



## Glossary of rep terms

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### **ACCOUNTABILITY**

You may need to keep yourself on track to do the necessary amount of IPAs (income producing activities) - to help you reach your goal. Successful network marketing is both a relationship and numbers game. Ultimately the more you do the better the results. Staying accountable to yourself is important. If you commit to doing a certain number of conversations a day/ week - be honest with yourself about what you have or haven't achieved and congratulate yourself for every small win. It's useful to find yourself an accountability partner with whom you share your numbers and activity to keep each other on track and motivated. Tracking what and how much you do will show you patterns for what is/ isn't working and what you may need to adjust or increase.

### **ACTIVE**

The accounts are fully up to date and payment can be taken.

### **ADJUSTMENT**

If someone cancels within 30 days from your direct sign ups or your team referrals - the direct sale/ check match/ team bonus is taken back from you and not paid so an adjustment is made to your weekly commissions and shows as a minus amount on Monday morning.

### **ASK THE QUESTION/ ATQ**

After starting the conversation and a little bit of back and forth your aim is to ask the prospect if they would like to know more about the business. There are a number of different ways you can do this. Look at the rep handbook for examples.

### **ATTRACTION MARKETING**

Rather than telling people or asking people to join your team you need to demonstrate the reasons why they should - use your social media to show your lifestyle/ demonstrating wins you and your team have had as a result of this business. Showing positive elements of your lifestyle, flexibility, earnings, community etc are all valuable things to show to try and create a little FOMO and intrigue about how you do the things you do.

### **BALANCED ORGANISATION**

You have to have balanced legs/ numbers to reach every level of Directorship. You can't get to 100 people with 9 of your own agents and 91 from one of your reps. The minimum number it needs to be split between is 3 - preferably more. You can always use/ count a third of your rep's numbers towards your next rank. For example - aiming for Directorship (100 people) - you could count 33 of each of 3 of your reps teams towards 1 star. Or you could have 5 reps who all have 20 people. If you're aiming for 2 star (300 people) you could take a maximum of 100 each from 3 of your reps towards your next rank. This ensures you're not relying on one person to build your business.

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## **BLOCKING**

If someone in your downline makes a sale and you are the closest gold to that person you will get the \$10 team bonus on that sale. However if there is another gold builder in the chain between you and the new agent they are blocking you and will get the \$10 themselves. This is the case for all the team bonuses up to 5 star Director. If no one is blocking you and you are the closest relevant rank to the new sign up you get the relevant level of \$10 team bonus.

## **BRONZE**

You have personally signed up 3 business partners yourself using your referral link and hit the first vital stepping stone in the builder programme.

## **BUSINESS PARTNER**

Someone who has joined you as a fellow rep/ has an active referral link/ is keen to build a team/ refer others.

## **CHECK MATCH**

If your frontline rep makes a direct sale you get 50% of the \$50 they make - so you get \$25. Nothing is taken from your rep. It's just an extra thank you. Without you the person your rep introduces wouldn't be in the business. The \$10 team bonuses are paid on top of this.

## **CLOSING**

Getting to the point where the prospect makes a decision either way - hopefully that they want to join. Not letting the conversation linger on - asking them if they have had all their questions answered and if they are now ready to sign up.

## **COMPENSATION PLAN**

How the different pots of money break down and how you are paid for all the marketing referrals you and your team make. This covers weekly, monthly, residual pay, team and Director bonuses. It's very generous! Study and learn it so you understand it and can pass this onto your team and educate your prospects and reps on what's available. There are up to 6 pay days with PlanNet.

## **CREDIT HOLD/ CH**

When the monthly payment can't be taken by Inteltravel/ PlanNet the account is on Credit hold. This is often due to an expired card, a cancelled card or lack of funds. If an ITA is on credit hold they don't count towards your numbers so you won't get the \$4 for that person that month and they won't count towards your next rank. If a REP is on credit hold they can't refer someone and they won't receive their PlanNet commissions. The agent will get an email from customer services at Intel saying 'We don't want to lose you' and from PlanNet saying 'PlanNet Marketing Decline'.

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Onscreen prompts will show how to rectify within the account section of the relevant back office. The Intel account will become inactive after 30 days on Credit hold. The PlanNet rep account will become inactive and lost forever after 59 days. This means all downline will be lost from an inactive/ lost rep account.

### **DEEP**

If your organisation goes deep it means people in your team are duplicating and your organisation builds beyond various levels. You may have multiple people join but you are paid \$4 on 9 levels deep - however the total numbers in your organisation will count towards your next rank.

