

HIGH \$ ONLINE

Get More With Your Online Store

For All Representatives | May 1 to May 31, 2019

**Earn \$25 when 5 unique customers place a \$50+ order on your online store.
There's no limit to how much you can earn!**

PRO TIP: Focus on acquiring new customers to score your High 5 Online Bonus. Consider hosting an online fundraiser or sharing your online store with 5 new people each day.

With \$250 in qualifying online sales, your earnings could look like this:

Earnings Level	Earnings	High 5 Online	TOTAL EARNINGS
20%	\$50	\$25	\$75
30%	\$75	\$25	\$100
40%	\$100	\$25	\$125

TELL YOUR CUSTOMERS:

Spend \$50 in May, get a coupon code for \$10 off a \$50 order in June or July.

Offer Valid May 1 to May 31, 2019. There is no limit to how many \$10 off coupon codes your customer can receive. Receive one for each \$50 order in May. Customers must opt into receiving emails in order to receive their coupon offer. Coupon codes will be emailed to customers by June 8, 2019 and must be redeemed by July 31, 2019. Offer is not valid for Avon Representatives, meaning if the email address used at checkout belongs to an Avon Representative a coupon will not be sent to that email address.

What customer orders will count towards this incentive?

To count towards this incentive, the customer order must meet all of the following requirements:

- Customer cannot have the same email address as another Representative or customer.
- Customer must select ship direct delivery at checkout, which means a Representative will not deliver the order.
- Customer cannot have the same shipping or billing address as another Representative or customer.
- Must meet the \$50 order requirement, which is based on the price the customer paid after all discounts or offers are applied, but before taxes and shipping.
- Must be placed during the incentive period, regardless of when it ships.
- Must be the first \$50+ order since 2/1/19.

TRACKING:

- You can see your online store orders in your web office on AvonNow under the direct delivery report. Note: This will tell you who has shopped online with you and if he/she met the \$50 order requirement. Look for an email every week for a list of all qualified orders that shipped the week prior.
- If you are a Promoter or Above, you will have customer details on VIBE. Customer orders will appear on your report 2 business days after the order ships.
- You can add a High 5 Online widget to your homepage dashboard. You must click the link at the top of the "My Dashboard At-A-Glance" section then click "My Widgets" and click the "change" link next to the widget you'd like to replace. Scroll until you see the High 5 Online widget and click "Select Widget."

REWARD DETAILS:

- Expect payment approximately two weeks after achieving.
- You will receive your payout via prepaid card or direct deposit. You must be on Avon Now to earn. If you prefer the money in your bank account, make sure you are enrolled in direct deposit for "Rewards and Earning."

WHO TO CONTACT:

- For questions regarding your performance and reporting, please contact the Help Desk at 1-866-513-2866.

FAQs:

How do I set up my online store?

Visit your web office on AvonNow and click "Online Quick Setup." It will walk you through setting up your online store.

What link should I share with my customers to shop with my online store?

Log in to AvonNow and click My Store located in the top right corner of the homepage to see your custom link.

How do I turn off the "Representative Delivery" option on my online store?

Visit the web office page on AvonNow, select Online Store on the secondary navigation bar, then Personalization Tool from the dropdown menu. Click on the Customer Preferences tab and then select "Direct Delivery Only," then Save.

Will an online store order that ships to me count towards this goal?

No. Only orders that ship directly to your customer will count.

Does online fundraising count?

Yes, online fundraising is a great way to build your online sales and will count when the order ships direct to the customer.

My customer had a \$50 order but used a coupon code that reduced the order size. Will that count?

No, Avon will determine the \$50 order based on sales after all discounts are included. Sales tax is not included in that total.

I know my customer placed an order and met the criteria, but it is not counting toward my goal. Why?

If a customer does not count, you will receive an email with the reason. There are several reasons this might occur.

- The order was placed but has not shipped yet. Orders will only count once they ship.
- The customer was disqualified from counting during the audit process.
- The customer did not select ship direct at checkout.

