

# Journey to GOLD

## Advanced Leadership Incentives

CAMPAIGN 20, 2015 – CAMPAIGN 26, 2015 (TRENDSETTER 22 - 2, 2015)

### JOURNEY TO GOLD RECRUITING

#### Participants: Gold Ambassador and below

Non Leadership Representatives, Promoters, Star Promoters, Ambassador, Silver Ambassador, and Gold Ambassador

#### How to Achieve:

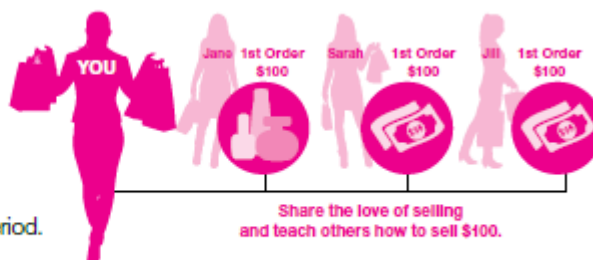
- Representatives will receive product and cash awards for recruiting qualifying New Representatives in their first generation during the Incentive period:
  - Qualifying New Representatives are new Representatives who place a first order of \$100 or more during the Incentive period and who pay for that order on time.
  - Reinstatements do **not** count as Qualifying New Representatives for this program.
- Recruiters that received a bundle in Get Fit Recruiting will not receive an additional bundle but can continue to earn \$35 cash rewards

#### RECEIVE PRODUCT BUNDLE

for your first qualifying New Representative.

#### RECEIVE A \$35 CHECK

for each subsequent new qualifying Representative you recruit during the incentive period.



A qualifying New Representative is a new Representative who places a first order of \$100 or more during the incentive period and who pays for that order on time. See Journey for Gold Recruiting Bonus Tracker for details.

## The Awards:

### “Journey to Gold” Product Bundle (\$106 VALUE\*)

- Femme Eau De Parfum
- Avon Alpha Eau De Toilette
- Anew Clinical Resurfacing Expert Smoothing Fluid
- Super Extend Mascara – Blackest Black
- Naturals Comforting Fig Shower Gel
- Naturals Comforting Fig Body Lotion



\* Based on regular Brochure pricing. Avon reserves the right to change product selections and/or substitute an award of equal value.

- Representatives will receive **the “Journey to Gold” Product Bundle** for recruiting their first Qualifying New Representative during the Incentive period.
  - In order to receive the Product Bundle, Recruiters must place an order on yourAVON.com within 4 Campaigns of achieving the Incentive.
- Representatives will receive **a \$35 cash reward** for each subsequent qualifying New Representative that they recruit during the Incentive period.

## REFER A FRIEND

- Refer a friend and you could receive the Journey to Gold Product Bundle and \$35 Cash Rewards
- Reference Journey to Gold Recruiting Bonus and Refer a Friend FAQs on youravon.com for complete rules

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## FAST TRACK TO GOLD BONUS

### Participants:

Representatives who become a Star Promoter for the first time during the incentive period. Start campaign begins when the Leadership Representative becomes a Star Promoter.

### General Requirements:

Achievers must meet the following requirements to receive the cash rewards:

- \$200 Personal Sales in each Campaign
- Three (3) First Generation Orders in each Campaign

### How to Achieve:

Eligible Representatives who **meet the general requirements** will receive cash rewards\* each Campaign during the thirteen Campaign period that **Unit Sales\*\*** goals are met. Representatives' start Campaign begins when they become a Star Promoter.

\*Only one cash reward per Campaign.

\*\*Personal Sales up to \$500 will count towards the award sales from your entire team.

- First through Fourth Campaigns:
  - \$1,000 - \$1,999.99 receive \$100
  - \$2,000 - \$3,999.99 receive \$150
  - \$4,000 or more receive \$200
- Fifth through Ninth Campaigns:
  - \$2,000 - \$3,999.99 receive \$150
  - \$4,000 or more receive \$200
- Tenth through Thirteenth Campaigns:
  - \$4,000 or more receive \$200

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## TEAM UP FOR GOLD BONUS

**Participants:** All Leadership Representatives

### How to Achieve:

Eligible Representatives and their upline/mentor\* will receive the following cash rewards for leadership title advancements to Silver Ambassador and Gold Leader for the first time during the incentive period.



