

## Your Goals and Strategies

**Leader Name:**

## Define Your Dream—Your Why

I want	
By (date)	
<b>In order to achieve my dreams, I need to</b>	
Make \$	
With a title of	

## Set Your Personal Goals for the Upcoming Year

What did you earn in the last year?	
What is your current Leader title?	
<b>What are your personal goals for the upcoming year?</b>	
Your Title (1 year from now)	
Your Total Earnings (for the next 12 months)	

## 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?

## Notes

## Your Goals and Strategies

Review Your Results from the Last 26 Campaigns (Year) and Last 6 Campaigns (Quarter)

	Personal Measures			
	Earnings Amt.	Earnings Title	G1 Appts.	Personal Sales
Last 26 Campaigns (Year) Total				
Last 26 Campaigns (Year) Average				
C#				
Last 6 Campaigns (Qtr) Total				
Last 6 Campaigns (Qtr) Average				

	Team Measures						
	G1-G3 Sales Leaders	Team New Appts.	Team Reg. Recruits	Team Order Activity %	Team Orders	Team Avg. Order Size	Team Sales
Last 26 Campaigns (Year) Total							
Last 26 Campaigns (Year) Average							
C#							
C#							
C#							
C#							
C#							
C#							
Last 6 Campaigns (Qtr) Total							
Last 6 Campaigns (Qtr) Average							

## Your Goals and Strategies

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

	Personal Measures			
	Earnings Amt.	Earnings Title	G1 Appts.	Personal Sales
Next 26 Campaigns (Year) Total				
Next 26 Campaigns (Year) Average				
C#				
Next 6 Campaigns (Qtr) Total				
Next 6 Campaigns (Qtr) Average				

	Team Measures						
	G1-G3 Sales Leaders	Team New Appts.	Team Reg. Recruits	Team Order Activity %	Team Orders	Team Avg. Order Size	Team Sales
Next 26 Campaigns (Year) Total							
Next 26 Campaigns (Year) Average							
C#							
C#							
C#							
C#							
C#							
Next 6 Campaigns (Qtr) Total							
Next 6 Campaigns (Qtr) Average							

## Your Goals and Strategies

### Ask Yourself:

- Are these goals attainable?
- How aggressive are these goals compared to past performance?
- If you achieve your goals for the next year (26 campaigns), how much closer will you be to achieving your dream?
- Do your goals for the next 6 campaigns put you on track to achieve your goal for the year (next 26 campaigns)?

### Notes

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### Define Your Strategies: How Will You Achieve Your Goals?

My strategies are:

- Make 5 contacts a day, 5 days a week ("O" in B.O.S.S.)
- Plan and execute Avon Opportunity Meetings ("S" in B.O.S.S.)

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### Think About Your Personal Goals

- How will you achieve your title goal?
- How will you increase your earnings?
- How will you increase your personal sales?
- How will you identify potential new Representatives?

### Think About Your Team Goals

- How will you help your team increase total orders?
- How will you help your team increase their average order size?
- How will you help your team members place more orders?
- How will you help your team members to place orders?
- How will you increase total team sales?
- How will you identify potential new Representatives?
- How will you help your team grow their teams?
- How will you help Representatives become Leaders?
- How will you keep your team satisfied so they stay with Avon?

### Your Call to Action

Do two things in the next 2 weeks to make progress toward your goals.  
Make them S.M.A.R.T. (Specific, Measurable, Attainable, Relevant, Time-Bound).

1.

2.

### Remember:

#### Selling drives earnings:

Sell \$50 to 5 People, Earn 30% = \$75

Sell \$50 to 6 People, Earn 35% = \$105

Sell \$50 to 10 People, Earn 40% = \$200

*NOTE: President's Club Members are eligible for higher earnings based on award sales. See YourAvon.com for details*

#### Recruiting drives earnings:

1 New Recruit Who Sells \$150 = \$20 + 3% Bonus (Unlimited!)\*

*\*See Representatives and Sales Leadership Earnings Charts on YourAvon.com*

### Possible Strategies

**Continue** doing things that are proven successful

**Do more** of your most productive activities

**Stop** doing things that do not produce results

**Try** new activities that could drive results

### Notes

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