



Avon Representative Campaign 20 & 21 2020 Tips

Hosted by: Emily Seagren

Free Avon Tips: www.makeupmarketers.com
 Join us on Facebook: www.facebook.com/groups/MakeupMarketingOnline
 Subscribe on YouTube: www.youtube.com/user/AvonRepEmily
 Find me on Instagram: www.instagram.com/avonrepe Emily/

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Who is Emily Seagren?



- Wife, Mother, Entrepreneur
- 2015 Avon Woman of Enterprise, 2018 Spirit of Albee, Team Momentum Gold Leader, President's Inner Circle
- Rep since January 2008
- Why listen to me?
- **2019 Personal Sales:** ~ \$300,000
- **2019 eSales:** ~ \$103,000
- **2019 Team Sales:** ~ \$2.5 million
- **Avon Team Momentum Mission:** To help transform lives by teaching team members how to build a successful Avon business through sales, team building, and leadership development.



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Helpful Tips for your Avon Biz

- Free Tips for All Representatives - www.youtube.com/user/avonrepe Emily/
- Avon Campaign 20 Product Haul: <https://youtu.be/tZW7ScgmL2w>
- Emily's Avon Business Update - August 6: <https://youtu.be/aS04DmYYeJM>
- How to Grow your Avon Biz & Be Profitable: https://youtu.be/k_wRCWWXqa0



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 - Instagram: www.instagram.com/avonepamily/
 - Snapchat: www.snapchat.com/add/mie1102
 - Pinterest: www.pinterest.com/avonep2/
 - LinkedIn: www.linkedin.com/in/esegren
 - Twitter: www.twitter.com/your_avon_rep1

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Team Momentum is 1,377 Reps Strong!

Campaign 18 Team Performance
 Sales: \$76,538
 YTD Sales: \$1,377,393
 #20 in the Nation in Team Sales Volume



My Avon Field our team: **3.7 Million Dollars in Partnership in Proven Plans!!!**

Repres: 11,000 Bonus Paid!!! (Cash-USD to C21)

Rep No.	Rep Name	Rep Type	Rep Status
1
2
3
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18

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Give yourself
some *grace*
and recognize
that this time
in your life isn't
forever
It's just a
season.



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2020 NATIONAL FLEXIBLE ORDERING CAMPAIGN CALENDAR

Campaign Dates	Campaign Location	Campaign Dates of 2020 Order
8-11	Wednesday, Thursday, Friday	Monday, Tuesday, Wednesday
8-12	Thursday, Friday, Saturday	Tuesday, Wednesday, Thursday
8-13	Friday, Saturday, Sunday	Wednesday, Thursday, Friday
8-14	Saturday, Sunday, Monday	Thursday, Friday, Saturday
8-15	Sunday, Monday, Tuesday	Friday, Saturday, Sunday
8-16	Monday, Tuesday, Wednesday	Saturday, Sunday, Monday
8-17	Tuesday, Wednesday, Thursday	Sunday, Monday, Tuesday
8-18	Wednesday, Thursday, Friday	Monday, Tuesday, Wednesday
8-19	Thursday, Friday, Saturday	Tuesday, Wednesday, Thursday
8-20	Friday, Saturday, Sunday	Wednesday, Thursday, Friday
8-21	Saturday, Sunday, Monday	Thursday, Friday, Saturday
8-22	Sunday, Monday, Tuesday	Friday, Saturday, Sunday
8-23	Monday, Tuesday, Wednesday	Saturday, Sunday, Monday
8-24	Tuesday, Wednesday, Thursday	Sunday, Monday, Tuesday
8-25	Wednesday, Thursday, Friday	Monday, Tuesday, Wednesday
8-26	Thursday, Friday, Saturday	Tuesday, Wednesday, Thursday
8-27	Friday, Saturday, Sunday	Wednesday, Thursday, Friday
8-28	Saturday, Sunday, Monday	Thursday, Friday, Saturday
8-29	Sunday, Monday, Tuesday	Friday, Saturday, Sunday
8-30	Monday, Tuesday, Wednesday	Saturday, Sunday, Monday
8-31	Tuesday, Wednesday, Thursday	Sunday, Monday, Tuesday



