips and cash awards, are typically reported on year-end 1099 as additional earnings the year in which IWC received the award. Consult your tax representative to best take advantage of this.

Active/InActive Status

- IWCs must submit Interest Forms representing $300 (PV-V, see Compensation Plan) in transactions per the Compensation Plan during a rolling three-month period to remain active with the Program.
- If there is less than $300 of transactions from Interest Forms in a three-month period from IWC activation date IWC will be considered “inactive” in the program. Once on inactive status IWCs no longer receive program benefits and will not be renewed in the program unless they submit $300 in transactions.
- Inactivity may result in deactivation from the WineShop At Home program
- Failure to present in-home Wine Tastings -- which is the business model of WineShop At Home -- can result in deactivation from the business.
- Should an IWC resign from their Independent Contractor relationship with WineShop At Home, WineShop At Home will buyback the re-usable materials in your Business Kit for up to 90% within one year. Materials must be in excellent, unused, re-sellable condition. The buyback amount will be less any commissions/awards remitted and monies owed the Company. IWC may also choose to keep the Business Kit and discontinue their contract. Upon resignation the IWC’s customer list and any team members will be rolled up to their active Upline or qualified sponsor.
- Reactivation
  - After 12 months of inactivity, you must re-submit an IWC agreement and pay for a new WineShop At Home Business Kit and are eligible to enroll under a different sponsor than the original.
  - If less than 12 months, reactivation under the previous sponsor is mandatory.

Applicant's Sponsoring Rights

- In the interest of sponsoring ethics, WineShop At Home strongly encourages new candidates/applicants to sponsor under the IWC who originally introduced them to the program. However, every candidate/applicant ultimately has the right to choose who his or her sponsor will be. As such, if a candidate/applicant requests, prior to signing the IWC Application/Agreement, to be referred to another IWC, the Company must honor the candidate/applicant's request.
- In special situations, IWCs who no longer have any upline sponsorship (direct to the company) may be reassigned to a new sponsor if the request is submitted in writing and approved by the company.
One WineShop At Home Business Per Person and Per Household

Only one individual is permitted to apply as an IWC as outlined in the Application/Agreement. An IWC may operate or have ownership interest, legal or equitable, as a sole proprietorship, partner, shareholder or beneficiary, in only one WineShop At Home business. No individual may participate in, have, operate or receive compensation from more than one IWC position. Only one Application/Agreement is accepted per person and must be done so in person as an individual. If more than one IWC Application/Agreement is received for an individual, it will be placed on hold status for 30 days for review and contact with the applicant. No more than one individual of the same household may enter into an Independent IWC Agreement at any one time. A household is defined as father, mother, (or spouses), dependent children and/or familial relations living or doing business from the same location.

In order to maintain the integrity of the WineShop At Home Compensation Plan, husbands and wives or common-law couples (collectively “spouses”) who wish to become WineShop At Home IWCs must be jointly sponsored as one WineShop At Home business. Spouses, regardless of whether one or both are signatories to the IWC Application/Agreement may not own or operate any other WineShop At Home business, either individually or jointly, nor may they participate directly or indirectly (as a shareholder, partner, trustee beneficiary, or any other legal or equitable ownership) in the ownership or management of another WineShop At Home business in any form.

Conflict of Interest with Other Businesses or Professions

- A WineShop At Home Consultant may not represent, manage, and perform consulting services for, or be an employee of any other wine-related company (including but not limited to wine retailers, wholesalers, importers, or other wine-related direct selling companies). Failure to comply may result in termination.
- WineShop At Home Consultants may not promote any other products and services, that are not company approved WineShop At Home products, at any WineShop At Home Tasting, event, meeting or to any WineShop At Home customer list. Failure to comply may result in termination.
- Once a Wine Consultant reaches the level of Team Leader or above, receiving overrides for managing a team, they may not represent any other direct selling company due to conflict of interest. Failure to comply may result in loss of their leader title (they will be recognized as a Wine Consultant only) leader commissions and overrides or termination.

IWC Ethics, Professionalism & Integrity

- WineShop At Home endorses and abides by the Direct Selling Association’s (DSA) Code of Ethics. Visit your WineShop At Home Website for details on the Code of Ethics.
- WineShop At Home Wine Consultant are expected to practice integrity, reliability and professionalism:
  - Always demonstrate a high degree of professionalism & politeness with customers and other Wine Consultants.
  - Contact customer a minimum of three times prior to their Wine Tasting to set goals, answer questions & establish a relationship with the Host of the Tasting
  - Dress in business casual or equivalent
  - Demonstrate timeliness & punctuality
  - Missed Wine Tasting Tastings or canceling Wine Tastings with customers without sufficient notice (within 24 hours) or reason is not tolerated and could result in termination from the Program.
• All questions regarding professionalism and conduct will be reviewed by the WineShop At Home Compliance Committee for adherence to the established protocols and best intent for all Independent Wine Consultants. WineShop At Home reserves the right to issue warnings and take action from loss of your downline to ultimately termination as deemed appropriate to the spirit of the company.

❖ It is unlawful for IWCs to sell alcohol directly to anyone at any time under any circumstances.

❖ IWCs are fully responsible for all of their verbal and written statements made regarding WineShop At Home products, services, and the Compensation Plan, which are not expressly contained in official WineShop At Home materials. IWCs are fully responsible for all consequences arising out of their business practices that vary from the Company's Policies & Procedures. Accordingly, IWCs agree to indemnify WineShop At Home and WineShop At Home directors, officers, employees and agents and hold them harmless from any liability, including, civil penalties, refunds, attorney fees, court costs, or lost business incurred by WineShop At Home as a result of the IWCs unauthorized representations or actions. This provision shall survive the termination of the IWCs Application/Agreement.

Non-Solicitation

WineShop At Home requires IWCs to conduct their businesses in an ethical and honest manner. Integrity in business is essential. Soliciting past and present IWCs in any manner is prohibited. This includes, but is not limited to, the selling of leads or other business programs, products, or services from which you stand to see a material gain of any kind. You may not spam. You may not sponsor an IWC into another business venture. You may not use the WineShop At Home genealogy report function to gather contact information for use in any function other than to run your WineShop At Home business. When trying to gauge the spirit, if not the letter, of this policy consider that WineShop At Home is concerned about the invasion of privacy, as well as the inappropriate nature of using one’s position as an IWC to attempt to induce another IWC to participate in any for-profit activity not directly related to WineShop At Home.

Any detection of solicitation within the IWC community is grounds for swift deterrent action, up to and including loss of management level, loss of downline, immediate termination and/or pursuit of legal action.

Company Sponsored IWCs

In rare situations, the corporation may assign an IWC to an alternative or existing downline. Company-assigned IWCs—included but not limited to leads assigned by the company, referrals by the company, IWCs direct to the company or any other company-placed position—remain at the discretion of the company for re-assignment.

Retail Sales

WineShop At Home’s sales and marketing program is primarily based on retail sales to the consumer. A “retail sale” is a sale to an individual who is not a participant in the WineShop At Home Compensation Plan. Therefore, at least 70% of an IWC’s monthly Personal Volume (PV) must be derived from retail sales to other individuals.

Incentives, Awards and Promotions

WineShop At Home offers different incentive, award and promotion programs to recognize the achievements of our Independent Wine Consultants. The following guidelines apply to these programs:
Personal Volume submitted by an IWC must be initiated by that IWC. It is not permitted to transfer order volume or Tastings from one IWC to another or place Personal Sales Volume under another IWC.

Manipulation of Tasting dates or orders is not permitted.

*WineShop At Home* reserves the right to audit the Personal Volume of any IWC and also reserves the right to make any adjustments when a violation has occurred.

Any violation of the above guidelines will cause the offending IWC(s) to be removed from participating in the incentive, award and/or promotion programs with possible disciplinary action.

Incentive Trips and cash awards are typically reported on year-end 1099 as additional earnings the year in which IWC received the award. Please contact IWCCare to determine value of a trip award, typically published in the promotional flyer for each incentive trip or award.

### Submitting Personal Interest Forms

- IWCs may purchase wine for personal consumption. IWC personal transactions receive applicable commissions.
- IWCs may not purchase wine for personal consumption and then sell to third parties. This is considered a violation of the Wine Consultant Agreement and alcohol beverage laws, which can result in termination from the Program.

### Ordering Supplies

- IWCs may order business supplies such as business cards, catalogs and order boards, through their *WineShop At Home* Wine Cellar.

### Advertising & Publicity Policies

**Trademark, Trade Names, Advertising and Copyrights**

*WineShop At Home* and other names which may be adopted by *WineShop At Home* are propriety trade names and trademarks of *WineShop At Home*. As such, these marks are of great value to *WineShop At Home* and are supplied to the IWC for their use only in an expressly authorized manner. The IWC agrees not to advertise *WineShop At Home* products in any way other than the advertising or promotional materials made available to the IWC by *WineShop At Home*. The IWC agrees not to use any written, printed, recorded or any other material for any reason, including but not limited to, advertising, promoting, or describing *WineShop At Home* products or the marketing program, unless such material has been submitted to and approved, in writing, by *WineShop At Home* before being disseminated, published or displayed.

The IWC, as an independent contractor, is fully responsible for all of his/her verbal and written statements made regarding the product and marketing program, which are not expressly contained in writing in the current IWC Agreement, or advertising or promotional materials supplied directly by *WineShop At Home*. The IWC agrees to indemnify and hold harmless *WineShop At Home*, its officers, Board of Directors and other individuals holding interest in *WineShop At Home* from any and all liability including judgments, civil penalties, refund, attorney fees, court costs or lost business incurred by the Company as a result of IWC’s unauthorized representations.
WineShop At Home will not permit the use of its copyrights, designs, logos, trade names, trademarks, etc. without its prior written permission, with the exception of forms which have been provided on the WineShop At Home website www.wineshopathome.com for IWC use and promotional materials available from WineShop At Home or its approved affiliates.

