

## Your Goals and Strategies



### Define Your Dream—Your Why

I want	
By (date)	
In order to achieve my Avon business dreams, I need to	
Make \$	
With a title of	

### Set Your Personal Goals for the Upcoming Year

## Elite Leaders-Session #3 - Goal Setting

By: Emily Seagren - November 18, 2020

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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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## Follow Avon & me on Social Media



- Facebook: [www.facebook.com/avonusarepresentatives/](https://www.facebook.com/avonusarepresentatives/)
- YouTube: [www.youtube.com/user/AvonUSAREps](https://www.youtube.com/user/AvonUSAREps)
- Instagram: [www.instagram.com/avoninsider/](https://www.instagram.com/avoninsider/)
- Pinterest: [www.pinterest.com/avoninsider/](https://www.pinterest.com/avoninsider/)
- Twitter: [twitter.com/AvonInsider](https://twitter.com/AvonInsider)



- Facebook: [www.facebook.com/emily.seagren](https://www.facebook.com/emily.seagren)
- YouTube: [www.youtube.com/user/avonrepemily](https://www.youtube.com/user/avonrepemily)
- Instagram: [www.instagram.com/avonrepemily/](https://www.instagram.com/avonrepemily/)
- Snapchat: [www.snapchat.com/add/mle1102](https://www.snapchat.com/add/mle1102)
- Pinterest: [www.pinterest.com/avonrep2/](https://www.pinterest.com/avonrep2/)
- LinkedIn: [www.linkedin.com/in/esegren](https://www.linkedin.com/in/esegren)
- Twitter: [www.twitter.com/your\\_avon\\_rep1](https://www.twitter.com/your_avon_rep1)

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## Campaign 25 Important Dates



Flexible Face-to-face Ordering: Wednesday, November 11 - Tuesday, November 24  
Online Store: Tuesday, November 10 - Monday, November 23



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## Campaign 26 Important Dates



- Flexible Face-to-face Ordering: Wednesday, November 25 - Tuesday, December 8
- Online Store: Tuesday, November 24 - Monday, December 7



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## Avon Gift Sets - Fragrance & Bath & Body




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## Make Avon Holiday Gift Bundles!

[illegible]

## Black Friday at the Avon Store!

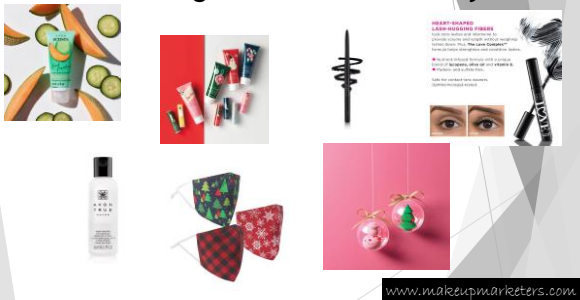
815.227.5990 - 10am - 6pm  
www.youravon.com/eseagren  
Spend \$20 = Free Glimmerstick or Hand Cream  
Spend \$40 = Spin the wheel for more freebies!




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[illegible]

### Stocking Stuffers - Cash & Carry

[illegible]

Campus Model 2021 Ordering Schedule						
Campus (2021)	A Male "Tailor" Monday	B Male "Tailor" Tuesday	C Male "Hissy" Wednesday	D Male "Hissy" Thursday	E Male "Tailor" Friday	F Male "Tailor" Monday
1	Nov 19, 2020	Nov 17, 2020	Nov 19, 2020	Nov 20, 2020	Nov 26, 2020	Nov 30, 2020
2	Nov 30, 2020	Dec 2, 2020	Dec 3, 2020	Dec 7, 2020	Dec 14, 2020	Dec 14, 2020
3	Dec 14, 2020	Dec 15, 2020	Dec 15, 2020	Dec 21, 2020	Dec 24, 2020	Dec 28, 2020
4	Dec 31, 2020	Jan 1, 2021	Jan 1, 2021	Jan 18, 2021	Jan 18, 2021	Jan 21, 2021
5	Jan 11, 2021	Jan 12, 2021	Jan 12, 2021	Jan 18, 2021	Jan 18, 2021	Jan 21, 2021
6	Jan 25, 2021	Jan 26, 2021	Jan 28, 2021	Feb 1, 2021	Feb 4, 2021	Feb 8, 2021
7	Feb 8, 2021	Feb 9, 2021	Feb 11, 2021	Feb 15, 2021	Feb 18, 2021	Feb 22, 2021
8	Feb 22, 2021	Feb 23, 2021	Feb 25, 2021	Feb 29, 2021	Mar 1, 2021	Mar 4, 2021
9	March 8, 2021	March 9, 2021	March 15, 2021	March 15, 2021	March 18, 2021	March 22, 2021
10	March 22, 2021	March 23, 2021	March 29, 2021	March 29, 2021	April 1, 2021	April 5, 2021



# Campaign Mailer

[Home](#) | [Start Here](#) | [Schedule](#) | [Printing](#) | [Admin](#) | [FAQ](#) | [Contact](#)

Upload all your contacts at once via MS Excel or CSV file from [here](#) | [Choose file](#) | or to the server [Upload](#)

Excel files must be version 97-2003. Required columns: FIRST NAME, LAST NAME, ADDRESS 1, ADDRESS 2, CITY, STATE, ZIP.

