

# USANA Leadership Level Summary

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USANA has created leadership levels to help direct your short-term goals and establish milestones to help you measure your progress as you work toward your ultimate goal.

Each leadership level is earned as you produce specific volume requirements. The levels of leadership are defined in the chart below. Upon reaching the next level, you will receive a lapel pin.

Use the chart and the experience of previous Associates to establish reasonable goals for your business.



**Sharer - 250 Sales Volume Points (SVP) on left and right leg. Once you reach the Believer level (left and right volume at 500 points), you will not participate at the Sharer level again.**



**Believer - 500 SVP on left and right leg.**



**Builder - 1000 SVP on left and right leg.**



**Achiever - 2000 SVP on left and right leg.**



**Director - 3000 SVP on left and right leg.**



**Bronze Director - 4000 SVP on left and right leg.**



**Silver Director - 5000 SVP on left and right leg.**



**Gold Director - Max out the same Business Center for 4 consecutive weeks.**



**Ruby Director - Max out 2 Business Centers for 4 consecutive weeks.**



**Emerald Director - Max out 3 Business Centers for 4 consecutive weeks.**



**Diamond Director - Max out 4 Business Centers for 4 consecutive weeks.**



**1-Star Diamond Director - Max out 5 Business Centers for 4 consecutive weeks.**



**2-Star Diamond Director - Max out 6 Business Centers for 4 consecutive weeks.**



**3-Star Diamond Director - Max out 7 Business Centers for 4 consecutive weeks.**



**4-Star Diamond Director - Max out 8 Business Centers for 4 consecutive weeks.**



**5-Star Diamond Director - Max out 9 Business Centers for 4 consecutive weeks.**

**Higher Star Diamond ranks are achieved as more Business Centers are maxed out for 4 consecutive weeks.**