

# Drive Like a Boss

## TIMING:

**CAMPAIGNS 20 TO 25, 2017 (TS 22-27)**

## PARTICIPANTS: All US Representatives

who complete all Avon U courses available during the incentive period  
or attend a Drive Like a Boss Workshop

REWARD: One (1) **2017 Mini Cooper Convertible** per Region (4 Total)



Northeast Region Lead by  
Craig Cushman



Southeast Region Lead by  
Donna Miles



Northwest Region Lead by  
Michael Connaughton



Southwest Region Lead by  
Ivonne Cabrera

**ADDITIONAL REWARD DETAILS:**

- Car winners will also receive a cash reward in the amount of \$10,000 to alleviate taxes.

**HOW TO EARN ENTRIES:**

Earn your first entry and be eligible for additional entries by:

- Attending a Drive Like a Boss Workshop or
- Complete all available courses in Avon U that will be available during the incentive period.

Increase same campaign prior year sales by \$100+ (minimum \$300 order)	1 Entry per Campaign
Have a Qualified New Recruit (QNR)	1 Entry per QNR

Maximum number of entries is 11 regardless of how the entries were earned.

**ADDITIONAL RULES:**

**Attend a Drive Like a Boss Workshop**

For a complete list of workshops visit the [Success Center on Your Avon](#). This will be available in September.

Must register in advance and check-in upon arrival, and remain through duration of the workshop.

Account number must be included and accurate on your registration and check-in to receive the entry. Do not include dashes, letters, or spaces.

Workshops begin in September and run through the end of October.

**COMPLETE ALL AVON U COURSES THROUGHOUT THE INCENTIVE PERIOD**

Must complete all Avon U classes which become available during the incentive period. Classes must be completed by December 4, 2017.

New courses will be introduced throughout the incentive period.

Classes will be available on Avon U on YourAvon.com beginning this fall.

All of the classes must be completed.

**Increase Same Campaign Prior Year Sales by \$100+**

Must exceed prior year award sales for the campaign by \$100.

*Example:* In Campaign 24, 2016 you had \$250 in sales. In Campaign 24, 2017 you must have at least \$350 in sales to earn the entry.

Your current year campaign sales must be at least \$300 to earn the entry.

*Example:* In Campaign 24, 2016 you had \$75 in sales. In Campaign 24, 2017 you must have at least \$300 in sales since that is the minimum to receive an entry.

If you were not present during the campaign prior year or had no sales, you must have a minimum of \$300 in sales to earn the entry.

Each Campaign is treated independently. Earn up to one entry per campaign.

**Have a Qualified New Recruit**

A Qualified New Recruit (QNR) is a Representative who places a paid first or second order of \$150+ (by LOA2 during the incentive period).

Both ALMA and personal leads will count as a QNR.

Paid order requirement is waived for Campaign 25 qualifying orders. No Campaign 26, LOA 2 orders will count towards this incentive.

## **DRAWINGS:**

Drawings will occur on or around December 12, 2017.

One drawing per Region. All entries from the region will be combined into one drawing and one winner from that region will be picked.

Odds of winning depends on number of entries per Region.

## **IMPORTANT GUIDELINES:**

- NO PURCHASE NECESSARY. Void where prohibited. Promotion begins 12:00 a.m. Eastern Time ("ET") on September 6, 2017 and ends at 11:59 p.m. ET on December 4, 2017 ("Giveaway Period"). Open to Avon Representatives in the 50 States in the U.S. and DC. Guam Representatives are not eligible to participate in this incentive.
- Prior to being distributed, cars will be driven by RVPs.
- All sales goals are based on Award Sales and as always includes direct delivery, sales center orders, and demos. Gifts with purchase do not count for this promotion. Bonus Dollars including Double and Triple Dollars are not included in order size for this promotion.
- LABCs will participate in this incentive based on their home account.
- Rewards cannot be transferred or substituted by achievers. Rewards cannot be redeemed for cash
- All costs and expenses associated with acceptance and use of car are the Achiever's sole responsibility.
- Avon reserves the right to substitute a reward (or portion thereof) with something of comparable or greater value, in its sole discretion.
- Avon reserves the right to adjust rules and regulations or cancel the program at any time, at its sole discretion.
- 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.
- 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.

- This program is subject to all applicable federal, state and local laws and regulations.
- All federal, state and local taxes, if any, associated with acceptance of the reward are Representative's responsibility.
- See full terms and conditions on YourAvon.com
- All entries earned via sales or Qualified New Recruits during the incentive period will count towards this incentive, regardless of when you earn your initial entry by attending a Workshop or completing all of the Avon U classes.

## **TRACKING AND ACHIEVERS:**

Reporting Available	September 1, 2017 Note, workshop and training entries will be updated at the national close of each Campaign.
Exceptions Due	December 10, 2017
Drawing Occurs	On or Around December 12, 2017
Winners Notified	By December 31, 2017
Winners List Available	January 2018

## **WHO TO CONTACT:**

- For questions regarding your performance and reporting please contact [avon.leadershipC2@avonusa.com](mailto:avon.leadershipC2@avonusa.com) or call the leadership help desk at 1-800-468-4600.