



Avon Team Momentum March Leadership Update

Hosted by: Emily Seagren

- **Free Avon Tips:** www.makeupmarketers.com
- **Avon Training by Emily:** www.emilyseagren.com
- **Join us on Facebook:**
www.facebook.com/groups/MakeupMarketingOnline
- **Subscribe on YouTube:**
www.youtube.com/user/AvonRepEmily

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www.makeupmarketers.com



Who is Emily Seagren?

- Wife, Mother, Entrepreneur
- 2015 Avon Woman of Enterprise, Team Momentum Gold Leader, President's Council
- Rep since January 2008
- Why listen to me?
- **LABC Sales:** \$110,200 / ~ \$9,200 per mo.
- **eSales:** \$83,300 / ~ \$7,000 per mo.
- **Training:** \$43,600 / ~ \$3,600 per mo.
- **Team Sales:** \$1.27 million / ~ \$106,000 per mo.
- **Online Appointments:** 844 1st gen / ~ 70 per mo.
- **Makeup Marketing Online Mission:** Teach as many reps as possible how to build an online Avon business through sales, recruiting, and leadership.
- What did I learn this week?

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Helpful MMO Recruiting Tips

- Free Recruiting Tips on www.MakeupMarketers.com
 - Avon Recruiting Tips - www.makeupmarketers.com/avon-recruiting-tips
- Avon Rep Emily on YouTube at www.youtube.com/user/avonrepemily
 - Marketing your Avon Biz on Facebook – Selling and Recruiting
 - 5 Avon Tips for Recruiting Representatives Online
 - Converting Avon Website Visitors into Customers & Representatives
 - How to Recruit Avon Reps Like a Boss
- Training – Free for Team Momentum
 - Monthly Boot Camps
 - Free Webinars
 - On Demand at www.emilyseagren.com - \$5 each
 - Buy DVD Bundles at www.makeupmarketers.com



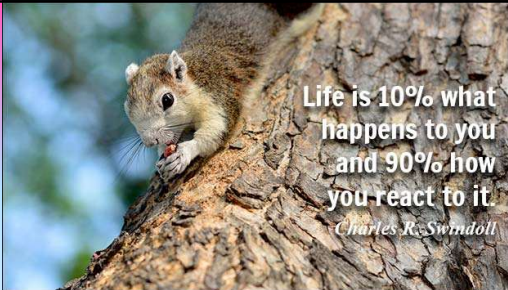
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Makeup Marketing Online Events

- Avon Representative March 2017 Webinar (Sales & Recruiting Tips)**
 - When: Thursday, March 23, 8pm – 9pm Central
 - Cost: Free
 - Register: www.makeupmarketers.com or www.emilyseagren.com
- New Avon Representative March 2017 Webinar (LOA 0 – 6)**
 - When: Thursday, March 30, 8pm – 9pm Central
 - Cost: Free
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- Makeup Marketing Online April Boot Camp**
 - Topics: Online Productivity Tips / Time Management, How to Sell more Avon Online, Ideas for Recruiting Avon Reps Online, Facebook Tips for Being Successful
 - When: April 24 - 28
 - Cost: \$22.09 (\$20 + \$2.09 Eventbrite fee)
 - Register by midnight 4/23: www.makeupmarketers.com or www.emilyseagren.com



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Life is 10% what happens to you and 90% how you react to it.
Charles R. Swindoll

 BrainyQuote®

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If you start your day checking in then you've already checked out of success. Strategize, plan and prioritize before checking email.
Brendon Burchard

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Team Momentum is 641 Reps Strong!!!



