



# Campaign Planning

## Representative worksheet

### BELIEF

#### REAFFIRM YOUR GOALS FOR THIS YEAR

I will buy:

I will pay off:

I will save for:

I will reach President's Recognition Program level:

	● President's Club	● Honor Society	● Rose Circle	● McConnell Club	● President's Council	● Inner Circle
Total Cycle Sales <i>(minimum requirement)</i>	<b>10,000</b>	<b>20,000</b>	<b>35,000</b>	<b>65,000</b>	<b>110,000</b>	<b>220,000</b>
Average # of customers	<b>8</b>	<b>15</b>	<b>27</b>	<b>50</b>	<b>85</b>	<b>169</b>
Average Award Sales per campaign	<b>\$385</b>	<b>\$763</b>	<b>\$1,347</b>	<b>\$2,500</b>	<b>\$4,231</b>	<b>\$8,462</b>
Average Percentage Earnings	<b>40%</b>	<b>40%</b>	<b>45%</b>	<b>50%</b>	<b>50%</b>	<b>50%</b>
Average Monthly Earnings Potential	<b>\$308</b>	<b>\$588</b>	<b>\$1,212</b>	<b>\$2,500</b>	<b>\$4,231</b>	<b>\$8,462</b>

List recent achievements (*sales achievements, incentives earned, etc.*):

### IDENTIFY OPPORTUNITIES FOR GROWTH

How much will I need to sell each campaign to achieve my goals?: \_\_\_\_\_

How many new customers will this require?: \_\_\_\_\_

Representative Name

Current PRP Level / Leadership Title

Date

### OUTREACH / SELLING FUNDRAISING

What organizations in my community could benefit from an Avon Fundraiser?:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

How and when can I connect with the chairperson?:

Which Program/Flyer will I recommend?:

Where will I go to get new customers?:

1. \_\_\_\_\_ 6. \_\_\_\_\_

2. \_\_\_\_\_ 7. \_\_\_\_\_

3. \_\_\_\_\_ 8. \_\_\_\_\_

4. \_\_\_\_\_ 9. \_\_\_\_\_

5. \_\_\_\_\_ 10. \_\_\_\_\_

Who can I contact for referrals?:

1. \_\_\_\_\_ 6. \_\_\_\_\_

2. \_\_\_\_\_ 7. \_\_\_\_\_

3. \_\_\_\_\_ 8. \_\_\_\_\_

4. \_\_\_\_\_ 9. \_\_\_\_\_

5. \_\_\_\_\_ 10. \_\_\_\_\_

## OUTREACH / SELLING *(continued)*

### PRODUCT FOCUS

Which product will I focus on in this campaign?:

What are the features and benefits I will convey?:

How many do I want to sell to support my goals? \_\_\_\_\_

### MY ESTIMATE POTENTIAL EARNINGS:



Notes:

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## SUPPORT

**KEEP CONTACTING 5 PEOPLE, 5 DAYS A WEEK.  
SHARE YOUR STORY.**

Who are my next team members?:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

Which team members will I plan a get together with to help build THEIR team?:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_