



Avon 2020 Leadership Kickoff Recap
Hosted by: Emily Seagren

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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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- Facebook: www.facebook.com/avonusarepresentatives/
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- Snapchat: www.snapchat.com/add/mle1102
- Pinterest: www.pinterest.com/avonrep2/
- LinkedIn: www.linkedin.com/in/eseagren
- Twitter: www.twitter.com/your_avon_rep1

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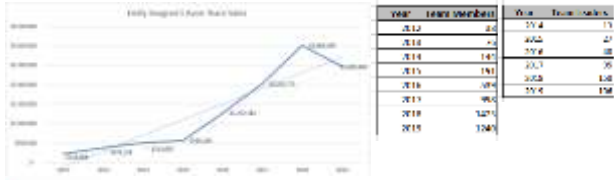


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Avon Team Momentum Growth 2012 – 2019 – The Power of Online Recruiting



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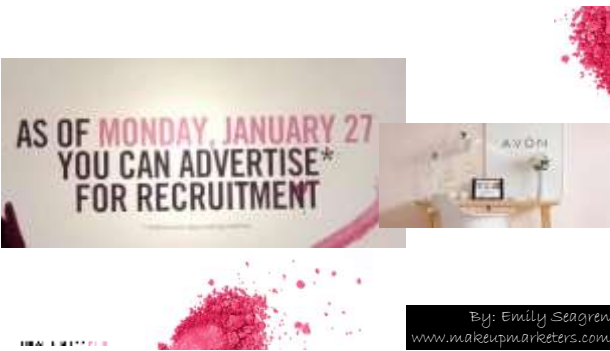
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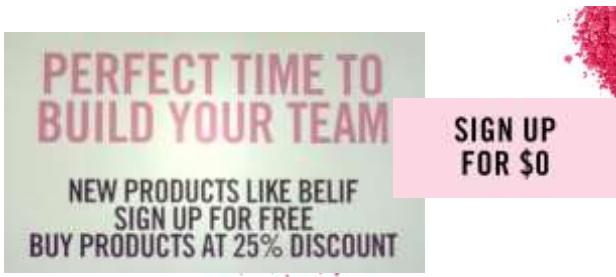
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FAQs for New Enrollment options
Effective 05, 2020

What are the 3 new options for signing up with Avon?

No-Cost Signup

- Recruits can join Avon for \$0 – no fee.
- Signup does not include product or brochures – she can order and select the products and tools she wants to start growing her business.
- Can start business right away with her online store.
- With first order, start earning toward Pathway to Premier (all sales count toward Award Sales and Leadership earnings).

Sign Up & Make a Contribution to the American Cancer Society

- Recruits can join Avon for \$0 and contribute her choice of \$5, \$10 or \$25 to support the American Cancer Society's breast cancer programs and services.
- Signup does not include product or brochures – she can order and select the products and tools she wants to start growing her business.
- Can start business right away with her online store.
- With first order, start earning toward Pathway to Premier (all sales count toward Award Sales and Leadership earnings).
- Note: ACS contribution does not count toward Award Sales or start her LOA clock.

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- \$30 All the Bestsellers Starter Kit Signup**
- Recruits can join Avon for \$30 and get a starter kit of full-size Avon products and 11 brochures to help them start selling.
 - She can also order and select additional products and tools she wants to grow her business.
 - Can also start business right away with her online store.
 - With first order, start earning toward Pathway to Premier (all sales count toward Award Sales and Leadership earnings).
 - \$30 enrollment does not count toward Award Sales or Leadership earnings.



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NEW! SUBJECT MATTER
PACKAGE TO PREMIER

When it comes to your business, you know that understanding and implementing the right subject matter is key to your success. Now you can take your business to the next level with our new Subject Matter Package to Premier. This package includes everything you need to get started, including a 30-day trial of our new Subject Matter Package to Premier. Sign up today!