### **DIRECT SALE**

You sell the business/opportunity to someone using your own referral link. You are only paid on ITA sales or ITA/REP not REP only. You will receive an immediate thank you and one off payment of \$50 and are paid the Thursday after you get someone set up plus gold/ director team bonus if appropriate. The amount will increase as you rise through the ranks. At gold you get an extra \$10 team bonus for each direct sale you make and an extra \$10 at each level of directorship up to 5 star when it stops. Weekly direct sales are calculated between 5am UK time Sunday to Sunday.

### **DIRECTOR**

A huge achievement! You have 100 people in your overall organisation on a balanced basis. There are multiple ways to get to Director as long as you are gold on your frontline - you could have 100 of your own sign ups, 3 main legs who have 33 each, 10 reps who have 10, 20 who have 5 etc. You get an extra level of \$10 team bonus at Director and will be sent Director pledge confirming your willable income.

### **DIRECTOR BONUS**

The money you receive on the first day of each month. The account needs to remain at a minimum of 100 active agents as at 5am UK time on the last day of the month. Even if you have previously reached Directorship status if you fall below 100 in any month then you won't get the bonus. At each different rank of Directorship the bonus increases.

### **DIRECTOR PLEDGE**

A legal document you receive at Directorship regarding your willable income. In the event of your death the nominated person over the age of 18 will continue to receive the six paydays that you can earn as Director as long as the criteria are upheld and the account stays qualified - eg 100 or more active agents on the last day of the month. Your account has to remain qualified by whoever takes it over so as long as it stays qualified it could be passed along for generations indefinitely.

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## **DIRECTOR IN TRAINING**

Director in training - half way to Director. Congratulations! You have 50 people in your overall organisation - not just on your frontline or from your direct reps. You need to be gold to be recognised as DIT and the 50 need to be balanced across your different legs of business/ reps.

## **DISPLAY NAME**

The name you chose for your Plannet Marketing site. When someone logs on to complete the registration it will say 'Welcome to the website of ...'

## **DIT**

Director in Training where a rep has 50 balanced active agents.

## **DMO**

Daily method of operation - the things you do daily to move your business forward. The habits you have in place and DMO normally refers to a block of time in which to do your IPAs. It will normally include steps such as starting new conversations, exposing the business, asking the question, creating 3 ways, follow ups, expanding your network and securing the sign up.

## **DOWNLINE**

Anyone that you have brought into the business or that your rep team have brought into the business after you. They all fall into your downline. Each rep has their own downline but will be part of your overall organisation.

## **DUPLICATION**

Teaching your reps and your downline to replicate what works, passing on systems and processes that they can follow and implement.

## **EDUCATING**

An obvious one but your role is just to educate people about what you have and what the opportunity could do for them. It's up to the prospect what they do with that information.

## **EXPAND YOUR NETWORK**

Make new connections. Add to your contact list. Get new eyes on you on a regular basis. A great way to do this is via groups on Facebook or geotagging locations on Instagram.

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## EXPOSURE

Letting someone know the business exists. Showing them things about the business in different ways. Pointing them towards a tool/ piece of information/ introducing them to someone else.

## FINANCIAL FREEDOM

Having enough money that you don't have to worry about making any decision to do what you want or buy what you want. The goal for many so that they can enjoy a lifestyle that they choose. When thinking about your vision and your activities it helps to have a figure in mind to aim for.

## FOLLOW UP (FU)

Follow up with your prospect which can come in many ways - keep on their radar, engage in conversation, ask them what they thought of the information you've exposed them to. If you don't follow up with someone you risk losing them and never seeing the process through to the point where they may sign up - or they sign up with someone else if they are speaking to multiple people

## FRIENDZONE

What you will do if you start a conversation with someone, continue the conversation and don't pivot to mentioning the business. Youi don't get round to exposing the business or asking the question to someone. The aim is to pivot the conversation and move through the prospecting circle. Relationship bullding is important but get out of the friendzone as soon as you can.

## FRONTLINE

People you have personally signed up directly using your own referral link. Each person is a new leg and opens up a whole new matrix. If you reach gold you will be eligible for additional pots of money/ overrides on your frontline's activities. Aim to get to gold as a minimum and ideally at least 20/20 - this will lead to a solid foundation for your business.

## GOLD

This is what you're aiming for as a minimum! You have personally signed up 9 business partners yourself using your referral link. At this point you unlock extra team bonus of \$10 each time you make a direct sale/ get a sign up, can start accessing team bonuses of \$10 on your team's referrals, unlock all the potential pots of money and are on the route to qualifying for Directorship.