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Upcoming Important Dates



- Avon Campaign 19**
- **Face-to-face Ordering:** Wed, Aug 19 – Tues, Sep 1
 - **Online Store:** Tues, Aug 18 – Mon, Aug 31
 - Order demos, samples, & brochures with campaign 17.
- Avon Campaign 20**
- **Face-to-face Ordering:** Wed, Sep 2 – Tues, Sep 15
 - **Online Store:** Tues, Sep 1 – Mon, Sep 14
 - Order demos, samples, & brochures with campaign 18.
- Avon Campaign 21**
- **Face-to-face Ordering:** Wed, Sep 16 – Tues, Sep 29
 - **Online Store:** Tues, Sep 15 – Mon, Sep 28
 - Order demos, samples, & brochures with campaign 19.

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- Registration is still open!
– www.avonvisionaries.com
- August 28th & 29th
- \$59 All Access Plus Pass
- \$39 All Access Pass
- Best in class business training & professional development courses
- 6,937 have registered!

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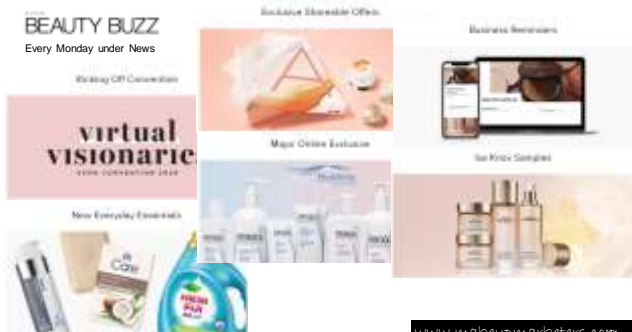
Congrats Destination Avon Achievers!

Peter Regan – Trip for 2!
Tricia Thomas – Trip for 1!
Kadie Thomas – Trip for 1!

WooHoo for Free Travel!



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Check your Events Calendar under News



Seven horizontal lines for notes.

Save the Date!

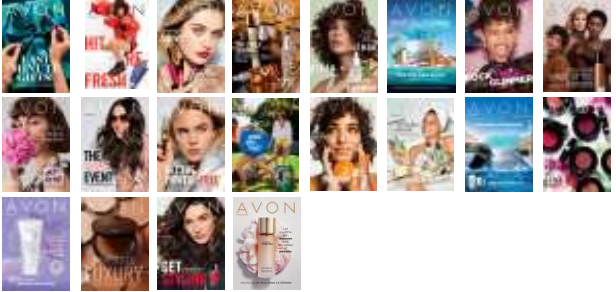
Tuesday, September 8th Virtual Sales Meeting
English 1pm
Spanish 3pm

Thank you for joining today!

AVON



Seven horizontal lines for notes.



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Seven horizontal lines for notes.





Reminders for New Reps



Pathway to Premier Program – First 8 Campaigns The more you Sell, the more you Earn



25% COMMISSION ON BEAUTY

COMMISSION ON ALL	BEAUTY SALES	BEAUTY	PERSONAL CARE
\$1,000.00	25%	25%	25%
\$2,000.00	25%	25%	25%
No commission	\$0.00	25%	25%

\$20 BONUS FOR EVERY \$200
 Attracting More Customers rewards you with **\$20 for every \$200 in sales you achieve within a campaign.** For example: \$600 in campaign sales = a \$60 bonus. You can earn up to a total of \$300 in Attracting More Bonuses.

10% BONUS ON EVERY \$1,000
 Performance Bonuses reward you with a **10% bonus for every \$1,000 in cumulative sales** during your first 8 campaigns, starting just at a \$100 minimum for \$5,000 in sales. For example: \$1,000 in sales = a \$100 bonus; \$4,000 in sales = a \$400 bonus. You can earn up to a total of \$1,000 in Performance Bonuses.