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Way to Go Team Momentum



Team Performance through C6
YTD Unit Sales: \$291,700

2017 Goal: \$2,045,200

YTD Increase: \$110,600 (61% Increase)

2017 Increase: \$774,900

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KickStart Program Changes

- 7 campaigns
- 1st campaign = Any size order! Guaranteed 40%
- Progressive goals begin in 2nd campaign
- QKR - \$150 in 1st or 2nd campaign

KICKSTART PROGRAM	
LOA	Sales Goals Effective Campaign 4
1	ANY SIZE!
2	\$150
3	\$200
4	\$250
5	\$300
6	\$350
7	\$400

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Leadership Earnings Enhancements

late breaking news

- Freezing titles for campaign 6 and campaign 7
- Paying at your achievement title –
 - when you have two-thirds of your G1 placing an order during a campaign (campaign 7 thru 12) you will also be paid at your achievement title

AVON

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Harmonized Earnings

- Effective Campaign 9:
 - No more \$50 minimum order to earn commission
 - Earnings will be the same whether in person or online
 - Watches are included as full earnings

EARNINGS LEVELS EFFECTIVE CAMPAIGN 9		
Campaign Sales	Beauty and Jewelry	Fashion and Home
\$0 - \$149.99	20%	ALL Fashion and Home EARN 20%
\$150 - \$299.99	30%	
\$300 - \$499.99	35%	
\$500 or more	40%	
PRESIDENT'S RECOGNITION PROGRAM REMAINS THE SAME		
Campaign Sales	Beauty and Jewelry	Fashion and Home
\$0 - \$924.99	40%	ALL Fashion and Home EARN 25%
\$925 - \$1,574.99	45%	
\$1,575 or more	50%	

Registered Fundraisers continue to earn 30%.

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go DIGITAL & Get Social!

AVON
SOCIAL
MEDIA
CENTER



- Avon Social Media Center App
 - Download from Google Play or Apple App Store
- Avon SMC Desktop Version
 - Go to Web Office – then Social Media Center
- Text Updates
- Tech Issues

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go DIGITAL & Get Social!

1. Turn on Auto Email Program
2. Sign up for your Email List
3. Check your own eStore
4. Blog, Social Media, Email



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GROW your TEAM
ACROSS the MILES



AVON

In Three Simple Steps!

1

New? Register on yourAVON.com and activate your eStore (A). You will need your District & Account Number from your Welcome to Avon Email.

Already registered on yourAVON.com? Activate your eStore now by clicking on "Profile" on the top of the page. Halfway down the page there is a pink button MAKE CHANGE NOW! (B). Click "Yes" next to "Personal Web Page". It will walk you through the activation process.

2

Find your Reference Code (C).

3

Send your friends and family to startavon.com and give them their Reference Code. When they start their own Avon business, they will automatically be linked to your team!



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Recruiting Bonuses

- \$20 Qualified Recruit Bonus
- 3% Sponsoring Bonus each time that new Rep submits an order (earned on all G1 appointments provided the Upline has \$50 in personal award sales)
- Includes \$20 bonus and 3% sponsoring bonus for Promoters and Star Promoters

AVON

Be a *BEAUTY BOSS!*

EARN \$1,010 in the FIRST 90 DAYS!

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Enhanced Leadership Earnings

- Promotion bonus for advancing in rank from \$500 - \$20,000
- Mentor bonus ranges from \$250 - \$10,000 (must be same title or higher)
- Payments paid out over 4 campaigns
- Must perform at new title 4 of 5 campaigns

Extra Earnings!

