



MOTIVES® TRAINER CERTIFICATION

(A) Motives Certified Trainer Requirements

All Trainer Applications that meet the requirements are reviewed and selected by the Motives Department and the Management Team.

Initial Requirements:

1. Must be a Motives Senior Consultant
2. Must be at least a Certified Executive Coordinator, earning a minimum of \$300 in BV commission income per month. (commission income must be earned for three consecutive months)
3. Must have purchased:
 - Motives Consultant Kit - (Code #2009MLE)
 - Custom Blend Kit - (Code #2009CBCK)
 - Custom Mineral Starter Kit - (Code #2011CMSK)
 - Custom Blend Accessories Kit - (Code #2009CBAK)
 - Motives Pro Color Kit - (Code #2009MPK)
 - 15-piece Pro Brush Set - (Code #30MBR)

-AND-

 - All Motives New Product Releases Since Last Major Event

OR-

 - a. Motives Certified Trainer Kit - (Code #3800)

-AND-

 - b. All Motives New Product Releases Since Last Major Event
4. Must maintain a Motives Mini Website - (Code #6060)
5. Must have conducted at least three Motives events (clinics, consultations, parties, etc) in the Calendar quarter
6. Must have an active PATLive® voice mail account
7. Must have an accurate e-mail address with Market America
8. Must attend Motives Certified Training School - (Cost: \$295.00 USD)

9. Must have a letter of recommendation from a current and active Motives Certified Trainer. This letter of recommendation should include, but not limited to, exceptional performance as a Motives Senior Consultant, represented in sales and organizational growth, comments on application skills, product knowledge, presentations skills as well as cosmetic conduct. Review as doing business as a professional. The applicant should carry himself/herself as a professional, dress smartly; represent the Motives by Loren Ridinger cosmetic line as if it was their own.
10. Must attend at least one of the two Market America major events of World Conference or International Convention. The International Convention or World Conference that is missed; you must download available audio, video or webinar and review any available on-line Motives update and training. We strongly recommend that you attend both major events to stay current as well as build your Market America UnFranchise Business.

Motives® Trainer Certification classes will be held twice a year following the major Corporate Events of International Convention and World Conference.

(B) Once Selected, Ongoing Motives Certified Trainer Requirements:

1. Required to hold at least four of each **DAY 1** and **DAY 2** and **SKIN CARE 101** trainings per year, regardless of the number of people registered (one of each per quarter)
2. Attend all National Events
3. Recertify every two years - (Cost: \$295.00 USD)
4. Attend a Motives Certified Training during the year that you do not have to re-certify as a Motives Certified Trainer to be current in all Motives updates. This training will be charged at a reduced cost.
5. Must earn a minimum of \$300 in BV commission income per month.
6. Monthly purchase of \$300.00 (USD) (Distributor Cost) cosmetics and/or skin care products for personal use or retail
7. Sponsor a minimum of two Distributors per year and re-qualify as a UFO one quarter within a calendar year
8. Purchase all Spring and Fall launches as well as any new product releases throughout the year.
9. Must maintain a Motives Mini Website - (Code #6060)
10. Must have an active PATLive® voice mail account
11. Must have an accurate e-mail address with Market America

Inform the Motives Corporate Office if you are unable to complete the above requirements (e.g., maternity leave, illness, etc.)