The Preferred Customer program is a powerful incentive for our retail customers. It allows long-term and new customers to avail of special pricing without working the business. This program allows customers to see the financial benefits of being a member, and in time, they may decide to become a LifeWave distributor.

HOW IT WORKS

• A Preferred Customer is a customer who has an active autoship (Smart Delivery).
• The new programme allows these customers to avail of special pricing for as long as their auto-ship is active.
• To avail of this special pricing, when a new customer views the lifewave.com website, they will see two pricing options – one for retail customers and one for preferred customers.
• If they select the preferred customer pricing, they will be prompted to set up an auto-ship.

Pricing Details

Retail Customer
• 1 pack = $79.95, 39 BV, $30 retail profit
• 2 packs = $74.95 each, 39 BV each, $25 retail profit per pack
• 3 packs or more = $69.95 each, 39 BV each, $20 retail profit per pack

Preferred Customer
• 1 pack = $69.95, 39 BV, $20 retail profit
• 2 packs = $59.95, 39 BV each, $10 retail profit per pack
• 3 packs or more = $49.95, 39 BV each, no retail profit

WHAT HAPPENS IF A PREFERRED CUSTOMER CANCELS THE AUTO-SHIP

• If a preferred customer cancels an auto-ship, they will automatically revert back to the retail customer pricing.
• They can set up another auto-ship if they wish to avail of the preferred customer pricing once again.