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AVON ADVANCED LEADERSHIP PROGRAM your opportunity unleashed														
ADVANCED LEADERSHIP EARNINGS Effective C4 2017														
TITLE	Personal Qualifications			G1 Time Requirements			Campaign Rewards							
	Personal Sales	G1 Orders	Total Team Sales (2)	G1 Silver Ambassador	G1 Gold Leader	Qualifying Recruit Bonus (2)	Company Bonus (2)	Advancements (4)	Information Bonus	Mentor Bonus	Generation Bonus (3)	G1	G2	G3
PROMOTER	\$50	1				\$20	3%							
	\$50	2				\$20	3%							
AMBASSADOR	Bronze Ambassador	\$200	3	\$1,000		\$20	3%	\$500	\$250	3%	3%			
	Silver Ambassador	\$200	6	\$2,000		\$20	3%	\$750	\$375	4%	3%			
	Gold Ambassador	\$200	9	\$4,000		\$20	3%	\$1,000	\$500	5%	3%	2%		
LEADER	Bronze Leader	\$200	10	\$8,000	1	\$20	3%	\$1,500	\$750	6.5%	3%	2%		
	Silver Leader	\$200	10	\$12,500	2	\$20	3%	\$2,000	\$1,000	7.5%	3%	2%		
	Gold Leader	\$200	10	\$20,000	2	\$20	3%	\$2,500	\$1,250	8.5%	3%	2%		
	Bronze Executive Leader	\$200	10	\$40,000	2	1	\$20	3%	\$3,000	\$1,500	9%	3%	2%	2%
EXECUTIVE LEADER	Silver Executive Leader	\$200	10	\$100,000	2	2	\$20	3%	\$5,000	\$2,500	10%	3%	2%	2%
	Gold Executive Leader	\$200	10	\$200,000	2	3	\$20	3%	\$10,000	\$5,000	10%	3.5%	2.5%	3%
	Platinum Executive Leader	\$200	10	\$300,000	2	5	\$20	3%	\$20,000	\$10,000	10%	4%	3%	4%

New Executive Leader Titles

	LEVEL	TITLE NAME	RECRUITMENT	ROLE
Candidate	1	Promoter	1 Recruit	Referred just one person
	2	Star Promoter	>1 Recruit	
UL/UL+	1	Ambassador	Lead Delegation	Recruits and teaches selling
	2	Silver Ambassador	Lead Buy	
	3	Gold Ambassador		
AUL	4	Leader	\$500 per month	Recruits and teaches selling/ Mentors Recruiters & Develop Teams
	5	Silver Leader		
	6	Gold Leader		
SEUL	7	Executive Leader	\$2,000 per month	Recruits and teaches selling/ Mentors Recruiters & Develop Teams/ Duplicates Themselves
	8	Silver Executive Leader		
Annual Trips, 6-figure Income				

AVON

ADVANCED LEADERSHIP PROGRAM

AVON

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Compensation

Phase 1: 2017

7 Ways to Earn

- Generation Bonus G1
- Generation Bonus G2
- Generation Bonus G3
- Gold Leader Bonus (G1)
- Executive Leader Cash Bonus
- First Order \$20 Bonus
- Sponsoring 3% Bonus
- Rank Advancement
- Mentor Bonus

Phase 2: 2018

7 Ways to Earn
and 5 Levels Deep

- Generation Bonus G1
- Generation Bonus G2
- Generation Bonus G3
- Generation Bonus G4
- Generation Bonus G5
- Leader Level Bonus (G1-G5)
- Executive Leader Cash Bonus
- First Order \$20 Bonus
- Sponsoring 3% Bonus
- Rank Advancement
- Mentor Bonus

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Way to Go in Campaign 6!
\$61,251 in Unit Sales
#3 Leader Team in C6 - #3 YTD



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Earn Points, Rewards and Recognition
at every milestone on the journey to success...from your first order to each level of your achievements and beyond!



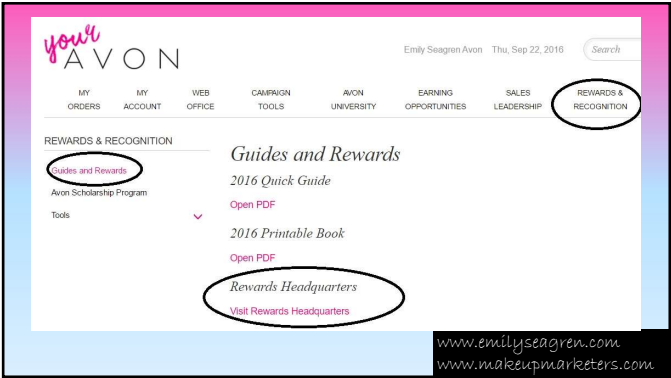
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PRESIDENT'S RECOGNITION PROGRAM AWARD SALES ACHIEVEMENT LEVELS*