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## Enter New Contact

First Name:

Last Name:

Address 1:

City:

State:  Select a state...

Zip Code:

[Save](#)

## Create Groups

Group:  Add

August eShipplers [+](#)

Campana 24 [+](#)

Campana 25 [+](#)

Do Not Mail [+](#)

Share Contacts [+](#)

**IMPORTANT:** If you've not mailing to all of your contacts, then follow the steps below.

1. Create a Group (see purple box above). Name your group and click Add.
2. Choose the Group you created (in orange box below).
3. Check the groups you want to mail to.
4. MAIL CONTACTS TO GROUP (inside Choose Group)

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## Order Mailing

Last Order Group: 1 Mailer - November 15, 2010

Step 1: Choose Group: All [+](#) | [Save Contacts to Group](#) | Contacts in group: 425

Step 2: Choose Mailer: Choose Mailer [+](#) | Mailing price for this group: \$




Enter Gift Card code (optional):


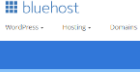

Step 3: [Order now](#)


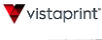

## Your Profile




(Phone 800 225 2244) [Change](#)

### Favorite Marketing Services / Supplies

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### Start with your Dream – your why

**Your Dream**  
I want ..... by .....

↑

New truck for Rob and in-ground swimming pool by end of 2021.

How much \$ will be required? \$1,500 more per month

What title will you need to achieve? Silver Executive Leader

How much time do you have to achieve it? 1 year

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### Set Your Personal Goals for the Upcoming Year

What did you earn in the last year?	\$88,419 (2020 ytd leadership earnings + C25 & C26 2019)
What is your current Leader title?	Gold Leader
<b>What are your personal goals for the upcoming year?</b>	
Your Title (1 year from now)	Silver Executive Leader
Your Total Earnings (for the next 12 months)	\$106,419 (\$88,419/12 = \$7,368 + \$1,500 = \$8,868 * 12)

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### Reflect on Your Past Results Before You Set Your Goals

- Follow the directions provided by your Coach to pull your numbers
- Transfer your results for the last 26 campaigns (year) and the last 6 campaigns (quarter) to the chart on the next page

NOTE: See the Glossary of Key Measures to understand the meaning of each measure

### Think About

- What drove your results? Can you repeat?
- What can you do differently?
- How much time did you dedicate to Avon?
- Will you dedicate more/less this year?
- Where do you need to focus?
- What can you do better this year?
- How are your results trending? Why?

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	Team Measures						
	10-13 Sales Leaders	Team Size: Agents	Team Size: Consultants	Team Order: Activity %	Team Order: Orders	Team Size: Order Size	Team Size: Sales
Last 26 Campaigns (Year) Total							
Last 26 Campaigns (Year) Average							
CR							
CR							
CR							
CR							
CR							
CR							
Last 6 Campaigns (Qtr) Total							
Last 6 Campaigns (Qtr) Average							

Use the Leadership Performance to Complete the Team Measure part of your Application Guide.

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AVON now.

S	MANAGE BUSINESS	SELLER CENTRAL	MY TEAM
	AVON U Training	AVON Rewards	Sales & Recognition
	Commissions & Sales Level	Leadership Earnings	
	Personal Award Sales	1st Gen	2nd Gen
	\$8,962.00	306	
	\$6,466.00	292	
	\$6,247.00	312	

Use the Leadership Earnings Statement to Complete the Leadership Earnings column on your Application Guide.

### Leadership Statement

Name:  Address:   
 Email:  Phone:   
 Account Number:  Statement Date:

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Leadership Performance ⓘ

[Add Remove Columns](#) [Advanced](#)

### Constraints

View Report as Account Number: 07469969 [Find Representative](#)

Campaign Between: C34 2020 and C34 2020

Current Performance File Between: Promoter and Platinum Executive Lea

Cur PC: Non-President's Club and Inner Circle

Leadership Performance Type: All

Client Code: 0 and 999

Account Status: Active

[Save Report](#) [Run Report](#)

[10 results found](#)

Use the Leadership Performance Report to Complete the number of g1- g3 leaders column on your Application Guide.

