



CEO Circle 2023-2024 Terms and Conditions

Program Overview:

- **Level 1:** Reach \$1,500+ in Personal Sales per month for 11 out of 12 months.
- **Level 2:** Reach \$2,500+ in Personal Sales each month of a quarter, plus have one or more Simple Start 2 achievers in that quarter.
- **Level 3:** Achieve Level 2 all four quarters.

Timeframe:

- July 1, 2023—June 30, 2024, with the following quarterly timeframes:
 - July to September 2023
 - October to December 2023
 - January to March 2024
 - April to June 2024

Eligibility: All active Consultants are eligible.

Notes:

- Personal sales includes all personal product purchases, all purchases from retail Customers, and all purchases from Preferred Customer Club members.
- Personal sales cutoff is at 11:59 p.m. ET on the last day of the month.
- CEO Circle rewards will be given at National Conference 2024.
- Please see specific rules related to Simple Start 2 at <https://pheteamtools.com/product/simple-start-faq/>.
- For Levels 2 and 3 CEO Circle achievers, Simple Start 2 achievers must earn Simple Start 2 in the same quarter as the sales requirements. For example, Sally joined on September 18, 2023, and earned her Simple Start October 3, 2023. Sally would count as a Simple Start Achiever for the October-December 2023 quarter.
- To earn Level 1, one grace month is allowed.
- To earn Level 2, Sales and Simple Start 2 achiever requirements must be met within only one quarter. Level 2 may be achieved more than once.
- To earn Level 3, Level 2 requirements must be met in all four quarters.
- For purposes of this program, returns will be deducted against personal sales.