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Bonuses... two ways



We're accelerating your pathway to Premier with 2 bonuses: Stepping Stones and Milestones, for up to a total of \$2,000 in bonuses within your first 8 campaigns. Premier Level is a Representative with sales of \$5,000 to \$9,999 per year. This incentive expires once you reach the \$5,000 sales requirement for reaching Premier or at the end of your 8th campaign, whichever comes first.

1. Stepping Stone Bonuses reward 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 \$800 in Stepping Stone Bonuses.
2. Milestone Bonuses reward you with a **10% bonus for every \$1,000 in cumulative sales** during your first 8 campaigns, maxing out at a \$500 bonus 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 \$1,500 in Milestone Bonuses.

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EXAMPLE OF WHAT YOU CAN EARN!

| \$200 Stepping Stone Bonus per \$200 in sales | Stepping Stone Bonus | Milestone Bonus (10% of sales) | Commission (Based on sales of heavy items) | TOTAL (Bonuses + Commission) | Total % of Total Sales (Based on sales) |
|---|----------------------|--------------------------------|--|------------------------------|---|
| \$0-\$200 | \$20 | \$20 | \$20 | \$60 | 4% |
| \$200-\$400 | \$40 | \$40 | \$40 | \$120 | 6% |
| \$400-\$600 | \$60 | \$60 | \$60 | \$180 | 8% |
| \$600-\$800 | \$80 | \$80 | \$80 | \$240 | 10% |
| \$800-\$1,000 | \$100 | \$100 | \$100 | \$300 | 12% |

All bonuses are based on net sales. Commission is based on net sales of products to customers. Bonuses in the program are awarded on a first-come, first-served basis. Bonuses cannot be used for other purposes. Please refer to Avon's Terms for all the details. *Example only. The \$5 bonus is based on achieving \$200 within a campaign. *Based on 20% commission on heavy items at \$100 sales.

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PLUS
\$20 FOR EVERY \$200 ORDERS

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PLUS
\$ AT EVERY \$1,000 MARK—UP TO 5,000
(over \$1,000 earnings)

- + \$100 AT \$1,000
- + \$200 AT \$2,000
- + \$300 AT \$3,000
- + \$400 AT \$4,000
- + \$500 AT \$5,000





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**SO IF YOU SOLD \$1,000
IN FIRST 8 CAMPAIGNS**
(over \$1,000)

\$1,000 @ 25% = \$250 + \$20 x 5 ORDERS = \$100 + \$100 FOR REACHING = \$450
45% EARNING





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**ANYONE WHO JOINED FROM C24
2019 CAN PARTICIPATE FROM C5**

**NOT RETROSPECTIVE BUT CAN GET
THE BENEFITS FROM C5 ONWARDS**

(This does not include all 2019 Team Members)
See your advisor for more details.





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Qualified New Recruit Bonus
You are rewarded for recruiting and developing your new Representatives within their first two orders.

• Earn a \$200 cash bonus once you qualify a new Representative who places a total order of \$200 or more within their first two orders.

• The bonus is paid 75 days following their first orders and will be added to your next Representative's order.

Sponsor Bonus
You are rewarded on an ongoing basis when you and your new Representatives place orders.

When you sell \$200 or more in 30 days, you'll earn the 75% sponsoring bonus on the Recruit's first purchase(s) immediately. This is a great addition to any other bonus you may be adding on their order.

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Promotion Bonuses
As you work to build your business as the owner, you'll be rewarded with a variety of bonuses and incentives. These bonuses are designed to help you grow your business and reach your goals.

| Category | Amount | Requirements |
|-------------------|---------|--|
| Recruitment Bonus | \$200 | Qualify a new Representative within 90 days of their first order. |
| Sponsor Bonus | 75% | When you sell \$200 or more in 30 days, you'll earn the 75% sponsoring bonus on the Recruit's first purchase(s) immediately. |
| Leadership Bonus | \$1,000 | Qualify 10 new Representatives within 90 days of their first order. |
| Business Bonus | \$500 | Qualify 20 new Representatives within 90 days of their first order. |
| Executive Bonus | \$1,500 | Qualify 30 new Representatives within 90 days of their first order. |

Photo of Representatives: A group of Avon representatives smiling and posing together.

