



KickStart Program Enhancement

PARTICIPANTS:

New Representatives in their first seven Campaigns with Avon

TIMING:

Begins with C4 (TS 6) 2017 appointments on StartAvon.com/SellAvon.com

BACKGROUND

KickStart is part of the overall onboarding experience, designed to help new Representatives get a taste for success from their first Avon order and beyond. It creates an easy-to-understand opportunity – the ability to earn \$1,000 in 90 days.

The KickStart program rewards new Representatives for both sales and recruiting success in 90 days. It also includes a \$200 performance bonus when they achieve the sales goals and bring in a minimum of three (3) Qualified KickStart Recruits within the incentive timeframe.

HOW THE PROGRAM WORKS

1. Sales Component

New Representatives appointed or placing a first order on or after C4 (TS C6) will earn 40% **on all product sales** (direct delivery, Fashion & Home, Beauty and Jewelry) when they achieve sales at the following thresholds charted below:

Campaign	Sales Goals	Earnings
1	Any size	40%
2	\$150	40%
3	\$200	40%
4	\$250	40%
5	\$300	40%
6	\$350	40%
7	\$400	40%

2. Recruiting Component

In addition to this sales component, new Representatives qualify for a \$50 recruiting bonus for every Qualified KickStart Recruit referred during their first 7 campaigns with Avon. A Qualified KickStart Recruit is a new recruit who has an on-time, paid order of \$150 or more during their first or second campaigns of appointment (by close of LOA 2).

3. KickStart Performance Bonus

When new Representatives achieve all the sales goals and recruit a minimum of three (3) Qualified KickStart Recruits within the KickStart Period they will receive an additional \$200 performance bonus. Achieving all three components results in new Representatives earning over \$1000 within the KickStart period.

PROGRAM CONDITIONS

- The KickStart incentive period is the 7 campaign window starting with the first (1st) campaign of the new Representative's journey and ending with the campaign update for their seventh (7th) campaign.
- **For Sales Component:** Each campaign stands alone meaning the Representative can earn the 40% earnings in any individual campaign even if she missed a previous LOA sales goal.
- Sales goal achievement is calculated as sales net returns.

- If the sales goal is NOT achieved in any campaign, the Representative will earn based on the earnings schedule below:

Order Size	Earnings for Beauty and Jewelry	Earnings for Fashion and Home fixed (◇)
\$0-\$149.99	20%	20%
\$150-\$299.99	30%	20%
\$300-\$399.99	35%	20%

- **For Recruiting Component:** There is no cap on the \$50 recruiting bonus. During the KickStart period, the new Representative is eligible to earn \$50 for every Qualified KickStart Recruit she brings to her team.
- The \$50 recruiting bonus will be sent by direct deposit at the campaign close when the recruit's 1st order has been paid on time.
 - If the Representative chooses not to enroll in direct deposit, recruiting bonuses will be administered via a pre-paid Visa/MasterCard. Be advised it may take up to 30 days for the card to be issued. Once issued, subsequent recruiting or performance bonuses will be added at the end of each campaign.
- The Performance Bonus Payout will be issued after the close of the 7th campaign if the sales levels and minimum recruiting criteria are met within the 7 campaign timeframe.
 - If the KickStart participant has a pending new recruit(s) at the close of the KickStart period then performance bonus payout will be pending until the new recruit becomes a qualified recruit or reaches the end of their 30-day order submission window.

IMPORTANT GUIDELINES

- Reinstatements do not count as new Representatives for this program.
- Representative's account must be active and in good standing to receive reward.
- To count for this program, orders must be submitted and paid on time as defined in the Avon Independent Sales Representative Guidelines located on YourAvon.com.

- All product sales count toward Award sales and Earnings levels. This includes orders places via YourAvon.com, Online Avon Store orders, and Avon Sales Center purchases made prior to the Representative's Campaign update and will be combined to determine eligibility for the earnings at 40%.
- Fixed-earnings items are defined as Fashion and Home.
- If a new Representatives does not place a first order on YourAvon.com in the expected campaign of first order any Customer eStore Direct delivery orders, and/or any Avon sales center purchases that fall within that timeframe will be combined and processed as the Representative's first order at 40%.
- Bonus Dollars, including Double and Triple Dollars, are not included in Award Sales for this program.
- Avon reserves the right to audit all performance data when determining reward eligibility and reserves the right to disqualify any Representative it determines has violated principles of fairness or program intent.
- Avon reserves the right to change any requirements and program qualifiers at any time, at its sole discretion.
- Void where prohibited
- All dollars shown are in U.S. dollars.

REPORTING

Tracking for DVMS/ DSMs will be available on DVMO, DMO, and on VIBE for Sales Leaders.