- For every 1<sup>st</sup> Generation Leadership Representative who advances to **Silver Ambassador\*** for the first time, the Representative and their upline/mentor will receive a \$100 bonus\*.
- For every 1<sup>st</sup> Generation Leadership Representative who advances to **Gold leader** for the first time during the incentive period, the Representative and their upline/mentor will receive a \$500 bonus\*.

Title Advanced To:	Representative advancing:	Upline:
<b>SILVER AMBASSADOR</b>	\$100	\$100
<b>GOLD LEADER</b>	\$500	\$500

\*Upline must be at an equal or greater leadership title than the Representative in order to receive the bonus.

\*\*Mentoring bonuses will be paid after the 1<sup>st</sup> Generation Leadership Representative performs at the new title or higher for three (3) consecutive Campaigns since achieving that title for the first time.

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# STAR PROMOTERS OF TOMORROW

## Participants: Ambassadors & Above

Leadership Representatives who are Ambassador, Silver Ambassador, Gold Ambassador, Leader, Silver Leader, Gold Leader, Executive Leader, Silver Executive Leader, Gold Executive Leader and Platinum Executive Leader.

## How to Achieve:

- For every new First Generation Leadership Representative who earns the product bundle and at least one \$35 cash award during the incentive period, the recruiter will earn a \$50 bonus.

**Example:** Ellen works with Pam, a top seller in her first generation to start Pam's Leadership business.

Pam recruits Ava and Barb in the Incentive period, earning a product bundle when Ava pays for her 1<sup>st</sup> order of \$100 or more, and \$35 when Barb pays for her order of \$100 or more. Ellen then earns the \$50 Mentor Bonus.

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## TRACKING AND ACHIEVERS LISTS

Tracking available on DLM	<b>Mail Plan 1 Campaign 20, 2015</b>
Adjustments due to YourAvon.com	<b>December 22, 2015</b>

## IMPORTANT GUIDELINES

- Cash bonuses earned will be awarded in the form of direct deposit, a pre-paid card, or a check and will be issued in the Campaign following achievement.
- To count for this Incentive, orders must be received by the Representative's individual RPS order submission date. In addition, the order must be paid for in full before the Representative's individual RPS order submission date of the next Campaign.
- Breast Cancer and Domestic Violence cause products do not count toward order size for this Incentive.
- Bonus Dollars, including Double and Triple Dollars, **are not** included in Award Sales for this Incentive.
- Avon reserves the right to substitute a reward of equal value, change product selection, adjust rules and regulations or cancel the program at any time, at its sole discretion.
- 1900 Districts are not eligible to participate in this Incentive.
- Avon reserves the right to audit all performance data when determining Incentive reward eligibility and reserves the right to disqualify or remove any Representative it determines has violated principles of fairness or program intent. Accounts that have less than 70% of orders within the Incentive period that are paid or more than 10% of Total Award sales deriving from

out of stock items will be subject to immediate and higher levels of scrutiny. Accounts that undergo additional review will be delayed in receiving any Incentive reward, to determine such eligibility.

- Representative's account must be active and in good standing (past due no more than 2 Campaigns) at the end of the Incentive Period
- Avon reserves the right to review and withhold rewards for account balances over \$500.
- This program is subject to all applicable federal, state and local laws and regulations.
- All federal, state and local taxes, if any, associated with acceptance of the reward are Representative's responsibility.
- By participating, Representatives agree that Avon will have no liability whatsoever for, and shall be held harmless by Representative against, any liability, for any injuries, losses or damages of any kind, resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of the reward or participation in this program.
- Void where prohibited.
- All dollars shown are in U.S. dollars.