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### Select "Team Reports"

AVON now.

RS ▼ MANAGE BUSINESS ▼ SELLER CENTRAL ▼ MY TEAM ▼

ADDRESS BOOK CUSTOMER INVOICING ONLINE STORE Leadership Dashboard

Quick Setup Balance Customers Your Orders Team Reports

618 New Customers, 2 New orders to ship, 2 Direct Delivery Orders, 6 Online Customer Service Requests

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### Select "Reports"

#### Team Reports [Settings](#)

Explore your Leadership reports here. Use them to manage your business and communicate with your team.

FAVORITES [REPORTS](#) STATIC

Top Ambassadors and Above

Top New Regs LGA 0 - 7

Top Online Sellers

Top Promoters

Top Sellers LGA 8 - 999

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### Select "Leadership Performance"

FAVORITES REPORTS STATIC

Tree View

Additions/New Appointments

Avon Anniversaries

Birthdays

Field Orders

Leadership Performance

New Promoters

No Orders/Inactivity

Performance Reports

### Select "Advanced Filter Option"

AVON now.

RS

MANAGE BUSINESS

SELLER CENTRAL

MY TEAM

Add/Remove Columns

Advanced Filter Options

Export To

Contact

ts and those of their Downtime during a

00 results

Campaigns At Risk

Total team sales

Team New Appnts

Phone

Email

Campaign

Leadership Performance

Add/Remove Columns

#### Constraints

View Report as Account Number

07468969

Find Representative

Campaign Between

All

and

All

Current Performance Title Between

Promoter

and

Platinum Executive Lea

Current PC

Non-President's Club

and

Inner Circle

Former RPS Between

All

and

All

Leadership Performance Type

All

Generation

0

and

0

Current LGA

0

and

999

Account Status

Active

Language Preference

All



Output

1st Date

Last Name

Next Date

Personal Email Address

Phone Area

Zip Code

Resident

2nd Date

Performance Title

17th Date Input

1st Last Name

Area Name

Region

Publicity Permission

3rd Date

Act. Title

Phone

1st Area & Area

Team Member's Date Code

Phone 910

Part. Pin

Pending First Order

3rd Date

Crops At Risk

Phone

Mailbox Key

Group P10 Level

Address

Part Pin Used

4th Date

Team Member's

Setting Of Company Area Group's

Account Status

City

17th Personal Sales

Print Name

Team Name Appl.

Previous Date

Open Date

Open

Personal Record For 17th Month

Sort By

Company Order

+

Accounting

Accounting

Name

+

Accounting

Accounting

Name

Limit Results to: 10000


Bank Report

Account

[illegible]

The screenshot shows the Avon Now website interface. At the top, there's a navigation bar with 'MY STORE' and 'HELP' links. Below this is a header with the 'AVON now.' logo. A secondary navigation bar contains links for 'RDERS', 'MANAGE BUSINESS', 'SELLER CENTRAL', and 'MY TEAM'. The main content area features a table with columns for 'Add/Remove Columns', 'Advanced Filter Options', 'Export To', and 'Contact'. The 'Export To' dropdown menu is open, showing options for 'Excel (xls)', 'Pdf', and 'Labels'. A red badge indicates '163 results found'. Below the table, a note states: 'The report will show on the screen. Select Export To- PDF or Excel File Note: If you do not have excel on your computer or you are not familiar with excel basics - export the file to PDF and use your calculator.'

[illegible]

	Personal Measures			
	Earnings Amt.	Earnings Title	Gr Apppts.	Personal Sales
Last 26 Campaigns (Year) Total	\$88,419	Gold Leader	424	\$214,527
Last 26 Campaigns (Year) Average Divide by 26	\$3,400	Gold Leader	16	\$8,251
C# 24	\$3,285		6	\$8,962
C# 23	\$3,261		3	\$8,466
C# 22	\$2,970		6	\$9,247
C# 21	\$3,460		4	\$9,027
C# 20	\$3,916		9	\$14,946
C# 19	\$3,268		7	\$8,855
Last 6 Campaigns (Qtr) Total	\$20,160		35	\$59,503
Last 6 Campaigns (Qtr) Average	\$3,360		6	\$9,917