## HEAVY LEG

Each of your frontline reps are a leg of business. If you have a rep that has duplicated well and has a lot in their downline but you have other reps who are not on the same path then the successful rep is a heavy leg. Remember you can only take a third from each rep/ leg towards your next rank and a heavy leg means you are unbalanced.

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## HOST AGENCY

Inteletravel is our host agency. They have the infrastructure in place, the supplier relationships, customer service team, licensing and bonding. Our affiliations with ABTA, IATA, ATOL etc are through them not you as an agent. All travel training is conducted by the host agency.

## INACTIVE

After being on credit hold for 30 days if still not updated the account becomes inactive. If someone wants to restart their Inteletravel ITA account after being inactive they will need to pay the missing months back before the account is deemed active again or use a one time freedom offer. After 60 days inactive a REP account is lost and if the rep wants to restart they need a brand new account.

## INFORMATION/ OPPORTUNITY CALL

A call that you would invite someone to, in order to learn more about the business. It may be chatty style or it may be presentation based. Ideally you will have explained the business to someone, pointed them towards a landing page of information and had some basic conversation before a prospect joins a call. It's always recommended to let someone know the costs beforehand too.

## IPA

Income producing activities. The things you do to bring in the income. Reaching out to people, exposing the business, asking the question, following up etc. Don't be misled to think that creating pretty social media posts or looking at/ engaging on other rep's pages is an income producing activity. It is not - make any block of time you. have focused uninterrupted time.

## ITA

Independent travel agent. As a rep this is what you sell - the chance to have a home based agency and to be an independent travel agent via our host agency.

## LEGS OF BUSINESS

You should aim to have multiple legs of business which means as many frontline reps as possible. This will allow you to go wide and open up as many matrix spots as possible, which will grow your business. You need to have at least 3 to have a stable and balanced business - ideally more.

## LEVERAGE

Utilising others/ the stories of others to help grow your business or using the skills/ experience / success of others whilst you're still creating your own.

## LEVERAGED INCOME

The income you make as a result of the work/ activity that those in your downline do.

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## LOCATION FREEDOM

The ability to live, work and earn from anywhere and not to be tied to one specific location.

## MATRIX

Don't overthink this! When you join you fall into several other people's matrix. When you join as a rep you open up your own matrix. You hold a spot in a matrix - the earlier you are in the better. It's computer generated and there's not much you can do to control it or to control where you fall. It's a 3 x 9 forced matrix and goes 3 across and 9 levels deep. You are paid \$4 for everyone in your matrix down to 9 levels. If your numbers exceed that the numbers count towards your next rank but the maximum you're paid on is 9 levels.

## MATRIX MATCH

You will be paid \$4 for everyone in your downline on 10th month who qualify for that month - active and in their second month. Once you reach gold you also get 10% match on the matrix pay of your frontline reps.

## MEET THE AGENTS

Different to an information call in that several agents will come on and tell their stories and give their brief testimonial rather than fully presenting the business. Put agents on calls like this in the hope that your prospect can relate to one of the agents and see how different people make this work.

## MILLIONAIRE SPOTS

The first 3 people you sign up take position 1, 2 and 3. Think of them as the foundation of your business - left, middle, right. They have the power to become very wealthy based on the work you do, as from the 4th person onwards everyone will fall under one of the first 3 people - but still remain on your frontline. These 3 positions will benefit from the \$4 residually for every person that spillover into their matrix. They have to be an active rep with at least 2 personal sign ups to benefit from these positions and 9 personal agents to fully benefit from all levels of \$4. We suggest your loved ones or people you know who would really benefit from the money would want to be in the first 3 spots. HOWEVER don't let this put you off telling anyone and everyone about the business. It benefits the person in that position and not you. If your upline builds and refers people faster than you then you risk losing your 3 millionaire spots as they will fill them first.

## MONEY BACK GUARANTEE

Both Inteletravel and PlanNet offer a no questions asked money back guarantee. With Inteletravel you are able to get your initial sign up fee back within the first 30 days and with PlanNet it is within 90 days less any money earned during that time.

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## **NEW CONVERSATIONS (NC)**

Having new conversations with people will move your business forward. The more you start, the more people you can tell about the business. Reach out to your warm network first before moving onto strangers/ social media. Don't start a conversation with the intention of getting a sign up - start a new conversation with the intention of creating a new connection with someone and ideally trying to find some common ground. The aim is to then progress the conversation to being able to pivot and ask the question shortly afterwards.

