CRP, PSQV, PC ... DO YOU SPEAK R+F?

Quickly gain a working knowledge of the Rodan + Fields® key acronyms, words, phrases and concepts and help your new team members do the same.

What Language Are You Speaking?

Every company, group or organization has a culture and a language and Rodan + Fields® is no different. The first few times you attend a meeting, you may find yourself asking, “What did she say?” or “I think I should know what a BBL is, but I can’t remember.” This is a common experience for guests and new Consultants.

This document is an overview of your need-to-know words and terms, so you can feel like a pro.

The Business of the Business

Enrollment Kits:
There are several enrollment kits for new Consultants to choose from, each with a different product and regimen mix, depending upon initial selection.
- RFx Express Business Kit - $995
- Big Business Launch Kit - $695
- Personal Results Kit - $395
- Business Portfolio - $45
For full kit descriptions and contents, click here.

Acronyms:

BBL - Big Business Launch
This is the event at which a Consultant officially opens for business. There are many different ways to hold your BBL and it is often done with the help of a Sponsor and/or upline. BBLs can also be held when new products launch to introduce the latest and greatest in R+F product to a Consultant’s network. As a best practice, these events are encouraged, but are not required.

P&Ps - Policies and Procedures
Policies and Procedures are the guidelines by which we conduct our business. In exchange for the opportunity to represent Rodan + Fields, Consultants accept the P&Ps as our official rules and regulations.

T&Cs - Terms and Conditions
Terms and Conditions are the rules associated with the many Incentives Programs offered by Rodan + Fields. They are included with each promoted program and incentive.
DSA - Direct Selling Association
Rodan + Fields is an active member of the Direct Selling Association as a skincare product company leveraging the powerful channel of direct sales. We are also recognized within the top 100 Global direct selling companies. The Rodan + Fields P&Ps and T&Cs are in alignment with guidelines provided by the DSA. The DSA's mission is “To protect, serve and promote the effectiveness of member companies and the independent business people they represent. To ensure that the marketing by member companies of products and/or the direct sales opportunity is conducted with the highest level of business ethics and service to consumers.” The DSA has very high standards and member companies, such as Rodan + Fields, have pledged to abide by a strict code of ethics.

PFC - Prescription For Change®
The Prescription for Change Foundation® is Rodan + Fields’ charitable foundation. Established by founders Dr. Katie Rodan and Dr. Kathy Fields, the PFC has a stated philosophy of giving back to communities and charity organizations doing meaningful work. Through contributions from profits and generous donations from our Field, the funds are used to benefit charitable organizations in various communities to help individuals and families in need.

CRP - Consultant Replenishment Program
The Consultant Replenishment Program is R+F’s program for replacing the products you use regularly, shipped to you every 30 days.

Note: CRP is an optional auto-ship program and is the most convenient way to ensure you have R+F products on hand every month.

Other Every-Day Terminology:

Ad Hoc Order
Order placed outside of a scheduled auto-ship order. May apply to both Consultant and PC orders.

CV - Commissionable Volume
With respect to a Consultant’s Performance Lineage during any Commission Period, CV is the value of the Commissionable Volume assigned to each commissionable product for calculation of Commissions. This volume may be different than Qualifying Volume and may differ by country of purchase. Commissionable purchases may include those made by:
- Consultant's Preferred Customers;
- Consultant's Downline Consultants; and
- Downline Consultants' Preferred Customers and Retail Customers.

EC - Executive Consultant
The first promotion title an Active Consultant may achieve. Requires a monthly minimum of 100 in Sales Volume (SV) and a minimum of 600 in Personally Sponsored Qualifying Volume (PSQV).

PC Perks Order (Auto-ship)
Order that is taken as part of the PC’s scheduled shipment.
Preferred Customer Order (Ad Hoc)
Order placed outside of a scheduled auto-ship.

PSQV - Personally Sponsored Qualifying Volume
With respect to a Consultant, the Qualifying Volume of all online sales of R+F Products made:
- to Personally Sponsored Preferred Customers; and
- by Personally Sponsored Consultants or to their Retail Customers.

PWS - Personal Website
Personal Websites are personalized websites provided by R+F to a Consultant participating in the optional subscription Pulse Business Management Suite. Pulse Personal Websites (PWS) are linked to the Consultant’s Identification Number and may be used for placing Customer orders and enrolling new Consultants. An additional monthly charge may apply for Pulse Personal Websites.

Pulse
Pulse is a proprietary suite of web-based tools that provides business and Customer relationship management resources to R+F Consultants to support team growth, product sales, downline productivity, and Customer satisfaction and retention. Pulse is available in two versions, Pulse Pro and Pulse. Pulse Pro is an advanced suite of tools available through a monthly subscription program. Pulse is available to all Consultants.

SV: Sales Volume
SV is the volume that qualifies a Consultant to be eligible for Commissions.

With respect to a Consultant, SV consists of:
- Qualifying Volume of sales made directly from Rodan + Fields to such Consultant’s Retail Customers; and/or
- Qualifying Volume of such Consultant’s personal purchases.

A Consultant does not receive Commission on SV; however, a Consultant does receive Retail Profit based on R+F sales to a Consultant’s Retail Customers.

Title Advancement Levels
- LI – Level I EC (1 EC Leg)
- LII – Level II EC (2 EC Legs)
- LIII – Level III EC (4 EC Legs)
- LIV – Level IV EC (6 EC Legs)
- LV – Level V EC (8 EC Legs)
- RFx – Rodan + Fields Extreme (15 EC Legs, 5 of which are LV or higher)