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FOR NEW REPRESENTATIVES ONLY!

PLACE YOUR FIRST ORDER = **FREE GIFT** + **\$10 CREDIT**

GET THE SCOOP 100.MAKEUPMARKETERS.COM

Supports for You, Your Team & Representative

"Free Shipping to You"

Free shipping on your first order!

"New Rep 1st Order Gift"

Receiving a \$10 free gift with your first order!

"New Rep 2nd Order Gift"

Receiving a \$10 free gift with your second order!

"New Rep 3rd Order Gift"

Receiving a \$10 free gift with your third order!

Clarity: These offers are based on 1st and 2nd Order.

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Get Rewarded

unlock your potential with
AVON REWARDS

100+ AWARDS TO AVON REWARDS

100+ AWARDS TO AVON REWARDS

- 1st \$100+ Online Order: Free Shipping, Free Gift, \$10 Credit
- Reach \$1,500 Sales 1st Year: Free Shipping, Free Gift, \$10 Credit
- Reach \$5,000 Sales 1st Year: Free Shipping, Free Gift, \$10 Credit

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Category	YTD Sales	YTD Profit	Profit %
Overall	\$1,234,567	\$456,789	37%
Product A	\$500,000	\$150,000	30%
Product B	\$700,000	\$300,000	43%



Level	Annual Retail Sales	Commission	Profit %
Leader	>\$5,000	\$1,000	20%
Gold Leader	>\$10,000	\$1,500	20%
Platinum	>\$15,000	\$2,000	20%
President's Club	>\$20,000	\$2,500	20%
Platinum Society	>\$25,000	\$3,000	20%
Master Circle	>\$30,000	\$3,500	20%
Diamond Milestones	>\$35,000	\$4,000	20%
President's Society	>\$40,000	\$4,500	20%
Avon Elite	>\$45,000	\$5,000	20%

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President's Club: \$10K Sales = 40% Profit



Cmp Avg
\$192

Premier
YTD - C18
\$3,462



Cmp Avg
\$385

President's
Club
YTD - C18
\$6,930

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Be Decisive & Adjust Business as Necessary



- Watch expenses – inventory, marketing, sales tools, fees
- Invest in digital and cut back on paper – text, email, social media
- Customer loyalty program
- Only discount face-to-face shoppers
- Promote a combination of traditional and new products
- Lower prices on new products to help customers adjust
- Leader - reward performance and not just participation

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2020 07/16/20 12:22

Effective January 1

Regular Customers			Your Online Customers			Contender & PRP Members		
Order Size	Customer Charge		Order Size	Customer Charge	Rep. Charge	Order Size	Rep. Charge	
\$0-\$99.99	\$3.00		\$0-\$99.99	\$3.00	Free	\$0-\$99.99	\$3.00	
\$100-\$149	\$3.00		\$100-\$149	Free	\$3.00	\$100-\$149	\$3.00	
\$150-\$199	\$3.00		\$150-\$199	Free	\$3.00	\$150-\$199	\$3.00	
\$200-\$249	\$3.00		\$200-\$249	Free	\$3.00	\$200-\$249	\$3.00	
\$250-\$299	\$3.00		\$250-\$299	Free	\$3.00	\$250-\$299	\$3.00	
\$300-\$349	\$3.00		\$300-\$349	Free	\$3.00	\$300-\$349	\$3.00	
\$350-\$399	\$3.00		\$350-\$399	Free	\$3.00	\$350-\$399	\$3.00	
\$400-\$449	\$3.00		\$400-\$449	Free	\$3.00	\$400-\$449	\$3.00	
\$450-\$499	\$3.00		\$450-\$499	Free	\$3.00	\$450-\$499	\$3.00	
\$500-\$549	\$3.00		\$500-\$549	Free	\$3.00	\$500-\$549	\$3.00	
\$550-\$599	\$3.00		\$550-\$599	Free	\$3.00	\$550-\$599	\$3.00	
\$600-\$649	\$3.00		\$600-\$649	Free	\$3.00	\$600-\$649	\$3.00	
\$650-\$699	\$3.00		\$650-\$699	Free	\$3.00	\$650-\$699	\$3.00	
\$700-\$749	\$3.00		\$700-\$749	Free	\$3.00	\$700-\$749	\$3.00	
\$750-\$799	\$3.00		\$750-\$799	Free	\$3.00	\$750-\$799	\$3.00	
\$800-\$849	\$3.00		\$800-\$849	Free	\$3.00	\$800-\$849	\$3.00	
\$850-\$899	\$3.00		\$850-\$899	Free	\$3.00	\$850-\$899	\$3.00	
\$900-\$949	\$3.00		\$900-\$949	Free	\$3.00	\$900-\$949	\$3.00	
\$950-\$999	\$3.00		\$950-\$999	Free	\$3.00	\$950-\$999	\$3.00	
\$1000+	\$3.00		\$1000+	Free	\$3.00	\$1000+	\$3.00	