All WineShop At Home materials, or any media type, are copyrighted and may not be reproduced in whole or in part by IWCs or any other person except as authorized in writing by WineShop At Home. Permission to reproduce any materials will be considered only in extreme circumstances. Therefore, an IWC should not anticipate that approval will be granted.

WineShop At Home IWCs may not produce, use or distribute or allow to be produced, used or distributed, any information relative to the contents, characteristics or properties of WineShop At Home products, which has not been provided directly by WineShop At Home. This prohibition includes but is not limited to print, audio, video, websites and social media.

Resale or implying that you directly sell WineShop At Home products is prohibited.

An IWC may not produce, sell or distribute or allow to be produced, sold or distributed any literature, films or sound recordings, or directly or indirectly host or operate a website, which are deceptively similar in nature to those produced, published and provided by WineShop At Home for its IWCs. Nor may an IWC purchase, sell or distribute or allow to be produced, sold or distributed non-company materials which imply or suggest that said materials originate from WineShop At Home.

Any display ads or institutional or trademark advertising copy, other than covered in the foregoing rules, must be submitted to, and approved in writing by WineShop At Home at least 60 days prior to publication.

All advertising copy, direct mailing, social media, radio, TV, newspaper and display copy must be approved in writing by WineShop At Home at least 60 days prior to being disseminated, published or displayed.

To receive approval for advertising in any mediums including but not restricted of print, audio, video, website or social media, please submit requests to media@wineshopathome.com. Non-compliance may result in termination.

Under no circumstances may you advertise to the public for a private Wine Tasting.

These are limited licenses and will automatically terminate upon the termination of Consultant status for any reason. Upon termination, a Consultant must immediately cease use of the company’s logos and trademarks.

Signs
The company name, logo or trademarks may not be used or displayed on any apartment, house, office, storefront or other physical premises. In addition, the Company logo and trademarks may not be used on any permanent sign, billboard or other forms of outdoor advertising. They may be used on temporary directional signs used for special Tastings as long as the signs indicate that the event is by invitation only.

Telephone Directory Listings and Advertising
Independent Wine Consultants who wish to advertise their businesses through the White or Yellow pages of the telephone directory or other similar directories must use the following guidelines:
White Page Listing

- The Independent Wine Consultant must list their name alphabetically according to their surname of Doing Business (DBA) name. If the directory permits, the listing of the IWC’s name may be followed by Independent WineShop At Home Consultant.
- If the directory permits, WineShop At Home, Independent Consultant may be followed by the IWC’s name, address and telephone number.

Yellow Page Listing

Independent Wine Consultants may list their business telephone numbers in the Yellow Pages provided they are listed in the following manner:

a. Alphabetically according to surname or DBA name.

b. Name listing is followed by the phrase “WineShop At Home, Independent Consultant.”

c. Ads must be placed under categories that are deemed appropriate for providing credible visibility to the Company products and opportunity.

Toll Free Numbers

IWCs may own and advertise toll-free numbers within the following guidelines:

a. The toll-free number must not be listed under the heading “WineShop At Home” in the telephone directory.

b. Independent Wine Consultants may not imply in any way that their toll-free number is a WineShop At Home number or links to a WineShop At Home Company office.

c. Use of a toll free number in connection with infomercials or any other television advertising is prohibited.

Telephone Answering

Independent Wine Consultants may not answer the telephone by saying “WineShop At Home,” “WineShop At Home Incorporated” or any other manner that would lead the caller to believe they have reached the corporate office of WineShop At Home.

Telephone Solicitation

Federal Trade Commission and Federal Communications Commission each have laws that restrict telemarketing practices. Both federal agencies (as well as a number of states) have “do not call” regulations a part of their telemarketing laws. While an IWC may not consider himself or herself a “telemarketer” in the traditional sense of the word, these regulations broadly define the term “telemarketer” and “telemarketing” so that inadvertent action of calling someone whose telephone number is listed on the federal “do not call” list registry could cause the IWC to violate the law. Moreover, these regulations must not be taken lightly, as they carry significant penalties of up to $11,000 per violation.

Therefore, IWCs must not engage in telemarketing relative to the operation of their WineShop At Home businesses. The term “telemarketing” means placing of one or more telephone calls to an individual or entity to induce the purchase of WineShop At Home products or services, or to recruit for the WineShop At Home opportunity. “Cold Calls” made to prospective customers or potential IWCs that promote either WineShop At Home products, services or opportunity constitute telemarketing and are prohibited.
In addition, IWCs shall not use automatic telephone dialing systems relative to the operation of their WineShop At Home businesses. The term “automatic telephone dialing system” means equipment, which has the capacity to: (a) store or produce telephone numbers to be called using a random or sequential number generator and (b) to dial such numbers.

Media Coverage

Media opportunities shall not be considered individual sales opportunities. Media coverage must benefit all IWCs and for that reason, inquiries from the media (print, TV, radio, etc.) must be referred to the Company's Marketing Communications Department through media@wineshopathome.com. IWCs must not have contact with the media without prior written authorization from the Company. Any media coverage of WineShop At Home should be immediately reported to the Company and copies of print articles should be sent to the Company Marketing Communications Department or IWCCare. National media coverage is the sole responsibility of WineShop At Home.

Guidelines for “Paid As” Team Leaders and Above in Seeking Approval from Your Upline Director – Your Director will want to be sure you have thought through the following:

1. If you plan to advertise in a state other than your own, do you plan on regularly visiting that state to launch and train any new recruits?
2. If you do not plan to visit there on a regular basis, what is your plan for launching and recruiting new Wine Consultants?
3. If you want to advertise in a state that has recently opened for business, what is your plan to train and launch new Wine Consultants in that state?
4. Are you growing your business “where you are planted?” In other words, are you looking for new Wine Consultants in all the right places – primarily in your Wine Tastings, within your community – through friends, family, business, professional and religious organizations?
5. *If you are NOT a “Paid As” Team Leader or Above, but wish to advertise, your upline Director has the option of running an ad for you and distributing leads to you. This, obviously, would be a special circumstance at the total discretion of your Director.

Creating Your Advertisement

Once your upline Director has given you approval to advertise, follow the guidelines below to create your advertisement:

1. Your advertisement must ALWAYS identify you as an “Independent Wine Consultant with WineShop At Home.” Your advertisement cannot give the impression that it is WineShop At Home’s corporate office that is placing the advertisement.
2. WineShop At Home Wine Consultants “market wine” they do not “sell wine” to the consumer. Never describe what you do as “selling wine.” Why? Because the actual sales transaction occurs between the customer and the winery. You present in-home Wine Tastings for a living…helping people to fall in love with the world of wine and purchase from the winery in Napa, California.
Sample Advertisements

The following advertisements are compliant to our guidelines. Feel free to use them and/or adapt them to your own style.

**Independent Team Leader Building WineShop At Home Business in Your Area**
Come join in our success. Our company is the premier direct seller of high-quality, exclusive artisan wines. Come join us and build a successful career in the wine business. Commission-based. Full training provided. Join my growing team and earn an all-expense-paid incentive trip to *(insert Dream Vacation destination here)*. Full or part-time and no experience needed. Contact me at the above posted address.

**Independent Wine Consultant with WineShop At Home**
I am an Independent Wine Consultant with WineShop At Home. As a Director with the Company, I am looking for new Wine Consultants here in *(name of State)* to join my growing and successful team. My company, a bonded, licensed California winery, headquartered in the Napa Valley, is the premier direct seller of handcrafted artisan wines. This is a ground floor opportunity and we’re looking for both men and women who seek either a full or a part-time career opportunity. Come join a winning team! Complete training and support. Commissions from 20 to 44 percent, incentives, recognition and rewards programs. Visit my website for more information *(www.yourwebsitehere.com)* and then contact me via my website or this job posting for a brief interview.

**Interested in a New Career? Start a Career Today in the Wine Business**
As an Independent Director for WineShop At Home, a bonded, licensed California winery, headquartered in the Napa Valley, I help people fall in love with wine. Come join my growing team and experience the fun and excitement of a career in the wine industry. Present in-home Wine Tastings and live the Wine Country Lifestyle. Come grow along with us! No experience needed. Training from the get-go. Flexibility. Commission based (20-44%). Incentive trips, recognition and rewards programs. Respond to this post and we’ll schedule a short interview.

**Start a New Career Today**
Independent Director with a Napa Valley winery is growing a team of Independent Wine Consultants in your area to conduct private in-home Wine Tastings. If you love wine and people then we would love for you to join our team! Create your own schedule and work full or part time. If you would like job flexibility, extra income and a career in the wine business, contact me today. All training and support provided. This is an excellent opportunity with a proven direct sales company. Business Kits are on sale this month for as low as $*(insert lowest Business Kit price)*! Start your wine career today. Send me an email at the posted address above, or visit my website at *(www.yourwebsitehere.com)*.

**Unsolicited Faxes and Emails**
IWC’s may not use or transmit unsolicited faxes, mass email distribution, unsolicited email or “Spamming” to other IWCs or the general public relative to the operation of their WineShop At Home businesses.

*WineShop At Home* reserves the right to clarify, refine, redefine or terminate any and all advertising rights and policies which may negatively impact the best practices of both the company and all IWCs.
Using Letterhead and Business Cards

_WineShop At Home_ encourages its IWCs to order their business cards and stationary supplies from its endorsed supplier. (Refer to your Wine Cellar) The endorsed supplier has the authorized artwork and logos to consistently reproduce the _WineShop At Home_ mark on business cards and letterhead for IWC use. The approved artwork cannot be altered by the supplier or by any IWC request.

Any IWC wishing to use the _WineShop At Home_ trademark or logo for purposes of making business cards, letterheads, etc., may do so provided the following guidelines are adhered to:

- a) The exact position of the Company trademark and logos must be placed in the exact approved position.
- b) The correct PMS colors must be utilized and the paper stock used must be consistent with that supplied by the company's endorsed supplier.
- c) If the letterhead includes the _WineShop At Home_ trademark or logo, it must be combined with the words “Independent Wine Consultant.”
- d) IWCs must not use _WineShop At Home_ letterhead to promote non-_WineShop At Home_ products or services.
- e) IWCs must not use the _WineShop At Home_ logos or trademarks on letterhead and business cards that in any way implies that they are employees or agents of _WineShop At Home_.