I had 9 customers qualify during the incentive, will my bonus be \$50?

No, you will receive \$25 for every 5 customers whose orders are placed during the incentive period. Bonuses will not be rounded up.

Will previous qualifying customers count towards my goal?

No, each month is a new incentive period. Your customer count will be reset back to zero.

If my customer had a \$50 order earlier this year will they count again this month?

No, since they already had a \$50+ order since 2/1/19.

My customer placed an online order in February but it was under \$50, will they count as a qualifying customer if they place a \$50+ order this month?

Yes, since this is their first \$50+ order since 2/1/19.

My customer placed two orders during the incentive period. Combined they total \$50. Will they count towards my goal?

No, only orders of at least \$50 will count.

My customer placed two \$50+ orders during the incentive period. Will that count as 2 customers towards my goal?

No, only one qualifying order will count per customer.

My customer placed a first order of \$25 and a second order of \$50, will they count?

Yes, since it is a unique customer with a \$50 order.

How do I follow up with an online store customer?

Here are some ideas to engage with customers you don't always see face to face:

- Create a customer group on Facebook and invite them to join it.
- Share posts from Avon Social. You can even download a product image and text it to them.
- Send them an email with our newest products or your favorites.
- Give them a call and let them know about all our latest offers.
- Always include your online store link in all communications so your customers are attached to your online store.

In which Campaign will my customer's order count?

This is based on when the order ships. You should allow approximately 1-5 days for your customer's order to ship. The date used to calculate the campaign is 2 days after the ship date.

How will my customer know about the online offer?

Avon will email your attached customers who have never placed an order on Avon.com with the offer periodically throughout the month.

Share Avon Social posts online with your customers or download and text it.

There will be a banner on Avon.com advertising the offer. You'll have to edit your online store each campaign to select the banner.

IT PAYS TO BE ONLINE:

What's in it for my customer?

- Your online store is open 24/7 so your customers can shop at any time.
- Free shipping on \$40+ orders.
- Orders are sent right to their door.
- More info on how to use the product in the Wear It Share It section, browse reviews, and see How-Tos.
- In-depth product description and ingredients.
- Exclusive offers, including free products.

What's in it for me?

- Your online store can reach more people in less time.
- Simple and easy to share your store with the click of a button.
- You can earn while sleeping or away on vacation.
- You do not have to deliver the products directly to your customers, saving time and gas money.
- You get the same earnings as you would placing their orders for them or face-to-face.
- Avon takes care of the payment process.
- Avon provides customer service.
- Connect with new customers who are not in your deliverable area.
- It frees up time so you can spend more time working with your team, recruiting, growing your business, and doing what you love.
- Online orders count towards other incentives like Make it Jamaica and Double Dollars through RepFest.

IMPORTANT GUIDELINES:

- Representatives must comply with the [Business Policies and Procedures for Avon Independent Sales Representatives, the online Terms and Conditions of](#)

[Use, and the Independent Sales Representative Contract Terms and Conditions.](#)

- 1900 districts and employee accounts are not eligible to participate.
- Order will show on VIBE 2 business days after it ships.
- Avon.com orders do not ship to Guam. There is free shipping to Hawaii and Alaska however there is a handling fee of 15% of merchandise total, minimum of \$7.
- Orders ship approximately 1-5 business days after the order is placed.
- 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, or any violation of the Business Policies and Procedures for Avon Independent Sales Representatives or the Terms and Conditions of the Independent Sales Representative Contract. Avon will monitor for returns, and has the right to disqualify or charge back for the value of the incentive reward if it determines most of the qualifying customer orders were returned.
- 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.
- All federal, state and local taxes, if any, associated with receipt of the earnings rewards are the recipient's responsibility. Recipients will receive a 1099 form for cumulative earnings valued at \$600 or more. Please consult your tax advisor for advice on how and when to handle taxes on earnings.