<div><div>AVON</div><div>PC</div></div> <div><div>LEVEL 1</div><div>President's Club</div><div>\$10,000</div><div>\$385</div></div>	<div><div>AVON</div><div>MC</div></div> <div><div>LEVEL 4</div><div>David H. McConnell Club</div><div>\$65,000</div><div>\$2,500</div></div>
<div><div>AVON</div><div>HS</div></div> <div><div>LEVEL 2</div><div>Honor Society</div><div>\$20,000</div><div>\$769</div></div>	<div><div>AVON</div><div>CO</div></div> <div><div>LEVEL 5</div><div>President's Council</div><div>\$110,000</div><div>\$4,231</div></div>
<div><div>AVON</div><div>RC</div></div> <div><div>LEVEL 3</div><div>Rose Circle</div><div>\$35,000</div><div>\$1,346</div></div>	<div><div>AVON</div><div>IC</div></div> <div><div>LEVEL 6</div><div>President's Inner Circle</div><div>\$220,000</div><div>\$8,462</div></div>

*Rewards grow with each level of Award Sales achieved.

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Sales Tools to Share with your Team

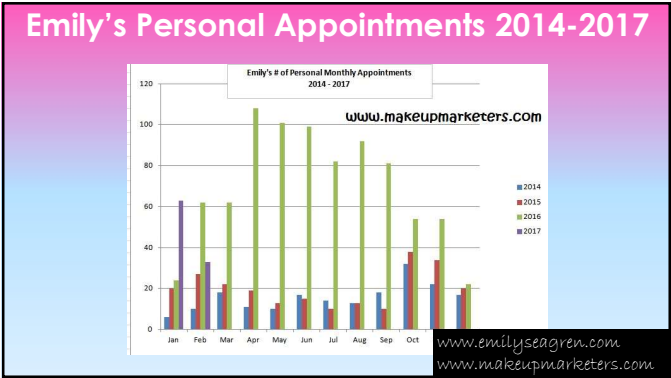
- Avon What's New Brochures through C12 2017 online – Makeup Marketers
- Campaign 8 Central video
 - Romantic Floral Dress
 - Spring Luxuries Beauty Collection
 - Anew Skininvincible
- Preview Campaign 9 & 10
- Avon USA Representatives & Avon Insider on Facebook, YouTube, Pinterest, Twitter, and Instagram
- Avon in the News – Magazine Features and Awards

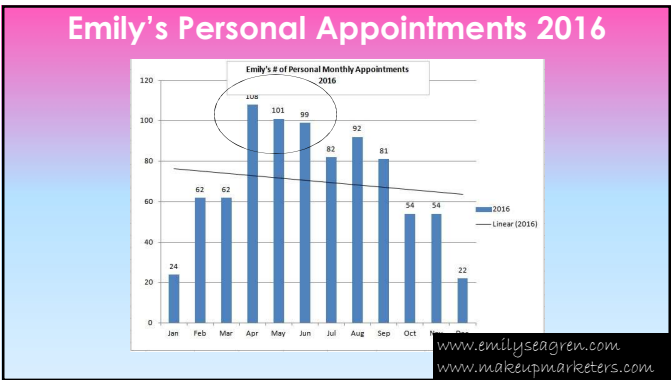
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6-piece Set for \$34.99 - \$133 Value

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Emily's Recruiting Quick Tips

- Be in the right place at the right time.
- Know how the process works.
- Be familiar with the benefits and FAQs.
 - Money – profit, cost, and how it works
 - Commitment – time, training, and work load
- Always be prepared.
- Collect follow-up information.
- Take the next step by the reigns.
- Get ready for busy seasons.
 - First of the month
 - Tax return time – April & May
- Invest more heavily during peak seasons.
- Use multiple lead sources.
- Recruit online and in-person.