Newsletters

IWCs may use the words “_WineShop At Home®_” and “_WineShop At Home, Independent Wine Consultant™_” and only the Independent Wine Consultant _WineShop At Home_ logo in newsletters they distribute to their sales teams and customers. However, a newsletter must comply with the following guidelines:

- a) As publisher of the newsletter, the IWC must clearly identify themselves as a _WineShop At Home Independent Wine Consultant_. The individual editor’s entity’s name must appear on the publication and be in fact the IWC.
- b) IWCs may reproduce articles verbatim from _WineShop At Home_ publications and literature, but may not alter them or quote them out of context. Articles that are reprinted must begin with the publication’s copyright notice.
- c) If the IWC’s newsletter features the name _WineShop At Home_ or _WineShop At Home Independent Wine Consultant_, they may not use the newsletter to promote other direct selling opportunities or the sale of _WineShop At Home_ products, either directly or through attachments or enclosures.

Social Media and Internet Policies and Procedures

Marketing Your _WineShop At Home_ Business: Online and Social Media

General (applying to both online and offline marketing and promotion)

It is your responsibility to safeguard and promote the good reputation of the WineShop At Home brand; to ensure that your marketing efforts contribute to the public interest; and to avoid discourteous, deceptive, misleading, unethical or immoral conduct or practices.

Independent Wine Consultant Logo / Identity

If you use a _WineShop At Home_ logo in any communication, you must use the Independent Consultant version of the _WineShop At Home_ logo. Using any other _WineShop At Home_ logo requires written approval. Please see examples below:
Logos Approved for Consultant Use

Logos NOT Approved for Consultant Use

Domain Names, Email Addresses and Online Aliases
You are not allowed to use or register WineShop At Home or any of WineShop At Home’s trademarks, product names, or any derivatives, for any Internet domain name, email address, social networking profiles or online aliases. Additionally, you cannot use or register domain names, email addresses, and/or online aliases that could cause confusion, or be misleading or deceptive, in that they cause individuals to believe or assume the communication is from, or is the property of WineShop At Home. Examples of the improper use of WineShop At Home are: WineShopAtHomegal@msn.com; www.WineShopAtHomeisgreat.com; facebook.com/WineShopAtHomefan; www.WineShopAtHome.com/official, or WineShop At Home showing up as the sender of an email. If you are unsure if your chosen Facebook business page name, email address or external site is appropriately named, please send an email to media@wineshopathome.com. If you suspect the improper use of the WineShop At Home name, or any derivatives, for any Internet domain name, email address, social networking profile or page, or online alias, please report this suspected improper use to media@wineshopathome.com immediately.

Use of Third Party Intellectual Property
If you use the trademarks, trade names, service marks, copyrights or intellectual property of any third party in any posting, it is your responsibility to ensure that you have received the proper license to use such intellectual property, and paid the appropriate license fee. All third-party intellectual property must be properly referenced as the property of the third-party, and you must adhere to any restrictions and conditions that the owner of the intellectual property places on the use of its property.

Advertising Templates and Approval
You may only advertise or promote your WineShop At Home business using approved tools, templates, ads, or images acquired through WineShop At Home. No approval is necessary to use these approved tools. If you wish to design your own online marketing materials of any kind, your designs must be submitted to the WineShop At Home Marketing Communications Department at media@wineshopathome.com for consideration. Unless you receive specific written approval from WineShop At Home to use such tools, the request shall be deemed denied. Consultants who elect to
advertise must adhere to the requirements set forth in WineShop At Home’s policies relating to Advertising (located in the Advertising & Publicity Policies section of the IWC Training Manual).

Media and Media Inquiries
If a member of the press or media, including blogs with 1,000 or more unique visitors per month, contacts you about WineShop At Home or your WineShop At Home business, you must contact WineShop At Home at media@wineshopathome.com before you respond or disclose any information. If WineShop At Home requests that you not respond to such press or media inquiry, or requests that you refer the press or media contact to the Company to respond, you agree that you will comply with such requests. Additionally, you are not allowed to proactively contact the media or distribute any form of press release that includes information about WineShop At Home, its products or the opportunity without prior written approval from WineShop At Home.

Consultant Release
By entering into the Consultant Agreement, you authorize WineShop At Home to use your name, testimonials and/or likeness in WineShop At Home advertising or promotional materials with no remuneration. Additionally, you consent to and authorize the use and reproduction of any and all photographs taken by or supplied to WineShop At Home, and further consent to the use and reproduction of any quotes, testimonials, stories, conversations on social media and/or any www.WineShopAtHome.com forum for any print or electronic publicity, marketing or promotional purposes, without remuneration.

Consultant Websites
WineShop At Home Replicated Websites
When you sign up as a WineShop At Home Consultant, you are assigned a WineShop At Home Replicated Website subscription to facilitate the easiest online buying experience for your customers. You are solely responsible and liable for the content that you add to your WineShop At Home Replicated website and must regularly review the content (every 30 days) to ensure it is accurate and relevant.

You may not use your Replicated Website to promote, market, or sell non-WineShop At Home products, services or business opportunities. Because your Replicated Website resides on the www.WineShopAtHome.com domain, WineShop At Home reserves the right to receive analytics and information regarding the usage of your website.

External Websites and Blogs (non-replicated websites)
Approved Consultant Websites
The term “Replicated Website” refers to the external-facing Consultant website offered by WineShop At Home to you for a monthly fee. The term registered external website refers to your own WineShop At Home-approved personal website or blog (if you have one), or other WineShop At Home-approved web presence that is hosted on non-WineShop At Home servers and has no official affiliation with WineShop At Home. You are not allowed to monetize your Replicated Website or your registered external website through affiliate programs, AdSense, or similar programs.

You are allowed one external website or blog* (not including a Team Site you may develop as a leader) to personalize your WineShop At Home business and/or promote the WineShop At Home opportunity. If you wish to develop an external website, you must do the following:
1. Subscribe to a WineShop At Home Replicated Website;
2. Register your external website with WineShop At Home by contacting media@wineshopathome.com;
3. Adhere to the branding and image usage policies described in this document;
4. Agree to modify your website to comply with current or future WineShop At Home policies;
5. Agree to remove all references to WineShop At Home within 5 days from your registered external website in the event of the voluntary or involuntary cancellation of your Consultant Agreement.

*A blog, or website developed on a blogging platform, that is developed for the primary purpose of marketing or promoting WineShop At Home products and/or the WineShop At Home opportunity is considered an External Website and must be registered with WineShop At Home. Register your blog with WineShop At Home by contacting media@wineshopathome.com. Blogs, created by you or others, that are developed primarily for other purposes that mention WineShop At Home and direct traffic to your website(s) do not need to be registered.

If you are a Director (or above), in addition to your registered external website to promote your personal business, you may have one additional registered external website that may be used to support your team (which must also be registered with WineShop At Home) if you so choose. This site may not be used to promote your (the Director’s) WineShop At Home business or to drive or redirect traffic to your other websites.

**External Website Content**

You are solely responsible and liable for your own website content, messaging, claims and information and must ensure your website appropriately represents and enhances the WineShop At Home brand and adheres to WineShop At Home guidelines and policies. Additionally, your website must not contain disingenuous popup ads or promotions or malicious code. Decisions and corrective actions in this area are at WineShop At Home’s sole discretion.

**WineShop At Home Independent Consultant Image Mandate**

To avoid confusion, the following three elements must be prominently displayed at the top of every page of your registered external website:

1. The WineShop At Home Independent Consultant Logo
2. Your Name and Title
3. Your Photo

In addition, every page must include a link to either your replicated website, or the WineShop At Home Corporate Website.

Although WineShop At Home brand themes and images are desirable for consistency, anyone landing on your page needs to clearly understand that they are at an Independent Consultant site, and not a WineShop At Home Corporate page.

**External Sites Must Exclusively Promote WineShop At Home**

Your WineShop At Home external website must contain content and information that is exclusive to WineShop At Home. You may not advertise other products or services other than the WineShop At Home product line and the WineShop At Home opportunity. Any site or profile that you maintain that uses WineShop At Home trademarks must exclusively promote WineShop At Home.

**No eCommerce or Stock-and-Sell Retailing**

Your registered external website must only facilitate the entry into your WineShop At Home Replicated Website, and/or build your business mailing list. You may not stock and sell WineShop At Home products, nor may you facilitate an eCommerce environment that would facilitate this model. All orders must be placed through your official Replicated Website.
**WineShop At Home Hotlinks**

When directing readers to your registered external site or replicated site it must be evident from a combination of the link, and the surrounding context, to a reasonable reader that the link will be resolving to the site of an independent WineShop At Home Consultant. Attempts to mislead web traffic into believing they are going to a WineShop At Home Corporate site, when in fact they land at a Consultant site (replicated or registered external) will not be allowed. The determination as to what is misleading or what constitutes a reasonable reader will be at WineShop At Home’s sole discretion.

**External Website Termination**

In the event of the voluntary or involuntary cancellation of your Consultant Agreement, you are required to remove all references to WineShop At Home within 5 days.

When your WineShop At Home business is cancelled for any reason, you must within 5 days discontinue using the WineShop At Home name, and all of WineShop At Home’s trademarks, trade names, service marks, and other intellectual property, and all derivatives of such marks and intellectual property, in any postings and all social media sites that you utilize. If you post on any social media site on which you have previously identified yourself as an Independent WineShop At Home Consultant, you must conspicuously disclose that you are no longer an Independent WineShop At Home Consultant.

**Online Advertising, Marketing and Promotion**

**Advertising on the Internet**

Qualified IWCs may utilize the Internet to promote their business with the Company’s official websites, using official WineShop At Home templates. All of the materials and content published on any WineShop At Home website is copyrighted material and may not be republished or distributed without written consent of the company. Any other use of the Internet, including without limitation, any other domain names, website, webpage and bulletin board, chat room, or Internet auction site is prohibited.