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Digital Marketing

- SOCIAL MEDIA:** Build a loyal fan base, reach new customers, and increase sales.
- ONLINE ADVERTISING:** Reach your target audience with precision.
- SEARCH ADVERTISING:** Increase your visibility and drive more traffic to your website.
- EMAIL MARKETING:** Build your list, segment your audience, and deliver targeted messages.
- VIDEO MARKETING:** Engage your audience and tell your story.
- INFLUENCER MARKETING:** Leverage the power of social media influencers to reach your target audience.
- CONTENT MARKETING:** Create valuable content that attracts and engages your audience.
- ANALYTICS:** Track your performance and optimize your marketing efforts.

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Tools to Help You

- Advertising module in AVON U
- Digital templates in AVON U's Resource Library
- Avon Social's Content maker



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Digital Assets

- Easy to use digital assets to use in your Facebook or Instagram ad campaigns
- Located in AVON U > Resource Library > Advertising



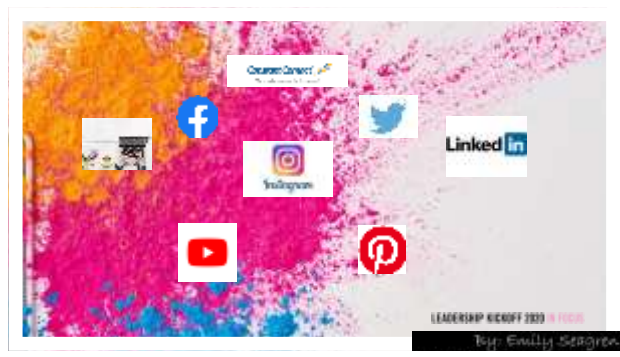
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Google My Business



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Digital Content Maker
Customizable templates in Avon Social



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SET YOUR COURSE

Open your Destination. Meet your fellow leaders from Conferences 1/11-11/2020.

| | | |
|---|--|---|
| <p>CURRENT 2019 PRESIDENT'S RECOGNITION PROGRAM MEMBERS</p> <ul style="list-style-type: none"> Earn the Trip for One when you book your 04/01/2020 award by 2/28/20 Member Flight for Two when you book your 02/01/2020 award by 2/28/2020 | <p>CONTENDERS AND PREMIER ACHIEVERS</p> <p>\$882</p> <ul style="list-style-type: none"> Earn the Trip for One when you achieve \$20,000 in retail sales 01/01/2020 Book the Trip for Two when you achieved \$25,000 in retail sales 01/01/2020 <p>\$1,294</p> | <p>NEW FIRST-YEAR PRESIDENT'S RECOGNITION PROGRAM ACHIEVERS</p> <ul style="list-style-type: none"> For new Representatives since 01/01/2020 who reach President's Club in 2020 by the end of 01/01/2020 Earn the Trip for One when you achieve \$20,000 01/01/2020 Book the Trip for Two when you achieve \$25,000 in retail sales 01/01/2020 <p>\$588</p> <p>\$882</p> |
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Meet me at da Club – PC Club

| SALES LEVEL | CAMPAIGN SALES | ANNUAL SALES | BEAUTY | FASHION & HOME | |
|-------------------------|----------------|--------------|--------|----------------|-------|
| Contender | \$0 - \$30,000 | - | 0% | 0% | |
| Contender | \$40,000 + | - | 25% | 20% | |
| Member | No minimum | \$5,000 | 30% | 20% | \$192 |
| Member's Club | | \$10,000 | 40% | 25% | \$385 |
| Master Society | | \$20,000 | 40% | 25% | \$769 |
| Rose Circle | | \$35,000 | 40% | 25% | |
| Doris H. McConnell Club | | \$50,000 | 45% | 20% | |
| President's Council | | \$70,000 | 45% | 25% | |
| Inner Circle | | \$220,000 | 50% | 25% | |

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Perks & Rewards...Charming Darling



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