## **NWM**

Network Marketing - the business you are in! It's just sales at the end of the day. Others call it affiliate marketing, referral marketing, multi level marketing, social or word of mouth selling. Cutting out the middle man/ advertising to provide an incredible vehicle that can help many.

## **OBJECTION**

The reason someone may give you as to why they can't or don't want to start the business. There are 15 common objections such as not having the time, or the money etc but there is a response we can offer for all of them. It is worth learning how to handle and overcome these objections and worth learning the stories of other members of the team who have had similar objections but still manage to make a success of the business.

## **ONE STAR DIRECTOR**

Amazing work! When you have 100 balanced active agents in your team you are a one star Director and will receive a Director bonus and the pledge as long as you fulfil the criteria.

## **ONE TIME FREEDOM OFFER**

If an agent's account becomes inactive they can rejoin for free and waive the missing payments. This can only be done once and there are on screen prompts to advise how to. This can't be used if the account was cancelled.

## **ORGANISATION**

People you have in your entire organisation - a combination of people on your frontline and the agents your rep team have referred. The same as your downline.

## **OVERRIDES**

After gold if your frontline agents book commissionable travel they get their full commission due to them and you get a 10% of that amount that is paid to the agent. You must be gold to get this and it's only on your frontline rep sales. Nothing taken from your agent. It's just an extra thank you for introducing them to the business.

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## PIVOT

How you turn the conversation around from something not about the business to something where you expose the business. It can be casual, it can be nonchalant or it can be intentional. There should be a natural time when it feels authentic to pivot the conversation but don't leave it too long otherwise you will miss your chance and friendzone.

## PROFIT GUARANTEE

Inteletravel have a profit guarantee that states that if you do not earn and/or save more than you've paid out in fees in your first year then you will be refunded the difference. There are some criteria that you need to fulfil but they are that confident about the product and the platform.

## PROSPECT

Someone you are talking to who seems interested in/ would benefit from the business who you would like to join or who you think would be a good fit for this opportunity.

## REFERRAL LINK

What you send to someone to begin the registration process. Such as [www.plannetmarketing.com/yourname](http://www.plannetmarketing.com/yourname). Your referral link is unique to you and can be found in your back office under Virtual office - Account profile.

## REP

What you are! A representative of PlanNet marketing - the marketing company who are partnered with inteletravel and sell people the opportunity to have their own homebased travel business.

## REP/ITA

Someone who has joined as both or has both accounts active.

## RESIDUAL INCOME

Like royalties in the entertainment industry. The money you will be paid repeatedly every month for work done previously. For example the \$4 for everyone in your team that you sign up or your team signed up - paid on 10th of month for as long as they stay active and your Director bonus. Agents have to be active on 28th of the month to count towards the next month's residual pay.

## RUNNER

A rep who sees the vision and wants to or who is building quickly and putting in the required action. Run with your runners and give them closer attention, energy and guidance.

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## **SIGN UP (SU)**

The holy grail! When someone joins your business and you take them through the registration process. Each sign up should be celebrated. Another person who's life you can change.

## **SILVER**

You have signed up 6 business partners yourself using your referral link - the second level of the builder programme.

## **SPILLOVER**

The people that your upline introduces that may fall into your matrix and that you can be paid \$4 for despite having no direct involvement with their sign up. The luck of the draw and this is never guaranteed or should be relied upon.

## **TAP ROOT**

Identifying members of your downline who are doing well and may benefit from closer 1 to 1 support or guidance. This doesn't reflect badly on the direct upline - it should be considered a bonus to have extra level of support and guidance.

## **TEAM BONUS**

The extra \$10 you get paid after gold for each of your sign ups or your team sign ups within your organisation. Nothing taken from your rep. It's just an extra thank you. As soon as you have another gold beneath you that person gets the bonus and they are blocking you. This pattern continues through every level of directorship until someone else reaches that same rank. Always try and stay at least one rank ahead of your downline in order to maximise on team bonus.

## **TESTIMONIAL**

An agent's story of who they are, why they joined the business and how joining the business has benefitted them. Normally a 4-5 minute slot during an information call. A great way to get used to speaking about the business and building your confidence to host your own calls which is a great stepping stone to doing well in the business. Use the stories and testimonials of others when talking to your prospects if you think they will relate to them.

## **TRACKING**

Keeping track of your numbers/ activity that you are doing - how many new conversations, how many ask the questions, how many follow ups daily/ weekly. You will see that the more you do the higher your success rate. Tracking is also about keeping a note of the names of people you are speaking to and keeping a note of what stage they are at in terms of the information they have received in order to move them to the next stage when appropriate. You don't want to lose people. Find a way that works - in your notes, on paper, on a spreadsheet, using an app.