KEEP CALM AND RECRUIT ON

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Static Reports – ALMA Premium Conversion Rate

Your Lead Conversion Rate?

2014 US Average
Lead to Contract
Conversion R

28%

AVON PRODUCTS, INC.
ALMA PREMIER LEADS REPORT
Conversion Rate: 21% National Average: 15%
(Conversion rate is based on C201625 - C201701 Leads)

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ALMA

Home Manage Leads Search Reports Preferences Help English | Español Log Out

Delegate

Search by Name

Search

Sorted by: Leads to 1st Order

Please use the list below to delegate this lead.
11 options

UP LINES

Global (1/10/15)

DOWN LINE

REY TALUOR
Star Performer
English

JANIS BLISNEY
Star Performer

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Reports

Lead Source	Leads	Active	Delivered	No	Contracts Issued	7 Day Lead to Contract	7 Day Lead to Agent
Area Generated (conversion eligible)	317	3	288	30	28	90.15%	18.25%
2 Premier Leads	215	3	288	30	28	17.33%	21.95%
3 Standard Leads	9	0	0	0	0	0%	4.95%
Delivered To Me	1	0	1	0	0	0%	0%

Team Performance (last 1 calendar)	Leads	Active	Delivered	No	Contracts Issued	7 Day Lead to Contract	7 Day Lead to Agent
My Team Performance (Active Issued Leads)	95	40	0	0	0	4.10%	7.88%

Leads	Active	Delivered	Contracts	7 Day Lead to Contract	7 Day Lead to Agent
54	40	0	0	4.10%	8.25%
2	0	0	0	0%	0%
1	0	0	0	0%	0%
1	0	0	0	0%	0%
1	0	0	0	0%	0%
1	0	0	0	0%	0%
1	0	0	0	0%	0%

	Starting	Received	Remaining
Premier	300	92	208
Bonus	0	0	0
Share	N/A	0	N/A

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Host a Boss Life Event

host a
**BOSS LIFE
EVENT**

NEW MATERIALS HERE ▶



THIS IS BOSS LIFE STORE
AVON

- Boss Life Event Guide
- Boss Life Flyer
- Enter to Win Form
- Mini Recruiting Booklet
 - \$3 for 25
 - English: 607-129
 - Spanish: 607-148
- Beauty Boss Recruiting Flyer
- Shirt, Pin, Table Runner, Balloons
- Magazine Ads
- TV Videos

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Ticket to Boss Life – C2 – C13

- Congratulations...
 - Amy Major – 1
 - Jessica Jennings – 1
 - Stephanie Sandberg - 1



TICKET TO BOSS LIFE
RECRUIT, WIN, REPEAT
Congrats, you earned 8 Ticket(s) to Boss Life in Campaign 6!



TICKET TO BOSS LIFE
WITH EVERY RECRUIT!

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JUNE 11-14
2017
ATLANTIS,
PARADISE ISLAND



ATLANTIS
In the Bahamas



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EARN LEADER POINTS FOR...

GOALS	POINTS
SELL \$300+ each Campaign	75
RECRUIT from an Avon Source (such as ALMA)	150
RECRUIT from a Personal Source	300
ADVANCE Leadership Achievement Title	1,000
MENTOR a First Generation Representative to Promote Achievement Title	500

TRIP FOR ONE	TRIP FOR TWO
2,500 LEADER POINTS	4,000 LEADER POINTS



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Vacation Like a Boss Points C-3 – C9

- Jaqueline Aguirre – 75
- Jen Allen – 75
- Cheryl Alvira - 75
- Janet Bryant - 75
- Angelica Castillo - 75
- Angelene Cavitt – 225
- Heather Escorcia – 75
- Kim Karpowitz - 500
- Amy Major – 1525
- Felicia Trammell - 75
- Tracy Magisano – 150