Wine Consultants in good standing may advertise their website on the Internet unless it interferes with approved practices and company sponsored advertising. The company has the right to change or terminate advertising rights at any time. In keeping with ethical business practices, WineShop At Home requires IWCs to honor the advertising acceptance policies and guidelines of any advertiser.

**Advertising on Craigslist and Other Websites**

**Online Classifieds**

You may not use online classifieds (including Craigslist) to list, sell or retail specific WineShop At Home products or product bundles.

WineShop At Home believes that the best place to find potential new IWCs is at a Wine Tasting. According to the laws of Craigslist, it is prohibited to advertise “multi-level marketing opportunities, “club memberships”, distributorships or sales representative agency arrangements, and other business opportunities which require up front or periodic payment, and/or require recruitment of other members, distributorships or agents" under “Jobs” listings on Craigslist. Therefore, advertising on websites such as Craigslist is not recommended and any abuse of their policies can result in termination.

Remember, the World Wide Web can often seem like the “Wild West” and you proceed at your own risk when you choose to advertise there. At WineShop At Home, we believe that there are no “territories,” although we do encourage you to grow your business “where you are planted.” However,
there are specific guidelines to advertising on Craigslist and any other sites such as Monster, Jobs.com and other websites.

1. You must be a “paid as” Team Leader or above with WineShop At Home to place online ads.*

2. You must have prior approval of your upline Director to place your ads – let your upline Director know on which site you want to place an ad, in what city or state, and why you seek to advertise. For instance, if you wish to advertise in a state other than your own, do you have relatives or friends there? Do you plan to visit there regularly? How do you plan to launch and train a new Wine Consultant in that state if your ad brings you a new recruit?

3. Once you have the permission to advertise from your Director, write your ad and send a copy of it to media@wineshopathome.com. Along with your proposed ad, let us know the name of your upline Director, the name of the site on which you will advertise, in which city and state, and the date your proposed ad will run. You will receive final approval (or changes to your ad to assure it is compliant with legal state and federal regulations). Once you have approval, you are free to post your ad.

Internet Advertising Restrictions
IWCs are allowed to advertise on the internet through the approved WineShop At Home replicated website, which allows IWCs to personalize with their personal image, message and contact information on the pre-designed home page, giving the Consultant a professional and WineShop At Home-approved presence on the internet. Only these approved websites may be used by the IWC. No IWC may independently design and put in use, nor allow to be designed and put in use, a website that uses the names, logos or product descriptions of WineShop At Home, nor may an IWC use “blind” ads on the internet making product or income claims which are ultimately associated with WineShop At Home products or Compensation Plan(s).

Social Media
Social Media and social bookmarking, including, but not limited to, blogs, Facebook, Twitter, LinkedIn, Instagram, Tumblr, Pinterest, MySpace, Xing, Digg and Delicious, and others, may be used by Consultants. However, Consultants who elect to use social media must adhere to the requirements set forth in this subsection as well as WineShop At Home’s policies relating to Advertising (located in the Advertising & Publicity Policies section of the IWC Training Manual).

Consultants Are Responsible for Their Postings
Consultants are personally responsible for their own postings and all other online activity conducted on behalf of the consultant’s business, and/or which can be traced back to the company, and will be held fully responsible for any and all such activities. This applies even if a Consultant does not own or operate a blog, website or social media site. If a Consultant posts any comment to any such site that relates to WineShop At Home or which can be traced to WineShop At Home, the Consultant is responsible for the posting.

Identification as a WineShop At Home Consultant
You must disclose your full name on all social media profiles, and conspicuously identify yourself as an independent Consultant for WineShop At Home. Anonymous profiles or use of an alias is prohibited.

Truthfulness in Online Postings
It is your obligation to ensure your postings and other online marketing activities are truthful, are not deceptive and do not mislead customers or potential Consultants in any way. Postings that are false, misleading or deceptive are prohibited. This includes, but is not limited to, false or deceptive postings...
relating to the WineShop At Home income opportunity, WineShop At Home’s products and services, and/or your biographical information and credentials.

Websites and web promotion activities and tactics that mislead or are deceptive, regardless of intent, will not be allowed. This may include spam linking (or blog spam), unethical search engine optimization (SEO) tactics, misleading click-through ads (i.e. having the display URL of a PPC campaign appear to resolve to an official WineShop At Home Corporate Site when it goes elsewhere), unapproved banner ads, and unauthorized press releases. WineShop At Home will be the sole determinant of truthfulness and whether specific activities are misleading or deceptive.

Respecting Privacy
Always respect the privacy of others in your postings. Consultants must not engage in gossip or advance rumors about any individual, company, or competitive products or services. Consultants may not list the names of other individuals or entities on their postings unless they have the written permission of the individual or entity that is the subject of their posting.

Professionalism
You must ensure that your postings are truthful and accurate. This requires that you fact-check all material you post online. You should also carefully check your postings for spelling, punctuation and grammatical errors. Use of offensive language is prohibited.

Prohibited Postings
Consultants may not make any postings, or link to any postings or other material that:
- Is sexually explicit, obscene, or pornographic;
- Is offensive, profane, hateful, threatening, harmful, defamatory, libelous, harassing, or discriminatory (whether based on race, ethnicity, creed, religion, gender, sexual orientation, physical disability, or otherwise) to any individual, group or entity;
- Is graphically violent, including any violent images or representations;
- Is solicitous of any unlawful behavior;
- Engages in personal attacks on any individual, group or entity;
- Is in violation of any intellectual property rights of the Company or any third party.

Responding to Negative Posts
Do not converse with one who places a negative post against you, other Independent Wine Consultants or WineShop At Home. Report negative posts to the Company at media@wineshopathome.com. Responding to such negative posts often simply fuels a discussion with someone carrying a grudge that does not hold themselves to the same high standards as WineShop At Home, and therefore damages the reputation and goodwill of WineShop At Home.

Internet Advertising / Awareness Generation

eBay / Online Auctions
You may not list or sell WineShop At Home products on eBay or other online auctions, nor may you enlist or knowingly allow a third party (customer) to sell WineShop At Home products on eBay.

Online Retailing
You may not list or sell WineShop At Home products on any online retail store or ecommerce site (including but not limited to Groupon and LivingSocial), nor may you enlist or knowingly allow a third party (customer) to sell WineShop At Home products on any online retail store or ecommerce site.
Banner Advertising
You may place banner advertisements on a website provided you use WineShop At Home-approved templates and images. All banner advertisements must link to your Replicated Website, a registered external website or the WineShop At Home Corporate website. You may not use blind ads or web pages that make product or income claims that are ultimately associated with WineShop At Home products or the WineShop At Home opportunity.

Unsolicited Email Spamming / Mass Emailing
You are not allowed to transmit mass, unsolicited emails to promote WineShop At Home, its products or the WineShop At Home opportunity to people whom you do not know, or who have not given you permission to contact them. People who are ‘opt in’ subscribers, who have initiated a request to be included in bulk emailing, newsletter or other standardized communications from you are allowed.

Spam Linking
Spam linking is defined as multiple consecutive submissions of the same or similar content into blogs, wikis, guest books, websites or other publicly accessible online discussion boards or forums and is not allowed. This includes blog spamming, blog comment spamming and/or spamdexing. Any comments you make on blogs, forums, guest books etc. must be unique, informative and relevant.

Social Networking Sites
You may use social networking sites (Facebook, Twitter, LinkedIn, blogs, forums and other social shared interest sites) to share information about the WineShop At Home business opportunity and for prospecting and sponsoring; however, these sites may not be used to sell or offer to sell specific WineShop At Home products. Profiles you generate in any social community where you mention or discuss WineShop At Home must clearly identify you as an Independent WineShop At Home Consultant, include your photo as your main profile picture, and when you participate in those communities, you must avoid inappropriate conversations, comments, images, video, audio, applications or any other adult, profane, discriminatory or vulgar content. The determination of what is inappropriate is at WineShop At Home’s sole discretion, and offending Consultants will be subject to disciplinary action and/or termination. Banner ads and images used on these sites must be current and must be approved by WineShop At Home. Please submit your banner ad or image for approval before posting to media@wineshopathome.com. If a link is provided, it must link to your Replicated Website or a registered external website.

Wine is Social Program, Syndicated Content and Custom Facebook Business Page Apps
As an Independent Wine Consultant with a dedicated Facebook Business Page or Twitter profile for your WineShop At Home business, you are able to sign up and receive social media content that is posted on your behalf. You can expect content to be posted at least twice per week, and include posts like our Wine Pick of the Week videos, Recipes of the Week and seasonal or promotional posts. To find more information on how to sign up for the Wine is Social Program, navigate to the “Marketing” tab of your Wine Cellar.

Filling out the “Settings” and/or “Feeds” section within Wine is Social will ensure that you’re registered with our system correctly, and allow you to have access to a range of social media tools. You will be required to grant permission for publication, analytics, apps and other Wine is Social program features to WineShop At Home. In order to utilize these tools, you must grant the program Administrator-level access to the Facebook Business Page dedicated to your WineShop At Home business, and grant
the publishing app access to your Facebook Business Page and/or Twitter profile. These steps can be found under the “Settings” and “Feeds” section under the “Marketing” tab of your Wine Cellar.

Content published on your Facebook Business Page and your Twitter profile is custom. If a link is included within a syndicated post, this link should navigate to a specific page of your Replicated Website (the external-facing Consultant website offered by WineShop At Home). If you notice that your syndicated post links are not correctly linking to your Replicated Site, please submit a Wine is Social help ticket in the “Support” section under the “Marketing” tab.

