

We know you may have questions about the Avon Growth Plan. This Q&A aims to answer your queries. If you have more questions, please speak to your Sales Leader or Business Development Manager.



About the Avon Growth Plan

What is the Avon Growth Plan?

The Avon Growth Plan is a new discount and compensation model for our Reps and Sales Leaders. It includes four discount levels (15%, 20%, 25% and 30%), as well as a new Coaching Commission, Team Bonus and Development Bonus for Sales Leaders. The new plan was introduced on 1 November 2020.

Why has the Avon Growth Plan been introduced?

We want to inspire everyone to grow their Avon business and, for our Sales Leaders, to coach their teams to success. We've seen you deliver some amazing results in what has been a challenging 2020, so this is our investment in you as we move to the next Avon chapter.

When did the Avon Growth Plan go live?

It became effective from 1 November 2020.

What discount will I receive as part of the Avon Growth Plan?

There are four discount levels for all Rep and Sales Leader personal sales:

- 15% - for sales between 1p and £99.99
- 20% - for sales between £100 and £249.99
- 25% - for sales between £250 and £2,999.99
- 30% - for sales over £3,000

The discount is based on and applied to all award sales in a campaign – you won't go up the discount levels in stages. We add everything up and – whatever your total award sales in the campaign – that is the overall % that you get (we'll adjust invoices on a rolling basis to make sure you get the right amount).

Has the format for invoices and statements changed?

There are some small changes to invoices and statements to reflect new Avon Growth Plan titles and calculations, as well as retrospective calculations, but the general look remains the same.

Do I still earn from £1?

Yes – our starting discount from your very first sale is 15%. We introduced the ‘Earn from £1’ measure to support you during the lockdown period earlier this year and it was so popular it’s here to stay!

Does my discount level still carry over into the next campaign?

Yes – this is what we call inherited discount.

The highest % you achieve in a campaign will carry over into the next campaign. So you’ll get that % as a minimum on your sales during the next campaign too.

As an example, Emma has overall sales of £100 in Campaign 1 and achieves a 20% discount. Emma will take that into Campaign 2 and all her Campaign 2 sales will be eligible for a 20% discount as a minimum. However, if Emma’s sales in Campaign 2 exceed £250 she would move up to 25% and over £3,000 she’d get 30%.

What do you mean by retrospective discount?

Your discount is based on and applied to all award sales in a campaign. You might place a number of orders for varying amounts, which change the discount level. We will adjust invoices, retrospectively, on a rolling basis to make sure you get the right amount.

Here’s an example. Rep Emma places two orders in a campaign. Her first (£50) gives her a 15% discount. The next order (of £230) means she has a total sales of £280, so she’s reached 25%. That 25% will now be applied retrospectively by Avon to all her sales (including her first £50 order).

How do I work out what I have earned?

You are able to see your invoices and statements on your Rep and Sales Leader websites.

What happens to my discount/earnings if I have a campaign with no sales?

If you have no sales in a campaign then you will not receive any discount. Your discount will be reset and, in your next active campaign, will be based on your sales level in that campaign.

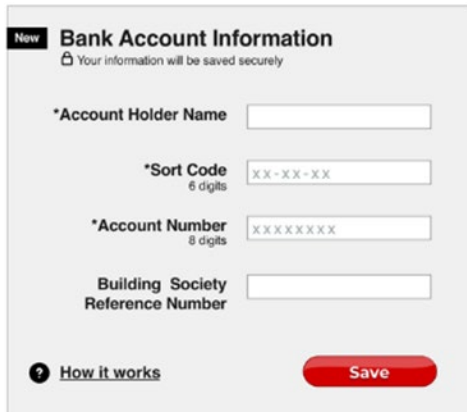
Sales Leaders are not eligible for Coaching Commission, Team Bonus or Development Bonus unless they have £250 in personal sales in that campaign.

Is a special discount be offered to new Reps in their first campaign?

New Reps are eligible to the same discounts as existing Reps – 15%, 20%, 25% and 30% - dependent on their sales. These discount levels apply from their first campaign.

How do new Reps submit their bank details?

From 1 November 2020 you will see a new section on the Profile / My Account page of Rep websites, which will allow bank details to be entered. Reps should complete the required sections (shown below) to submit their bank details. They can also delete or amend their bank details via this new section.



Now **Bank Account Information**
Your information will be saved securely

*Account Holder Name

*Sort Code
6 digits

*Account Number
8 digits

Building Society
Reference Number

[How it works](#)

How does a Rep get paid for online sales?

Once a new Rep has earned commission from their My Avon Store or the Digital Brochure, it creates a credit balance* on their Rep account. We'll pay the amount directly into your chosen bank account on a Friday – simple! You can view your account balance on the homepage of your Rep website.

*If you place any orders via your Rep website, online store earnings are offset against these invoices, so you pay less.

Are there any changes to President's Club criteria linked to the Avon Growth Plan?