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## TIME FREEDOM

Having the ability to do what you want when you want with no restrictions and without having to seek anyone else's authorisation. The goal for many.

## TWO STAR DIRECTOR ETC

There is a Director builder programme. After reaching Directorship with 100 active agents the Director programme grows - 300 people means 2 star, 500 people means 3 star, 1500 people means 4 star etc. The bonus on the first of the month grows with each Director rank. See the builder programme for full details of each rank and the growing bonus and team bonus at each rank.

## UNBALANCED

You have a lot of agents in the downline of one of your reps meaning you have more in one leg of business than a third towards your next rank - however it's not a bad thing as it means your numbers are growing towards your next rank but you will need to be balanced for the next rank.

## USERNAME

The bit that makes your referral link unique to you - it goes after [www.plannetmarketing.com/](http://www.plannetmarketing.com/) .... You can find a reminder of it and your referral link in your back office - Virtual office - account profile in orange.

## VISION

Having one helps! Set your goals for what you want from this business. Hopefully you can see the potential of the business, have clear objectives about how you can achieve it and how the opportunity and vehicle has helped others so you can use that to encourage you to take the required action. Even if you haven't yet had personal success look at the successes of others and borrow the vision of those who have gone before you and are experiencing what you want. If you know it's possible for one person please know it's possible for you too.

## WARM LIST

Make a list of people you know - friends, family, neighbours, colleagues, university friends, school friends, gym friends, beauty salon, school parents, social media followers, acquaintances etc. There is a memory jogger in the rep handbook to help you make your list for you to approach.

## WARM NETWORK

Where you should start. The people you already know/ have a vague or deep connection with or anything in between. If they got a message from you they wouldn't think you were a total stranger.

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## WEEKLIES

The commissions that PlanNet pay every Thursday for the referrals you and your team have done. This amount is made up of your direct sales of \$50, your direct check matches of \$25, your director team bonuses of \$10 for every team sign up (from gold up to 5 star) and accounts for any adjustments that need to be made. This is calculated Sunday to Sunday/ early hours of Monday morning approx. 5am UK time.

## WHY

As with your vision, try and identify why you joined and what you want from this business and this opportunity. There will be days that you don't want to do the mundane income producing activities but if you know that you're doing it for a valuable reason it will encourage you to get the work done regardless without any excuses and know you're doing it for good reason.

## WIDE

Aim to have a good number of people on your frontline. The more reps that you have personally signed up the better. It means you have multiple legs of business that will help you build and count towards your next rank. It also means each new rep you sponsor opens up their own matrix and you will earn from 9 levels deep of their matrix. More reps means more opportunities to earn.

## WILLABLE INCOME

Once you hit Directorship you will receive the PlanNet pledge which confirms that the monthly bonus, the weekly referrals and the residual pay will be paid to your nominated person after you've passed away indefinitely as long as the criteria are upheld.

## 1K CREW

When you have 1000 active agents in your organisation and they are balanced across your various legs of business.

## 20/20 ETC

You have signed up 20 people directly on your frontline using your referral link. A great number to aim for - 9 as a minimum and 20 is a solid frontline - with some booking commissionable travel and some helping you build your business this will be a solid foundation for your rep business. You will get recognition for such ranks as 40/40, 60/60. 80/80 up to century club with 100 people on your frontline.

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### **3 WAY CHAT**

You utilise your DIT/ Director upline or competent gold builder to help you move the conversation to a close by adding your prospect to a 3 way chat to expose them to success and support within your team/ leveraging your uplines. Putting someone in a 3 way chat doesn't mean you don't know the answer. The person you introduce your prospect to may have more experience or be better at handling objections and it provides validation for what you've already said as well as demonstrating multiple levels of support. Your upline will also edify you and demonstrate what a great choice of sponsor you are for your prospect.

Don't ask if someone would like to go into a 3 way - instead create the 3 way giving your upline information about the prospect and their queries and giving your prospect some kudos/ evidence of your upline's success. These are a great way to learn how to answer certain questions/ objections and your upline wants you to put them into them!

### **60 SECOND STORY**

If someone asks you what it is you do you should be able to explain to someone in 60 seconds covering - who you are, what you do, why you joined, what the business is and what you're hoping to get from it. You want to create enough intrigue for people to want to ask and know more without word vomiting on them.

### **90 DAY RUN**

Putting in more effort to focus on income producing activities for a focused period of time. New habits take 21 days to form - so look at 90 day run in bursts of 30 days. Full throttle on this business and the mundane processes can result in a lot of success and growth

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