Your Wine is Social Facebook App Suite is custom. When you are correctly registered with the Wine is Social program, a selection of apps will appear on your Facebook Business Page. The apps that directly pertain to your WineShop At Home business (Tastings, Shop, Join Our Team, Wine Tasting) are attributed to you. Any leads, purchases or form entries that are the direct result from these apps are attributed to your Independent Wine Consultant ID, and are therefore credited to your WineShop At Home business.

You may change the Wine is Social program permissions at any time. You have the ability to disconnect from the Wine is Social program at any time, or when you deactivate as an Independent Wine Consultant with WineShop At Home. When you deactivate as a Consultant, it is advised that you remove the Wine is Social program as an Admin to your Facebook Business Page, or delete the Page entirely.

*Before filling out your Wine is Social Profile, it is advised that you read the platform developer’s Privacy Policy and Terms of Use, located in the footer of your Wine Cellar, under the “Marketing” tab. All inquiries regarding this specific Privacy Policy or Terms of Use should be submitted via the “Support” section under the “Marketing” tab of your Wine Cellar.

**Digital Media Submission (YouTube, iTunes, PhotoBucket etc.)**
You may upload, submit or publish any WineShop At Home-related video, audio or photo content that you develop and create as long as it aligns with WineShop At Home values, contributes to the WineShop At Home community greater good and is in compliance with WineShop At Home Policies and Procedures. These submissions must clearly identify you as an Independent WineShop At Home Consultant (either in the content itself and/or in the content description tag), must comply with all copyright/legal requirements, and must state that you are solely responsible for this content and not WineShop At Home. You may not upload, submit or publish any content (video, audio, presentations or any computer files) received from WineShop At Home or captured at official WineShop At Home events or in buildings owned or operated by WineShop At Home without prior written permission.

**Sponsored Links / Pay-Per-Click (PPC) Ads**
Sponsored links or pay-per-click ads (PPC) are acceptable. The destination URL must be to either your Replicated Website or to a registered external website. The display URL must also be to either your Replicated Website or to your registered external site, and must not portray any URL that could lead the user to assume they are being led to a WineShop At Home Corporate site, or be inappropriate or misleading in any way.

**Email address and customer data**
All customer data, including email addresses contained in the WineShop At Home system including the VinNote e-newsletter are considered the property of WineShop At Home. In the event of the voluntary or involuntary cancellation of your Consultant Agreement, your customers and data will be reassigned to the next active upline in your genealogy. Email addresses that are only contained within the VinNote subscriber list will not be reassigned but may continue to be marketed to directly by WineShop At Home.
SECTION 6. POLICIES AND PROCEDURES
REVISED OCTOBER 2015

Home Office Visitation

WineShop At Home welcomes IWCs and their guests to visit the Home Office. We request that you call the Home Office at least 24 hours in advance to schedule a visit. Making your appointment in advance will give Home Office Staff adequate time to ensure that your visit will be as rewarding as possible.

Customer Service

- You can contact IWCCare any of three ways:
  - Phone: call 1-800-946-3746 between 8:00am-6:00pm Monday through Friday and 10:00am-2:00pm on Saturday Pacific Standard Time (PST). The offices are closed on Sundays.
  - Fax: Fax attention IWCCare at 1-800-393-2582. A customer service representative will confirm your Interest Forms/faxes during normal hours of operation. Make sure you confirm your fax with a customer service representative.
  - Email: email help@wineshopathome.com. Please allow 24 hours response during normal business hours.

- As an Independent Wine Consultant, you are the connection between the company and the customer. If a customer contacts you with a complaint or service issue make sure to:
  - Listen carefully to your customer.
  - Explain, professionally, the WineShop At Home policies that apply to the situation.
  - Make sure you have all the facts
  - Contact iwccare@wineshopathome.com for any assistance with customer service issues.

- Customer Remedies
  - If WineShop At Home or 1-800WineShop must take action to remedy a situation where the IWC does not follow procedures, or does not demonstrate ethics, reliability or professionalism outlined in the agreement, out of pocket, costs to the company for remedies may be subtracted from the IWC’s commission.
  - Issues which are not the result of the IWC’s actions will be remedied by the corporate office as appropriate.

Termination

WineShop At Home reserves the right to terminate an IWC at any time for cause when it is determined that the IWC has violated the provisions of the WineShop At Home IWC Agreement, including the Policies and Procedures in their current form or as they may be amended in the future. In addition, termination can occur for any violation of the provisions of applicable laws and standards of fair dealing, the engagement in any act or omission that damages WineShop At Home’s name, reputation, goodwill, Home Winery or downline teams or any illegal or unethical conduct, or any misrepresentation of WineShop At Home’s products or business opportunity. Such involuntary termination shall be made by WineShop At Home at its sole discretion. Upon an involuntary termination, WineShop At Home shall notify the IWC by mail, email, fax or overnight delivery at the last recorded address listed in their IWC profile. If terminated, the IWC agrees to cease all WineShop At Home activities immediately and no longer represent themselves as an IWC with WineShop At Home. The termination will be effective as of the date of the written notification. Any termination of an IWC Contract applies to both the IWC and to any co-applicant listed on the agreement.

An IWC may appeal a termination by submitting a written appeal to WineShop At Home within 21 days of the date of the termination notification. All supporting documentation and/or additional evidence in support of the IWC’s appeal must be submitted with the written appeal. Any appeal received after 21
days from the original termination notification will be refused. If no appeal is received within the 21-day period, the involuntary termination will be deemed final. If the appeal is accepted, WineShop At Home will notify the IWC of its decision within 30 days of receiving the appeal. This acceptance of the appeal will be deemed final and not subject to review.

If an IWC is terminated for any reason, the IWC loses all rights to their former downline and customers, as well as all claims to any income derived from sales volume generated by a downline organization. The former IWC’s downline and customers will roll up to their upline following the resolution of any appeals.

Solicitation Restrictions
During the term of the Agreement and for one year thereafter, IWCs may not, directly or indirectly, on behalf of themselves or any other individual or company, solicit or induce other IWCs, customers or employees of WineShop At Home or its affiliates (i) to participate in any network marketing or direct sales program offered by any other company or (ii) to terminate or alter his or her business or contractual relationship with WineShop At Home.

Confidentiality Agreement
During the term of the Agreement, WineShop At Home may supply to IWCs confidential information (the “Confidential Information”), including, but not limited to genealogical and downline reports, customer lists and information, IWCs lists and information, trade secrets, manufacturer and supplier information, business reports, commission or sales reports and such other financial and business information which WineShop At Home deems as confidential. All such Confidential Information (whether oral or in written or electronic form) is proprietary and confidential to WineShop At Home and is transmitted to IWCs in strictest confidence for use solely in IWCs’ business with WineShop At Home. IWCs must use their best efforts to keep such information confidential and may not disclose any such information to any third party, directly, or indirectly except in strict accordance with the Agreement and these Policies and Procedures. IWCs may not use Confidential Information to sell products or services other than WineShop At Home’s products and services or in connection with any other business during the term of and after termination of the Agreement. Upon nonrenewal or termination of the Agreement, IWCs must immediately discontinue all use of the Confidential Information and, if requested by WineShop At Home, promptly return all materials in their possession to WineShop At Home within five business days of request at their own expense.

Genealogy Reports
All genealogy and downline reports provided to an IWC are proprietary to and owned by WineShop At Home. Each IWC acknowledges that the reports may contain information concerning the IWC, including, but not limited to, the IWC’s name, address, phone number, products purchased and sold and earnings. Each IWC, by executing the Agreement, consents to the use and dissemination by WineShop At Home of the reports and information therein and any other information concerning a IWC collected by WineShop At Home in connection with WineShop At Home’s business, including to enforce the terms of and its rights under the Agreement and to comply with applicable laws. IWCs may not use the reports in any manner or for any purpose except in connection with IWCs’ business.

Effect of Expiration, Nonrenewal and Termination
Immediately upon expiration, nonrenewal or termination of the Agreement, the affected IWC:

a) Must remove and permanently discontinue the use of the trade names and trademark, copyrighted materials and any signs, labels, stationery or advertising referring to or relating to any WineShop At Home products, services or program;

b) Must cease representing himself or herself as an IWC of WineShop At Home;
c) Loses all rights to his or her position in the genealogy and Career Plan and to all future commissions and earnings resulting therefrom; and

d) Must take all action reasonably required by WineShop At Home relating to the protection of its Confidential Information and intellectual property.

WineShop At Home has the right to offset any amounts owed by an IWC to WineShop At Home including, without limitation, any indemnity obligation incurred pursuant to this Agreement, from commissions or other compensation due to the IWC.

Rules of the Wine Road – Texas Tasting Procedures

The following steps are for Booking a Tasting and the way in which Host/Guest Interest Forms get processed in compliance with the State of Texas and Ohio.

1. Booking a Tasting
   - Confirm the Tasting date and time with the Host.
   - Create a new Tasting event in your Wine Cellar or book/upgrade if it's from a previous Tasting.
   - Have the Host submit an Interest Form to IWCCare.
   - Sampler will be shipped directly to the Host.

2. Interest Form procedures at a Tasting
   - Have Guests place the Consultant's name on the Interest Form as well as the Tasting date.
   - At the conclusion of the Tasting, the IWC should collect the completed Interest Forms after calculating shipping and taxes. The IWC can enter in the orders in their Wine Cellar, but may not complete the order by charging the credit card. The IWC must send IWCCare the Interest Forms via fax at 800-393-2582. Only IWCCare can charge a credit card for an order.
   - When the orders are received by the Home Office, IWCCare will input the orders, ensuring they are credited to the IWC who performed the Tasting.

IWCCare Contact:
help@wineshopathome.com
1.800.WineShop
Fax 1.800.393.2582

Rules of the Wine Road – Ohio Tasting Procedures

1. Booking a Tasting
   - Book Wine Tastings through the Wine Cellar of your website at least 10 days in advance. It is imperative that the details (host, location, date, time, etc.) are accurate. If details change, you must update the system, or contact IWCCare directly if the Sampler has already shipped.
   - Sampler must be shipped directly to the Host.
   - Tastings in Ohio must be held at private residences only, not open to the public, and Tastings shall not occur between the hours of 1:00am to 5:30 am.