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	Team Measures						
	G1-G3 Sales Leaders	Team New Appnts	Team Reg. Recruits	Team Order Activity %	Team Orders	Team Avg. Order Size	Team Sales
Last 26 Campaigns (Year) Total	210	2,363	2,845		14,485		\$2,032,297
Last 26 Campaigns (Year) Average	168	91	1,570	39%	557	\$125	\$78,165
cr 24	210	83	2845	18	508	\$130	\$75,158
cr 23	203	44	2779	18	509	\$136	\$77,688
cr 22	200	37	2777	19	525	\$115	\$69,907
cr 21	197	53	2756	17	484	\$122	\$67,871
cr 20	194	1497	2762	20	550	\$127	\$84,547
cr 19	190	19	1327	39	511	\$150	\$85,533
Last 6 Campaigns (Qtr) Total		1,733			3,087		\$460,704
Last 6 Campaigns (Qtr) Average	199	289	2,541	22%	515	\$130	\$76,784

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## Your Measures

### Personal Goals

Earnings Title  
Earnings Amount (\$)  
G1 Appointments (#)  
Personal Sales (\$)

### Team Goals

G1-G3 Sales Leaders (#)  
Team New Appointments (#)  
Team Registered Recruits (#)  
Team Order Activity (%)  
Team Orders (#)  
Team Average Order Size (\$)  
Team Sales (\$)

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## Set Your Goals for the Next 26 Campaigns (Year) and Next 6 Campaigns (Quarter)

	Personal Measures			
	Earnings Amt	Earnings Title	G1 Appnts.	Personal Sales
Next 26 Campaigns (Year) Total	\$106,419	Silver Executive Leader	509	\$257,432
Next 26 Campaigns (Year) Average	\$4,093	Bronze Executive Leader	20	\$9,901
cr 25	\$4,948		17	\$12,784
cr 26	\$5,139		8	\$12,546
cr 1	\$4,696		17	\$9,856
cr 2	\$3,406		17	\$6,265
cr 3	\$2,711		26	\$9,383
cr 4	\$3,209		18	\$7,087
Next 6 Campaigns (Qtr) Total	\$24,108		103	\$57,921
Next 6 Campaigns (Qtr) Average	\$ 4,018		17	\$9,654

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	Team Measures						
	G1-G3 Sales Leads	Team New Accts	Team Reg. Receipts	Team Order Activity %	Team Orders	Team Avg. Order Size	Team Sales
Next 26 Campaigns (Year) Total	252	2,836	1,592	52	52	150	\$2,438,756
Next 26 Campaigns (Year) Average	252	109	1,592	52	52	150	\$93,798
C# 25	212	17	1,337	50	614	\$146	\$84,136
C# 26	214	17	1,347	44	524	\$133	\$64,272
C# 1	216	26	1,357	53	619	\$132	\$77,400
C# 2	218	18	1,367	54	623	\$142	\$81,094
C# 3	220	48	1,377	56	652	\$131	\$80,476
C# 4	222	67	1,387	58	688	\$142	\$98,308
Next 6 Campaigns (G1) Total	222	193	1,387	52	3,720	\$138	\$485,681
Next 6 Campaigns (G1) Average	222	32	1,387	52	620	\$138	\$80,947

### Setting Long-Term Goals – What to consider

#### Personal Goals

- What do you need to achieve in order to make progress toward your dream?
- How much time can you commit to your Avon business?
- What are your past results?
- How much will each G1 appointment impact your business?

#### Team Goals

- What does your team need to achieve in order for you to reach your personal goals?
- What are your team's past results?
- What are your team's best opportunities for growth?
- Where do you want to focus your efforts with your team this year?

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### Setting Short-Term Goals – What to consider

- What do you need to achieve to stay on track and reach your long-term goal?
- What season is it? Can you expect more or less from your business this time of year?
- Where do you plan to focus your efforts?
- Can you focus on growing your team now which will positively impact your business in the long-term?

### Reflecting to Ensure Success

- Are your goals attainable?
- Can you stretch your goals even further?
- Do your short-term goals align with your long-term goals?

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## Creating Strategies

Remember you have to do something different if you want different results!

### Possible Strategies

- CONTINUE** doing things that are proven successful
- DO MORE** of the your most productive activities
- STOP** doing things that do not produce results
- TRY** new activities that could drive results

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## S.M.A.R.T. Goals

- S** - Specific
- M** - Measurable
- A** - Attainable
- R** - Relevant
- T** - Time-Bound

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The screenshot displays the Makeup Marketers dashboard. At the top, there's a 'Team Reports' section with a 'Path to Premier' link highlighted in red. Below this, there's a 'Leadership Tracking' section with a 'Business Overview Report' link highlighted in red. A 'STATIC' label is also visible. On the left, there's a 'QUALIFIED NEW RECRUITS REPORT' section with a 'Path to Premier' link highlighted in red. At the bottom, there's a 'LEADERSHIP BUSINESS REVIEW REPORT' section with a 'Path to Premier' link highlighted in red. The dashboard also includes a 'Performance Summary' section and a 'Path to Premier' section with a 'Path to Premier (PDF)' link highlighted in red.

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