The 2020 President's Club will end on 31 December and we will not be changing 2020 criteria.

Does the criteria for incentives changes as a result of the Avon Growth Plan?

Incentives are updated from quarter to quarter (or annually for long term programmes) and we will continue to notify you of any changes, in the same way as we have always done. Full information about current incentives and associated criteria can be found on your Rep or Sales Leader website.

Has the returns process changed as part of the Avon Growth Plan?

You are able to request and be reimbursed for returns in the same way you usually do – the process is exactly the same. How we calculate returns will also stay as it was.

How much time do I have to make a return?

You have 45 days from the date of invoice to apply for a credit, then you have 45 days to return any products to Avon. If we do not receive your products back within this timeframe, the products are recharged to your account.

What happens if I claim a credit but miss the timeframe for my return or don't return the item at all?

If Avon does not receive the products in the required timeframe you are recharged for the products.

What about shorted products?

Under the Avon Growth Plan, shorted products count for discount threshold in the campaign of billing.

Can I sell with other companies alongside Avon?

The rules around selling via other companies are covered in your Avon agreement and you should refer to this for full details.

Has my Avon agreement changed?

Yes. A new agreement for all Reps and Sales Leaders came into effect on 1 November 2020. You can view the new agreement on your Rep and Sales Leader websites.

The new agreement means it's easy for Reps to bring along a friend to Avon and move into leadership – they don't need to sign a separate Sales Leader agreement as they did previously.

What do you mean when you say the new agreement is for both Reps and Sales Leaders?

When you first sign up as a Rep at Avon you agree to certain terms and conditions – this is your agreement with Avon. Previously, when you then progressed from being a Rep to a Sales Leader, you'd have to sign another agreement.

We have removed that requirement and you will no longer need to sign a second agreement to become a Sales Leader. You have one single agreement which is in place from when you first join Avon.

What is Avon Grow?

Avon Grow is our recruitment app, which launched on 1 October 2020. It allows you to recruit on the go – you're able to start, save and complete appointments digitally, from your smartphone or tablet.

Digital leads (potential Reps who express an interest via Avon's main website) are also shared to Sales Leaders via Avon Grow.

There are Avon Grow training tools on Avon Connect, as well as more information and Q&As on your Rep and Sales Leader websites.

What welcome kits are available for a new Rep?

Reps can choose from two welcome kit options, plus they'll be able to opt in and out of brochures. Here's the new kits:

Ultimate Welcome Kit – packed full of 10 amazing Avon products, as well as social assets to help showcase the products to customers. This kit will really kick start a new Rep's business. It's £30 (and includes almost £100 worth of products), or Reps can have it without brochures for £28.

Welcome kit – this includes True Perfectly Matte Lipstick and costs £10 or £9 without brochures.

How does my new Rep order a new kit?

A new Rep orders their welcome kit via their Rep website. This will also be the process for new Reps who are recruited via Avon Grow – they'll be directed to their Rep website to order their welcome kit after being sent their account number.

Are double awards still applied to welcome kits?

Double award sales on welcome kits were removed from 1 November 2020. From November you receive award sales equal to the price of the kit..

What if I have any more questions?

There's a lot of information, including training modules and guides, on Avon Connect. Dates of any training sessions can also be found there.

We have also provided an overview of the Avon Growth Plan on your Rep and Sales Leader websites.

If you have any more questions, please speak to your Sales Leader or Business Development Manager.

Sales Leaders

How many team members does a Sales Leader need before they begin earning with the Avon Growth Plan?

You need just one active team member (previously you had to have five team members before you were eligible to earn from your team).

What is available to Sales Leaders under the Avon Growth Plan?

Dependent on your title/level, group sales and number of downlines, Sales Leaders could earn Coaching Commission, Team Bonus and Development Bonus. A Sales Leader needs to have £250 in personal sales and at least one active team member before being eligible.

- Coaching Commission** – as Sales Leaders we want you to set the pace for your teams and lead them to success. And, when you do, you could earn on both your G1 and G2 networks. All Sales Leaders are eligible for Coaching Commission, the amount of which will depend on your level and sales (and your personal sales requirement of £250) – see the table on the next page for details.
- Team Bonus** – if you reach Bronze Ambassador level or above, you may be able to earn Team Bonus on your entire network. It's on top of Coaching Commission, giving you the opportunity to boost your earnings. The table on the next page shows the level of Team Bonus you could receive dependent on your Ambassador level (you'll get this if none of your network are eligible for Team Bonus too). If you've done an amazing job of coaching your team and some Leaders in your Generation 1 network are at Ambassador level and eligible for Team Bonus, then you would earn the % difference. You must have £250 in personal sales to be eligible for Team Bonus.
- Development Bonus** – this is for our very top Sales Leaders (VIP Diamond Ambassador), who have developed their team to also reach the higher levels of sales leadership. When you and a team member anywhere in your network are BOTH VIP Diamond Ambassadors you could earn Development Bonus. If eligible, you would earn Development Bonus on your downline VIP Diamond Ambassador's network sales. How much you earn would be based on how many Bronze Ambassador or above Sales Leaders you also have in your network. The more you have the more you will earn in Development Bonus (you need to have £250 in personal sales to be eligible)..