3. “Dry” areas
   - Some locations in Ohio are known as “Dry.” Ohio residents that reside in Dry areas may have wine shipped to them, but may not Host actual wine tasting Tastings in their homes.
   - In the event WineShop At Home is notified of a booking in a Dry location, WineShop At Home will contact you and the event venue will need to be moved to a new location. This
is why it is so important that the information in the system for your booking is accurate and up to date.

- Know your neighborhood. Typically, but not always, if a community has a liquor store or restaurant that sells or serves wine, it is not Dry.

IWCCare Contact:
help@wineshopathome.com
1.800.WineShop, Fax 1.800.393.2582
Section 7:

Career Plan
Career Plan

The WineShop At Home Career Opportunity is structured with one purpose in mind: to create the most rewarding business income program in the market for part-time and full-time Independent Wine Consultants. For that reason, the Company reserves the right to amend and enhance the Career Opportunity as needed from time-to-time to insure that the purpose behind the plan is always being met or exceeded. You will always be provided with written notice of any such planned enhancements in advance of the effective date.

Summary of Income Avenues for All Independent Wine Consultants:

The WineShop At Home Career Plan provides the following basic ways for all Independent Wine Consultants (IWCs) and higher Career Plan titles to earn income:

1. Providing products to your customers at retail via Tastings; online and other retail transactions
2. Signing Wine Club Members and earning monthly Wine Club commissions. Wine Club sales are bonus-able at 40% of the retail value except for the initial sale, which is bonus-able at 100% of the retail value.
3. Qualifying for retail sales bonuses on your personal sales volume (PV=PV-V + PV-WCV)
4. Qualifying for Leadership bonuses based upon meeting or exceeding monthly personal and team sales volume targets

Bonus Qualified: In order to qualify for any Career Opportunity bonus income beyond the basic 20% commission an IWC or Leader must qualify by having at least $300 in personal volume (PV) for the month. This Bonus Qualifying volume consists of retail sales that meet or exceed $300 in retail value for the month.

Career Plan Opportunity Path

New Independent Wine Consultant (IWC)

a. Qualification:
   - Enroll online or submit a completed/signed Independent Wine Consultant Agreement and purchase a WineShop At Home Business Kit

b. Maintenance:
   - Place at least $300 dollars in commissionable retail value orders (PV-V) in each rolling three month period to retain Active Independent Wine Consultant status

c. Benefits:
   - 20% retail profits/earnings on sales of products at the retail sales price

d. Personal Volume Gates:
   - When you reach $1500.00 in PV-V in a calendar month, your commission increases by 5% for a total of 25% of your Personal Commissionable Volume (PCV).
   - When you reach $2500.00 in PV-V in a calendar month, your commission increases by another 5% for a total of 30% of your Personal Commissionable Volume (PCV).
When you reach $3500.00 in PV-V in a calendar month, your commission increases by another 5% for a total of 35% of your Personal Commissionable Volume (PCV).

- **Note:** PV-V does not include Wine Club Volume (WCV)

### Senior Wine Consultant (SWC)

**a. Qualifications:**
- Must meet all the qualifications of an IWC
- Must have 1 or more qualified personally sponsored IWCs
- Submit $600 in Personal Volume of which $200 may be from Wine Club for one month

**b. Maintenance:**
- Place at least $300 dollars in commissionable retail value orders in each rolling three month period to retain Active Independent Wine Consultant status and benefits
- Must have 1 or more qualified personally sponsored Active IWCs

**c. Benefits:**
- Receives all of the bonus benefits of a qualified IWC
- 20% retail commission base on sales of products at the retail sales price

**d. Personal Volume Gates:**
- When you reach $1500.00 in PV-V in a calendar month, your commission increases by 5% for a total of 25% of your Personal Commissionable Volume (PCV).
- When you reach $2500.00 in PV-V in a calendar month, your commission increases by another 5% for a total of 30% of your Personal Commissionable Volume (PCV).
- When you reach $3500.00 in PV-V in a calendar month, your commission increases by another 5% for a total of 35% of your Personal Commissionable Volume (PCV).
- **Note:** PV-V does not include Wine Club Volume (WCV)

### PLUS
- Receives a 3% Business Building Bonus (BBB) on the monthly Personal Volume (PV) of all of his/her personally sponsored IWCs and higher Career plan titles when the SWC is Bonus Qualified for the month ($300 in PV)
- The opportunity to advance to Team Leader

### Team Leader

**a. Qualifications:**
- Must have $1,000 or more in Personal Sales Volume (PV) for the month of which up to $500 can come from Wine Club Volume (WCV)
- Must have 3 or more personally sponsored Active IWCs or SWCs on their Central Team
- Must have $3,500 or more in Central Team Volume (CQTV) (including the PV of the Team Leader) for the month of which no more than $1,500 of the $3,500 total can be from the combined WCV of the Team Leader and the Central Team
- Must meet or exceed these qualifications for two consecutive months to qualify for the title and be paid as a Team Leader
Notes:
- A personally sponsored qualified Leader cannot be included in the CTQV or in the personally sponsored Active Consultant count
- The first month of qualifying as a Team Leader, the IWC/SWC will be paid and ranked as a Senior Wine Consultant
- The second month of qualifying as a Team Leader, the SWC will be paid and ranked as a Team Leader.
- The title promotion to Team Leader is effective on the first day of the month following second month of qualification. However, the title will not post in the system until commissions are run for the month in which the new Team Leader qualified

b. Maintenance: (per qualifications)
- $1,000 PV Monthly of which up to $500 may be WCV
- $3,500 CTQV Monthly of which up to $1,500 may be WCV
- 3 or more Personally Sponsored Active IWCs or SWCs in the TL's Central Team

Note: These TL qualification and maintenance features are basic and applicable to all higher title qualifications and maintenance requirements.

c. Benefits:
- 20% retail commission base on sales of products at the retail sales price
- Receives a 3% Business Building Bonus (BBB) on the monthly Personal Volume (PV) of all of his/her personally sponsored IWCs and higher Career plan titles when the SWC is Bonus Qualified for the month

d. Personal Volume Gates:
- When you reach $1500.00 in PV-V in a calendar month, your commission increases by 5% for a total of 34% of your Personal Commissionable Volume (PCV).
- When you reach $2500.00 in PV-V in a calendar month, your commission increases by another 5% for a total of 39% of your Personal Commissionable Volume (PCV).
- When you reach $3500.00 in PV-V in a calendar month, your commission increases by another 5% for a total of 44% of your Personal Commissionable Volume (PCV).
- Note: PV-V does not include Wine Club Volume (WCV)

PLUS
- A Team Leader Personal Sales Volume Bonus of 5% on all of the TL’s PCV for the month
- A Central Team Bonus of 4% on the PCV of the Central Team including the TL’s PCV

- Special Note: A qualified TL is making a total of 29% on his/her PV for the month and the TL is making a total of 7% on the PCV of his/her personally sponsored IWCs and SWCs on the Central Team (3% Business Building Bonus [BBB] + 4% Central Team Bonus)
- The opportunity to advance to Group Leader and the First Generation Leadership Bonus

Group Leader

a. Qualifications:
- Must be a qualified Team Leader
- Must have one First Generation Team Leader or higher title

b. Maintenance: (per qualifications)
- $1,000 PV Monthly of which up to $500 may be WCV
- $3,500 CTQV Monthly of which up to $1,500 may be WCV
- 3 or more Personally Sponsored IWCs or SWCs in the GL’s Central Team - Team Leader’s or higher do not count for this requirement.
- One First Generation Team Leader or higher title

c. Benefits:
- Receives all of the Career Plan benefits of a qualified Team Leader
- 20% retail commission base on sales of products at the retail sales price
- Receives a 3% Business Building Bonus (BBB) on the monthly Personal Volume (PV) of all of his/her personally sponsored IWCs and higher Career plan titles when the SWC is Bonus Qualified for the month
- A Team Leader Personal Sales Volume Bonus of 5% on all of the TL’s PV for the month
- A Central Team Bonus of 4% on the PCV of the Central Team including the TL’s PCV
- Note: A qualified TL (GL) is making a total of 29% on his/her PV for the month and the TL (GL) is making a total of 7% on the retail sales of his/her personally sponsored IWCs and SWCs on the Central Team (3% Business Building Bonus [BBB] + 4% Central Team Bonus)

d. Personal Volume Gates:
- When you reach $1500.00 in PV-V in a calendar month, your commission increases by 5% for a total of 34% of your Personal Commissionable Volume (PCV).
- When you reach $2500.00 in PV-V in a calendar month, your commission increases by another 5% for a total of 39% of your Personal Commissionable Volume (PCV).
- When you reach $3500.00 in PV-V in a calendar month, your commission increases by another 5% for a total of 44% of your Personal Commissionable Volume (PCV).
- Note: PV-V does not include Wine Club Volume (WCV)

PLUS Group Leader Benefits

- Receives a 5% First Generation Leadership Bonus on the total retail sales of all qualified First Generation Team Leaders’ (and higher titles) Central Teams
- The opportunity to advance to Director and the Second Generation Leadership Bonus

Note: If the First Generation Team Leader or higher was personally sponsored by the Upline leader, then the Upline Group Leader makes a total of 8% on the promote-out Team Leader’s personal volume (3% Business Building Bonus [BBB] + 5% First Generation Bonus)