1000 members will receive free shipping for a \$99.99 order after the fee for \$1000 order is passed on to customers. Additional \$3.00 order-to-ship fee during the promotional period.

Product's Receipts and Personal Labels printed in 2018 will expire on the end of 2020. The new invoice starting in the coming months for our 2021 program will be 2020.

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Planning for Success



- Business Trends**
- Virtual – Contactless
 - Essentials – Consumables
 - Extra Money – \$0 Sign up – Pathway to Premier
 - Halloween – October
 - Breast Cancer / Domestic Violence Awareness Month
 - Christmas – December

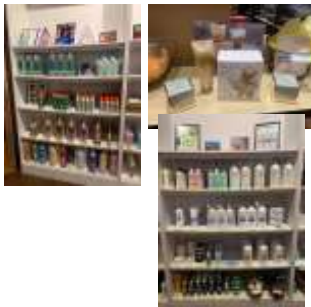
- Product Launches**
- Green Goddess / CBD Products
 - Belli Skincare Line
 - Glimmershadows & Glimmerkiss
 - Cashmere Foundations, Concealer & Compacts
 - Peony Rose
 - CHI Products, Tools & Hair Dye
 - Anew Vitamin C Primer & Eye Brightening Serum
 - Senses
 - Moisture Therapy Balance & Soothe
 - Isa Knox Anew LX Ultimate



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- Ways of Promoting**
- Video
 - Live Video
 - Photos
 - Product Video
 - Text
 - Email
 - Blog
 - Social Media
 - Stories
 - Boomerang
 - Snapchat

Staple Brands / Products



- Brands**
- Anew
 - Skin So Soft
 - Moisture Therapy
 - Foot Works

- Top Sellers**
- Anew Ultimate
 - Anew Platinum
 - Anew Clinical
 - Deodorant
 - Bubble Bath
 - Skin So Soft Original
 - Skin So Soft Bug Guard
 - Hand Cream
 - Lip Balm

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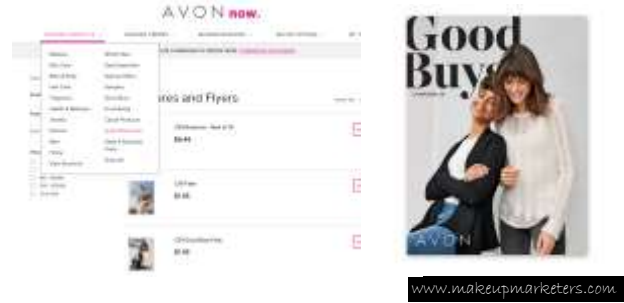
DIY Postcards & Business Cards



Invest in Samples, Sales Tools, Demos



Invest in Samples, Sales Tools, Demos



Use Digital Tools (Promotion & Catalog)



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Build your Personal Order



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Launching Isa Knox



POWER of PEONIES

Get 20% extra special on skin care with skin-mimicking ingredients.

