

Measures Glossary

Personal Measures	
Earnings Title	Leadership position of performance
Earnings Amount (\$)	Dollars earned from your Avon business
G1 New Appointments (#)	New Representatives added to your team by you
Personal Sales (\$)	The sales that a Representative accumulates, excluding sales from her team (i.e., only sales associated with her customers or herself are included). This also includes her personal online sales.
Team Measures	
G1-G3 Sales Leaders (#)	Representatives in your 1 st , 2 nd , or 3 rd generation that are participating in the Avon Sales Leadership Program
Team New Appointments (#)	New Representatives added to your team by you and your G1-G3 team members
Team Size	Total number of recruited active Representatives in your 1 st , 2 nd , and 3 rd generation
Team Order Activity (%)	Orders billed divided by Ending Team Size. This activity percentage is updated through the campaign and varies until the final campaign close
Team Orders (#)	Total # of billed orders by your G1, G2, and G3 Representatives
Team Average Order Size (\$)	Team Sales divided by Team Orders. It does not include Personal Sales and Orders.
Total Team Sales	The total of a Sales Leader's qualifying personal award sales and the total personal award sales of her 1 st , 2 nd and 3 rd generation team members.