Development Bonus		Personal Sales	VIP Diamond Ambassador downlines	Bronze Ambassador or above downlines	Development Bonus
13	VIP Diamond Ambassador	£250	1	1	0.2%
				3	0.3%
				5	0.4%
				9	0.5%

What are the Avon Growth Plan Sales Leader levels and titles?

The Avon Growth Plan is an exciting new earnings opportunity and we wanted to refresh our titles to reflect this. We have removed structural requirements to make it easier for you to progress between the levels and adjusted thresholds in line with our new monthly campaigns. These are our 13 new levels and titles:



NEW EARNINGS OPPORTUNITIES, NEW NAMES!

Level	Titles	Personal Sales	Network Sales	Total SL downlines (L2 min)	of which in G1	You could earn coaching commission		You could earn Team Bonus
						G1	G2	
1	Lead Representative	£250	£1+			3.0%		
2	Leader	£250	£2,000+			5.0%	1.5%	
3	Advanced Leader	£250	£4,000+			6.0%	2.5%	
4	Senior Leader	£250	£8,000+	2	1	7.0%	3.5%	
5	Star Leader	£250	£16,000+	4	2	8.0%	4.0%	
6	Principal Leader	£250	£40,000+	6	3	8.0%	5.0%	
7	Bronze Ambassador	£250	£80,000+	10	4	8.0%	5.0%	1.0%
8	Silver Ambassador	£250	£160,000+	15	6	8.0%	5.0%	1.5%
9	Gold Ambassador	£250	£350,000+	30	10	8.0%	5.0%	2.0%
10	Platinum Ambassador	£250	£700,000+	60	15	8.0%	5.0%	2.5%
11	VIP Emerald Ambassador	£250	£1,500,000+	100	25	8.0%	5.0%	3.0%
12	VIP Sapphire Ambassador	£250	£3,000,000+	200	50	8.0%	5.0%	4.0%
13	VIP Diamond Ambassador	£250	£5,000,000+	300	65	8.0%	5.0%	4.5%

Why do Sales Leaders have to achieve personal sales of £250 to qualify for Coaching Commission, Team Bonus and Development Bonus?

Our Sales Leaders are the role models of Avon – they set the standards for their team and help coach them to success. Knowledge and tips gained from achieving their own personal sales can be shared with teams and, in turn, help grow a Sales Leaders' overall business. We have therefore set a personal sales criteria of £250 for all levels of Sales Leader, which will need to be achieved in each campaign to qualify for Coaching Commission, Team Bonus and Development Bonus.

Will I still earn Coaching Commission if I don't achieve £250 personal sales?

If a Sales Leader fails to achieve £250 in personal sales in a campaign then they will not be eligible for Coaching Commission, Team Bonus or Development Bonus as part of the Avon Growth Plan. You will be a Non-Qualified Sales Leader.

Will I be removed as a Sales Leader if I do not achieve personal sales of £250?

No. Sales Leaders will only be removed once they have no team members. Those who do not achieve personal sales of £250 in a campaign will not be eligible for Coaching Commission, Team Bonus or Development Bonus in that campaign under the Avon Growth Plan. You will be a Non-Qualified Sales Leader.

Are there any special personal sales targets for new Sales Leaders?

New Sales Leaders also need to achieve £250 in personal sales to be eligible for Coaching Commission.

How do I find out what my Sales Leader title is?

This will show on your My Avon Office from 6 November 2020.

Will first time promotion bonuses remain?

We'll be keeping first time promotion and leader bonuses as part of the Business Builder Bonus.

Where can I find out my network sales?

You can see all your generations and use this to calculate your current network sales via My Avon Office:

- Log into My Avon Office
- Go to Reports (in the footer)
- Open the alphalisting

You only have access to the previous campaign's report (there is no previous campaign history).

Will a team roll up if a Sales Leader leaves Avon?

Yes, the team would roll up as it did previously.

Where can I get tips about boosting my own and my team's sales?

As Sales Leaders, you set the pace for your team and can coach them to success. Avon Connect has lots of advice and training – including top tips for boosting sales and developing your teams.

Has the Sales Leader Business Guide (Advanced Leadership Guide) been updated?

Yes. It is now called the Sales Leader Business Guide and is available on your Sales Leader website.

How do I get paid once I am a Sales Leader?

Our Lead Representatives (who are in their first level of leadership) will receive Sales Leader earnings in the form of a deduction on invoices.

Once you reach the second level of leadership and beyond your earnings are paid directly into your bank account after the campaign has closed. This is the current payment process and has not changed as a result of the Avon Growth Plan.

Is there an appointment fee to become a Sales Leader?

No, there is no fee.