Director

a. Qualifications:
- Must be a qualified Group Leader
- Must have two qualified First Generation Team Leaders or higher

b. Maintenance: (per qualifications)
- $1,000 PV Monthly of which up to $500 may be WCV
- $3,500 CTQV Monthly of which up to $1,500 may be WCV
- 3 or more Personally Sponsored Active IWCs or SWCs in the Director’s Central Team - Team Leader’s or higher do not count for this requirement.
- Two First Generation Team Leaders or higher title
c. Benefits:
- Receives all of the Career Plan benefits of a qualified Team Leader
- 20% retail commission base on sales of products at the retail sales price
- Receives a 3% Business Building Bonus (BBB) on the monthly Personal Volume (PV) of all of his/her personally sponsored IWCs and higher Career plan titles when the SWC is Bonus Qualified for the month
- The Team Leader Personal Sales Volume Bonus of 5% on all of the Director’s PV for the month
- A Central Team Bonus of 4% on the PCV of the Central Team including the TL’s PCV

d. Personal Volume Gates:
- When you reach $1500.00 in PV-V in a calendar month, your commission increases by 5% for a total of 34% of your Personal Commissionable Volume (PCV).
- When you reach $2500.00 in PV-V in a calendar month, your commission increases by another 5% for a total of 39% of your Personal Commissionable Volume (PCV).
- When you reach $3500.00 in PV-V in a calendar month, your commission increases by another 5% for a total of 44% of your Personal Commissionable Volume (PCV).
- Note: PV-V does not include Wine Club Volume (WCV)

Note: A qualified TL (Director) is making a total of 29% on his/her PV for the month and the TL (Director) is making a total of 7% on the retail sales of his/her personally sponsored IWCs and SWCs on the Central Team (3% Business Building Bonus [BBB] + 4% Central Team Bonus)

PLUS Group Leader Benefits
- Receives a 5% First Generation Leadership Bonus on the total retail sales of all qualified First Generation Team Leaders’ (and higher titles) Central Teams

Note: If the First Generation Team Leader or higher was personally sponsored by the Upline leader, then the Upline Group Leader makes a total of 8% on the promote-out Team Leader’s personal volume (3% Business Building Bonus [BBB] + 5% First Generation Bonus)

PLUS Director Benefits
- Receives the Director Second Generation Leadership bonus of 3% on the total retail sales of all qualified Second Generation Team Leaders and higher Central Teams.
- The opportunity to advance to Managing Director and qualify for cash bonus

Senior Director
a. Qualifications:
- Must be a qualified Director
- Must have three qualified First Generation Team Leaders (or higher title)
- Must have total $25,000 or more in total Downline Group Volume (DGV) for the month of which $4,000 may be WCV

b. Maintenance: (per qualifications)
- $1,000 PV Monthly of which up to $500 may be WCV
- $3,500 CTQV Monthly of which up to $1,000 may be WCV
- 3 or more Personally Sponsored Active IWCs or SWCs in the Managing Director's Central Team - Team Leader's or higher do not count for this requirement.
- Three First Generation Team Leaders or higher title
c. Benefits:
- Receives all of the Career Plan benefits of a qualified Team Leader
- 20% retail commission base on sales of products at the retail sales price
- Receives a 3% Business Building Bonus (BBB) on the monthly Personal Volume (PV) of all of his/her personally sponsored IWCs and higher Career plan titles when the SWC is Bonus Qualified for the month
- The Team Leader Personal Sales Volume Bonus of 5% on all of the Managing Director's PV for the month
- A Central Team Bonus of 4% on the PCV of the Central Team including the TL’s PCV

d. Personal Volume Gates:
- When you reach $1500.00 in PV-V in a calendar month, your commission increases by 5% for a total of 34% of your Personal Commissionable Volume (PCV).
- When you reach $2500.00 in PV-V in a calendar month, your commission increases by another 5% for a total of 39% of your Personal Commissionable Volume (PCV).
- When you reach $3500.00 in PV-V in a calendar month, your commission increases by another 5% for a total of 44% of your Personal Commissionable Volume (PCV).
- *Note: PV-V does not include Wine Club Volume (WCV)*

Note: A qualified TL is making a total of 29% on his/her PV for the month and the TL is making a total of 7% on the retail sales of his/her personally sponsored IWCs and SWCs on the Central Team (3% Business Building Bonus [BBB] + 4% Central Team Bonus)

**PLUS Group Leader Benefits**
- Receives a 5% First Generation Leadership Bonus on the total retail sales of all qualified First Generation Team Leaders' (and higher titles) Central Teams

Note: If the First Generation Team Leader or higher was personally sponsored by the Upline leader, then the Upline Group Leader makes a total of 8% on the promote-out Team Leader’s personal volume (3% Business Building Bonus [BBB] + 5% First Generation Bonus)

**PLUS Director Benefits**
- Receives the Director Second Generation Leadership bonus of 3% on the total retail sales of all qualified Second Generation Team Leaders and higher Central Teams

**PLUS Senior Director Benefits**
- $500 cash bonus for the month
- The opportunity to advance to Managing Director and a larger cash bonus

**Managing Director**

d. Qualifications:
- Must be a qualified Director
- Must have four qualified First Generation Team Leaders (or higher title)
- Must have total $40,000 or more in total Downline Group Volume (DGV) for the month of which $8,000 may be WCV
e. Maintenance: (per qualifications)
- $1,000 PV Monthly of which up to $500 may be WCV
- $3,500 CTQV Monthly of which up to $1,000 may be WCV
- 3 or more Personally Sponsored Active IWCs or SWCs in the Managing Director's Central Team - Team Leader's or higher do not count for this requirement.
- Four First Generation Team Leaders or higher title

f. Benefits:
- Receives all of the Career Plan benefits of a qualified Team Leader
- 20% retail commission base on sales of products at the retail sales price
- Receives a 3% Business Building Bonus (BBB) on the monthly Personal Volume (PV) of all of his/her personally sponsored IWCs and higher Career plan titles when the SWC is Bonus Qualified for the month
- The Team Leader Personal Sales Volume Bonus of 5% on all of the Managing Director's PV for the month
- A Central Team Bonus of 4% on the PCV of the Central Team including the TL’s PCV

e. Personal Volume Gates:
- When you reach $1500.00 in PV-V in a calendar month, your commission increases by 5% for a total of 34% of your Personal Commissionable Volume (PCV).
- When you reach $2500.00 in PV-V in a calendar month, your commission increases by another 5% for a total of 39% of your Personal Commissionable Volume (PCV).
- When you reach $3500.00 in PV-V in a calendar month, your commission increases by another 5% for a total of 44% of your Personal Commissionable Volume (PCV).
- **Note:** PV-V does not include Wine Club Volume (WCV)

Note: A qualified TL is making a total of 29% on his/her PV for the month and the TL is making a total of 7% on the retail sales of his/her personally sponsored IWCs and SWCs on the Central Team (3% Business Building Bonus [BBB] + 4% Central Team Bonus)

**PLUS Group Leader Benefits**
- Receives a 5% First Generation Leadership Bonus on the total retail sales of all qualified First Generation Team Leaders’ (and higher titles) Central Teams

Note: If the First Generation Team Leader or higher was personally sponsored by the Upline leader, then the Upline Group Leader makes a total of 8% on the promote-out Team Leader’s personal volume (3% Business Building Bonus [BBB] + 5% First Generation Bonus)

**PLUS Director Benefits**
- Receives the Director Second Generation Leadership bonus of 3% on the total retail sales of all qualified Second Generation Team Leaders and higher Central Teams

**PLUS Managing Director Benefits**
- $1,500 cash bonus for the month
- The opportunity to advance to Executive Director and a larger cash bonus
Executive Director

a. Qualifications:
   - Must be a qualified Managing Director
   - Must have six qualified First Generation Team Leaders (or higher title)
   - Must have $75,000 or more in total Downline Group Volume (DGV) for the month of which $15,000 may be WCV

b. Maintenance: (per qualifications)
   - $1,000 PV Monthly of which up to $500 may be WCV
   - $3,500 CTQV Monthly of which up to $1,000 may be WCV
   - 3 or more Personally Sponsored Active IWCs or SWCs in the Executive Director’s Central Team - Team Leader’s or higher do not count for this requirement.
   - Six First Generation Team Leaders or higher title

c. Benefits:
   - Receives all of the Career Plan benefits of a qualified Team Leader
   - 20% retail commission base on sales of products at the retail sales price
   - Receives a 3% Business Building Bonus (BBB) on the monthly Personal Volume (PV) of all of his/her personally sponsored IWCs and higher Career plan titles when the SWC is Bonus Qualified for the month
   - A Team Leader Personal Sales Volume Bonus of 5% on all of the Executive Director’s PV for the month
   - A Central Team Bonus of 4% on the PCV of the Central Team including the TL’s PCV

d. Personal Volume Gates:
   - When you reach $1500.00 in PV-V in a calendar month, your commission increases by 5% for a total of 34% of your Personal Commissionable Volume (PCV).
   - When you reach $2500.00 in PV-V in a calendar month, your commission increases by another 5% for a total of 39% of your Personal Commissionable Volume (PCV).
   - When you reach $3500.00 in PV-V in a calendar month, your commission increases by another 5% for a total of 44% of your Personal Commissionable Volume (PCV).
   - Note: PV-V does not include Wine Club Volume (WCV)

Note: A qualified TL is making a total of 29% on his/her PV for the month and the TL is making a total of 7% on the retail sales of his/her personally sponsored IWCs and SWCs on the Central Team (3% Business Building Bonus [BBB] + 4% Central Team Bonus)

PLUS Group Leader Benefits

   - Receives a 5% First Generation Leadership Bonus on the total retail sales of all qualified First Generation Team Leader’s (and higher titles) Central Teams

Note: If the First Generation Team Leader or higher was personally sponsored by the Upline leader, then the Upline Group Leader makes a total of 8% on the promote-out Team Leader’s personal volume (3% Business Building Bonus [BBB] + 5% First Generation Bonus)

PLUS Director Benefits

   - Receives the Director Second Generation Leadership bonus of 3% on the total retail sales of all qualified Second Generation Team Leader’s and higher Central Teams
PLUS the Executive Director Benefit

