



## Incentive

### TIMING:

**CAMPAIGN 11, 2018 – CAMPAIGN 13, 2018**

### PARTICIPANTS:

All Representatives

### PRIZES:

**LEVEL 1:** EXCLUSIVE BRANDED REPFEST 2018 SCARF & SUNGLASSES



**LEVEL 2:** EXCLUSIVE BRANDED REPFEST 2018 SCARF & SUNGLASSES & AN INVITATION TO A REPFEST VIP PARTY

### HOW TO ACHIEVE:

**LEVEL 1:** Place a \$200+ order in each of the 3 campaigns OR sell \$1,000 total during the incentive.

**LEVEL 2:** Participate based on the criteria below.

#### **Recruiting Track for Promoters and Above:**

- Level 1 + 3 Qualified New Recruits

#### **Sales Track for Non-Leadership Representatives, Promoters, & Star Promoters:**

- Top 500 RepFest attendees with the most total personal award sales during the incentive period will receive an invitation to the party. Must have a minimum of \$2,000 total personal award sales during the incentive period to qualify.

**BONUS Level:** Participate based on the criteria below to earn RepFest Bucks – up to \$450! That's enough to pay for your hotel and more.

**Leadership Representatives** - To qualify, earn the Level 2 VIP Party. Then, earn \$50 for every QNR beyond the initial 3. Example: Jan had 7 QNR during the incentive period. This is 4 QNR above the QNR Level 2 requirements, so she will earn \$200!

**Sales Representatives not yet in Leadership** – To qualify, earn the Level 2 VIP Party. Then earn \$50 for every \$1,000 total sales increase over the same period in 2017. Increase is measured based on sales during the incentive period minus sales during Campaigns 11-13, 2017. For example, last year Sam had \$2,789 in total sales C11-C13. This year, he has \$5,000. His growth is \$2,211. He will earn \$100.

### FREQUENTLY ASKED QUESTIONS:

#### **Why do I have to sell more to earn Level 1 if I don't place an order every Campaign?**

This incentive is designed to help you grow your business. The key to growing your Avon business is placing orders every Campaign – consistency pays!

#### **What is a Qualified New Recruit?**

A Qualified New Recruit (QNR) must place a first or second order (by LOA 2) of \$150+ during the incentive period and pay for it on time.

#### **Will ALMA Qualified New Recruits count?**

Yes.

#### **Do I have to attend RepFest to receive the prizes?**

Yes, you must register for RepFest by July 2, 2018 and attend to receive any of the prizes. If you do not register by this date and attend Repfest, you will forfeit all prizes earned. If you earned RepFest Bucks and you register for RepFest but do not attend, Avon will charge your account for the amount earned.

#### **How do I know if I participate in the recruiting or sales track for the Level 2 Prize?**

You will participate based on your Leadership achievement title at the close of Campaign 10. If you are a Bronze Ambassador or above then you must earn the VIP Party through recruiting. If you are a Promoter, Star Promoter, or enter Leadership during the incentive, then you can earn through either recruiting or sales. If you are not in Leadership you can earn through the sales track.

#### **I am a Promoter and I earned through both the recruiting and sales track. Will I receive 2 party invitations?**

No, there is a limit of one party invitation per person. You will be considered an achiever through the recruiting track so that another Representative can move up to the Top 500.

#### **Can I bring a guest to the VIP Party?**

Only achievers with registered co-applicants can bring a guest to the party.

#### **When will I receive my RepFest Bucks?**

Make sure to register by July 2, 2018 to receive your RepFest Bucks. You will receive your payout via prepaid card or direct deposit by July 20, 2018. RepFest Bucks are the same as cash, and you should utilize it for expenses at RepFest.

#### **Can I earn RepFest Bucks via sales and recruiting?**

No. Leadership Representatives (Bronze Ambassadors and above) will earn based on their Qualified New Recruits. Representatives not yet in Leadership will earn based on sales increase. Promoters and Star Promoters can earn through either sales or recruiting, whichever is greater.

### **IMPORTANT GUIDELINES:**

- Representatives must comply with the [Business Policies and Procedures for Avon Independent Sales Representatives](#).
- Sales goals are based on award sales.
- Rewards received cannot be substituted, transferred, redeemed for cash or credit towards Your Avon account.
- Avon reserves the right to substitute a reward of equal value, change product selection, adjust rules and regulations or cancel the program at any time, at its sole discretion.
- Direct Delivery and Sales Center Award Sales count toward sales goals.
- LABC will participate on their home accounts.
- Representative's account must be active and in good standing (past due no more than 2 Campaigns) Avon reserves the right to review and withhold rewards for account balances over \$500.
- Avon reserves the right to audit all performance data when determining incentive reward eligibility and reserves the right to disqualify or remove any Representative it determines has violated principles of fairness or program intent or whose account, as determined by Avon, is not in good standing.
- Void where prohibited. This program is subject to all applicable federal, state and local laws and regulations.
- All dollars shown are in U.S. dollars.

### **CONTACTS/DETAILS:**

- For questions please contact [avon.leadershipC2@avonusa.com](mailto:avon.leadershipC2@avonusa.com) or call the leadership help desk at 1-800-468-4600
- For all the details on RepFest, please visit [www.avonrepfest.com](http://www.avonrepfest.com)