Content Planner

Search Results For "Isa Knox"



We're so excited to see the excitement around our new Isa Knox Active LX Ultimate Rejuvenating Collection! Now's the time to get ready for its official launch in C20. Be sure to check out the [dedicated page on Avon.com](#) for info on the full line, special offers, the full training resources, how to share on social and more. Plus, you can check out the [Isa Knox one-on-one on YouTube](#) for all the product details. And don't forget about the [Isa Knox Business Builder Bundle](#) available only to reps with 100% of the bundles when you purchase 2 or 4 bundles. Go head to the product page for all the details.

Start thinking about which customer will love the amazing Avon collection and get the word out!

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BUY 2 BUNDLES



VALUE

\$272*

GET FREE



BUY

BUY 2 BUNDLES for \$163.96*

2 x Isa Knox Active LX Ultimate Rejuvenating Collection B (100 mg Vitamin C) + 2 x Isa Knox Active LX Ultimate Rejuvenating Collection C



BUY 2 bundles and get 4 free! Includes LX Mini Day Creams (2 B & C), 40% off 40% & 41% packs of Treatment LX Day Cream Sample Cards (20 samples) + 10 packs of 2 Ultimate LX Sample Sample Cards (20 samples).

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BUY 6 BUNDLES



VALUE

\$954*

GET FREE



BUY 6 BUNDLES for \$308.08*

6 x Isa Knox Active LX Ultimate Rejuvenating Collection B (100 mg Vitamin C) + 6 x Isa Knox Active LX Ultimate Rejuvenating Collection C



BUY 6 bundles and get 6 free! Includes Ultimate Cream Cleanser, 27 Packs of Active Daily Shave Creams, 100% 100% Creams, 10 Ultimate LX Mini Day Creams (B & C), 40% off 40% & 41% packs of Treatment LX Day Cream Sample Cards (20 samples) + 10 packs of 2 Ultimate LX Sample Sample Cards (20 samples).

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Emily's Team Momentum Isa Knox Incentive



- **Campaign Time Frame:** Campaigns 18 – 20
- **Rules:** 1 entry per \$100 in Isa Knox Sales
- **Who's Included:** G1-G3
- **Drawing:** After campaign 20 close, I will do a drawing to give away 1 full size Isa Knox Anew LX Ultimate of each product in the line.

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AVON now.

SEARCH PRODUCTS | SEARCH COMPANIES | MANAGE BUSINESS | FOLLOWED BY ME | MY TEAM

ACCOUNT | MY ACCOUNT | MY BUSINESS | MY PRODUCTS | MY SALES | MY TEAM

My Current Inventory

View all my current inventory items. Use the search filters to narrow products down based on product type or a group of product types.

My Inventory & My Account

Inventory

Product ID	Product Name	Quantity	Unit Price	Inventory Value	Product Type	Category
101	Avon Skin-So-Soft Makeup Remover	1	\$4.99	\$4.99	Skincare	Skincare
102	Avon Skin-So-Soft Makeup Remover	1	\$4.99	\$4.99	Skincare	Skincare
103	Avon Skin-So-Soft Makeup Remover	1	\$4.99	\$4.99	Skincare	Skincare
104	Avon Skin-So-Soft Makeup Remover	1	\$4.99	\$4.99	Skincare	Skincare

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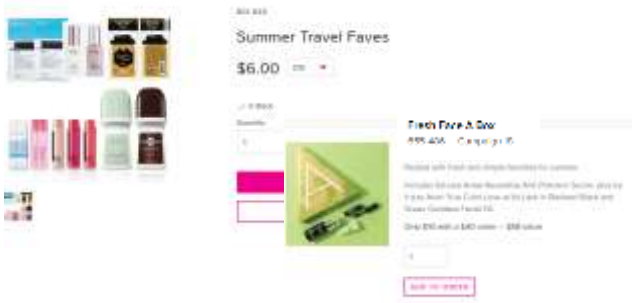








Samples and Special Offers



Sign Someone up on your Team



- 1. Send them to www.sellavon.com
- 2. Tell them to use your reference code.
- 3. Your reference code is the same as your website URL Ex: www.youravon.com/easeagren so my code is ESEAGREN



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