- Laurie Allen - 150
- Barbara Ortiz - 150
- Shirl Papaian – 600
- Kira Beasley - 75
- Cortland Beasley – 75
- Jessica Jennings – 300
- Kim Ricci – 300
- Christine Persak – 75
- Sarah Robison – 75
- Stephanie Sandberg – 300
- Maria Scharon – 75

AVON
VACATION
LIKE A BOSS
The opportunity to earn vacation points



- Tricia Thomas - 450
- Paulena Wilson – 75
- Denise Whitaker - 75

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\$99 Early Bird Special – Register by 3/31

www.avonrepfest.com - Nashville

August 5 – 7 – Capacity of 6,000



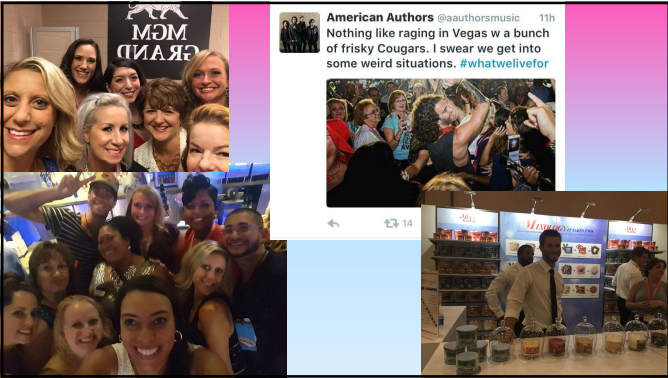
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\$99 Early Bird Special – Register by 3/31

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Avon RepFest17 www.avonrepfest.com

- **Cost:** \$99 through 3/31 or \$139 after 3/31
- **What's included?** Free Business Seminars, Free Swag Bag, Product Expo, Keynote Speaker, Concert, Introducing Wellness
- **Facebook Group:** RepFest17 (Avon) Nashville Gaylord Opryland Resort
- **Register today!** www.avonrepfest.com
- **15 from Team Momentum!** Emily Seagren, Angelene Cavitt, Ellen Compell, Ashley England, Heather Escorcio, Gloria George, Lauren Giaccardi, Lisha Johnson, Maricela Lopez, Walter Smithley, Shirl Papaian, Amanda Gipson, Carol Thompson, Elizabeth Ramirez, Sarah Robison



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Leadership Priorities

- Guiding New Reps with the Kickstart Program
- Recognizing Campaign 6 Top Sellers & Recruiters
- Providing Sales / Recruiting Tips for Upcoming Campaigns
- Encouraging use of Social Media Center
- Training on Programs, Incentives, News
- Tracking Ticket to Boss Life Giveaway
- Reporting Vacation Like a Boss Progress
- Encouraging Meeting / Event Attendance



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Suggested Content

- Team Members = Free Access to Training
- www.makeupmarketers.com, www.emilyseagren.com
- Subscribe to www.youtube.com/user/avonrepemily
- Recruit like a Marketing Rock Star
- How to Recruit Avon Reps Like a Boss
- How to Convert Avon Leads Like a Boss
- How to Motivate New Avon Representatives
- Motivating a New Avon Rep to Place their First Order



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Great Facebook Connections

- *Emily Seagren*
- *Avon Team Momentum*
- *Makeup Marketing Online*
- *Onward! No Matter What – Molly Stone-Bibb - Conference Call Fridays*
- *Tuesdays with Theresa – Theresa Paul - Conference Call Tuesdays*
- *Monday Morning Madness – Lisa Wilber - Conference Call Mondays*
- *Success with Scola – Lisa Scola - Conference Call Thursdays*
- *Avon Flyers by Alicia*

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Great YouTube Channels to Follow

- *Emily Seagren*
- *Molly Stone-Bibb*
- *Lisa Wilber*
- *Lisa Scola*
- *Theresa Paul*
- *Milagros Garcia*
- *Carla Lytle*
- *Lisa Monoson*
- *Linda Montavon*
- *Jeanpierre Bongiovi*

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