- $2,500 Cash Bonus for the month

**Senior Executive Director**

a. Qualifications:
   - Must be a qualified Executive Director
   - Must have eight qualified First Generation Team Leaders (or higher title), two of which are fully qualified Directors or higher
   - Must have $100,000 or more in total Downline Group Volume (DGV) for the month of which $20,000 may be WCV

b. Maintenance: (per qualifications) –
   - $1,000 PV Monthly of which up to $500 may be WCV
   - $3,500 CTQV Monthly of which up to $1,000 may be WCV
   - Three or more Personally Sponsored Active IWCs or SWCs in the Senior Executive Director's Central Team - Team Leader's or higher do not count for this requirement.
   - Eight First Generation Team Leaders or higher title in which two must be qualified Directors or higher

c. Benefits:
   - Receives all of the Career Plan benefits of a qualified Team Leader
   - 20% retail commission base on sales of products at the retail sales price
   - Receives a 3% Business Building Bonus (BBB) on the monthly Personal Volume (PV) of all of his/her personally sponsored IWCs and higher Career plan titles when the SWC is Bonus Qualified for the month
   - A Team Leader Personal Sales Volume Bonus of 5% on all of the Executive Director’s PV for the month
   - A Central Team Bonus of 4% on the PCV of the Central Team including the TL's PCV

d. Personal Volume Gates:
   - When you reach $1500.00 in PV-V in a calendar month, your commission increases by 5% for a total of 34% of your Personal Commissionable Volume (PCV).
   - When you reach $2500.00 in PV-V in a calendar month, your commission increases by another 5% for a total of 39% of your Personal Commissionable Volume (PCV).
   - When you reach $3500.00 in PV-V in a calendar month, your commission increases by another 5% for a total of 44% of your Personal Commissionable Volume (PCV).
   - Note: *PV-V does not include Wine Club Volume (WCV)*

Note: A qualified TL is making a total of 29% on his/her PV for the month and the TL is making a total of 7% on the retail sales of his/her personally sponsored IWCs and SWCs on the Central Team (3% Business Building Bonus [BBB] + 4% Central Team Bonus)
PLUS Group Leader Benefits

- Receives a 5% First Generation Leadership Bonus on the total retail sales of all qualified First Generation Team Leaders’ (and higher titles) Central Teams

Note: If the First Generation Team Leader or higher was personally sponsored by the Upline leader, then the Upline Group Leader makes a total of 8% on the promote-out Team Leader’s personal volume (3% Business Building Bonus [BBB] + 5% First Generation Bonus)

PLUS Director Benefits

- Receives the Director Second Generation Leadership bonus of 3% on the total retail sales of all qualified Second Generation Team Leader’s and higher Central Teams

PLUS Exclusive Senior Executive Director 3rd Generation Bonus

- Receives a Third Generation Leadership bonus of 2% on the total retail sales of all qualified Third Generation Team Leader’s and higher Central Teams

PLUS the Senior Executive Director Benefit

- $3,500 Cash Bonus for the month

Career Plan Protocols

Expectations & Established Best Practices

- The WineShop At Home Independent Wine Consultants train, recognize, and support all IWCs they personally sponsor into the business as well as all IWCs in their Downline Central Team.
- Group Leaders and higher are required to work with their First Generation Leader(s) they promote, including but not limited to training and coaching. Lack of communication is not in the spirit of support at WineShop At Home, and does not demonstrate effective leadership, which could result in a written warning, loss of title, and/or other actions deemed necessary.
- Independent Wine Consultants follow Company Policies and Procedures in the conduct of their businesses and will carry out their business activities in a fair, ethical and professionally courteous manner.
- IWCs shall safeguard and promote the reputation of WineShop At Home and its products, and shall refrain from all conduct, which might be harmful to the reputation of WineShop At Home or to the marketing of such products, and shall avoid all discourteous, deceptive, misleading, unethical or immoral conduct or practices. Failure to comply may result in disciplinary action, up to or including termination.
- All questions regarding professionalism and conduct will be reviewed by the WSAH Compliance Committee for adherence to the established protocols and best intent for all Independent Wine Consultants. WSAH reserves the right to issue warnings and take action from loss of your downline to ultimately termination as deemed appropriate to the spirit of the company.

“Paid As” Rank

- In any commission month should an IWC not meet minimum maintenance per title, the IWC will be “paid as” the title for which the IWC meets maintenance.
Grace Periods

- **Rank Maintenance:** Should any IWC titled Team Leader or higher miss meeting maintenance requirements for 12 consecutive months, the Team Leader or higher will assume the title for which they do meet maintenance at the end of the 12th month. Full qualifications must then be met again to promote to higher titles.

- **First Time Team Leader:** As a Team Leader or higher, it is anticipated you will be growing and promoting Leaders. When a Team Leader promotes up in your Central Team the original Team Leader or higher has a two (2) month grace period as follows:
  - Must have a minimum $1000 PV in each of the 2 months of which up to $500 may be PV-WCV
  - Must have a minimum two (2) personally sponsored Active IWCs or SWCs – Team Leader’s or higher do not count for this requirement
  - Must have a minimum of $1,750 CTQV of which up to $875 may be Wine Club Volume
  - Sponsor may count the CTQV of the newly promoting Team Leader in their CTQV in the month in which the new Team Leader qualifies.

- **Re-Promoting Team Leader:** If a Team Leader has lost their rank and is promoting again, then the upline leader can count the re-promoting Team Leader’s PV in their CTQV in the month in which the re-promotion occurs. However, the upline leader DOES NOT receive the two month grace period as it would for first time Team Leader promotions.

**Personal Sales to Retain Rank**

It is understood that Team Leaders and above, in order to properly lead their teams, will abide by the *WineShop At Home* Business Model of booking and holding Wine Tastings. Leading by example is the preferred way to ensure organizations operate under a culture of productive personal businesses. Any pattern of personally purchasing products to reach PV-V requirements to maintain title - while not booking and holding tastings – is not in the spirit of Leadership at *WineShop At Home* and is grounds for a written warning from the Company. Any behavior that discourages any Wine Consultant not to reach or maintain Leader qualifications is also not in the spirit of *WineShop At Home*. *WineShop At Home* reserves the right to audit activity. Continued breeches in the above will result in possible disciplinary action, up to and including termination.

**Active/Inactive Status**

- IWCs must submit Interest Forms representing $300 (PV-V, see Compensation Plan) in transactions per the Compensation Plan during a rolling three-month period to remain active in the Program.

- If there is less than $300 of transactions from Interest Forms in a three-month period from IWC activation date IWC will be considered “inactive” in the program. Once on inactive status IWCs no longer receive program benefits and will not be renewed in the program unless they submit $300 in transactions. Their upline leader will also not be able to count them in their personally sponsored active requirement.

- Inactivity may result in deactivation from the *WineShop At Home* program

- Should an IWC resign from their Independent Contractor relationship with *WineShop At Home*, *WineShop At Home* will buyback the re-usable materials in your Business Kit for up to 90% within one year. Materials must be in excellent, unused, re-sellable condition. The buyback amount will be less any commissions/awards remitted and monies owed the Company. IWC may also choose to keep the Business Kit and discontinue their contract. Upon resignation the IWC’s customer list and any team members may be rolled up to their active Upline or qualified sponsor.
Reactivation

- After 12 months of inactivity you must re-submit an IWC agreement and pay for a new WineShop At Home Business Kit and are eligible to enroll under a different sponsor than the original.
- If less than 12 months, reactivation under the previous sponsor is mandatory.
Terms & Definitions

**Business Building Bonus (BBB):** A 3% commission paid to an SWC or higher on the monthly PV of a personally sponsored IWC or greater provided the SWC or higher is Bonus Qualified at $300 for the month.

**Bonus Qualified:** In order to qualify for any Career Opportunity bonus income beyond the basic 20% retail profit an IWC or Leader must qualify by having at least $300 in personal volume for the month. This Bonus Qualifying volume consists of retail sales that meet or exceeds $300 in Personal Volume for the month.

**Central Team:** A Team Leader or higher title and all members in their Downline until a TL or higher encounters another TL or higher.

**Central Team Commissionable Volume (CTCV):** The CTCV of a TL or greater is the sum of the PCV (definition follows) of each Central Team Member including the PCV of the TL or higher.

**Central Team Qualifying Volume (CTQV):** The Central Team Qualifying Volume of a TL or higher is the sum of the PV (definition follows) of each Central Team Member including the PV of the TL or higher. For a Team Leader to be fully qualified, the Central Team Qualifying Volume (CTQV) must be $3,500.

**Downline Group Volume (DGV):** The sum of all the PV in the Downline infinitely. It also includes an IWC's own PV.

**Downline:** All Active IWC titles to infinity as the title relates to Upline.

**Genealogy:** The structure which represents the placement of all IWCs.

**Generation Leadership Bonuses:** A 5% 1st Generation Leadership Bonus override is based on the volume of the first Leader and their team promoted in a leg of an organization. A 3% 2nd Generation Leadership Bonus is based on the volume of the Second Leader and their team promoted in a leg of an organization under the First Leader. A 2% 3rd Generation Leadership Bonus is available to Senior Executive Directors only.

**Minimum Active Status:** A minimum of $300 in sales (PV-V) in a rolling 3 month period.

**Personal Commissionable Volume (PVC):** This is the commissionable volume amount on which commissions are paid. PCV = PV-V + 40% of PV-WCV. This is the figure on which all percentage commissions are paid.

**Personal Sponsor:** The IWC responsible for originally introducing and signing a new IWC.

**Personal Volume for Qualifications (PV):** The PV of a WSAH Consultant is the sum of the Consultant’s PV-V and PV-WCV. PV = PV-V + PV-WCV. This is the figure used to determine reaching title qualifications/maintenance and for trips and incentives qualifications.

**Personal Volume Bonus Gates:** Achieved by hitting or exceeding specific PV-V target amounts and paid on your PCV.

**Personal Base Volume (PV-V):** All commissionable sales including the first Wine Club Member sale.

**Retail Sales Commissions:** Based on qualified title increases when hitting specific dollar volumes. Resets to the retail base commission level you are qualified for on the 1st of the month.

**Wine Club Volume (WCV):** The amount of commissionable volume generated by a WineShop At Home Consultant from their monthly Wine Club Member's billed autoships.