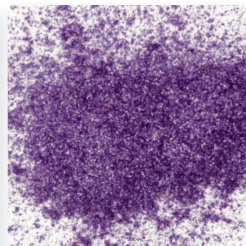
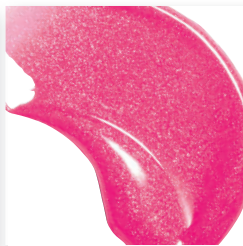


AVON
advanced
leadership



AVON
the company for women

COORDINATOR LEVEL

Coordinator level represents the starting point of your Advanced Leadership journey.

Key behaviours:

- Actively seek out opportunities to recruit new Representatives
- Build your own and your teams selling skills
- Look for opportunities to advance to higher titles
- Build a local network

In essence, it's all about finding new Representatives to build your team!

Title Qualifications	Coordinator	Advanced Coordinator	Senior Coordinator
Personal Sales	HOV**	HOV**	HOV**
Generation 1 Active Representatives	5	10	15
Group Sales	£1,000	£2,000	£4,000
Commission			
Generation 1 Commission	4%	5%	6%
Generation 2 Commission	1%	2%	3%
Generation 3 Commission	n/a	n/a	1%
Average Earnings*			
Annual	£500	£1,000	£2,500



LEADER LEVEL

On progression to Leader level, you'll be more confident in building your team and reaching your earning potential.

Key behaviours:

- Identify and develop other Sales Leaders
- Coach others in building their selling skills
- Identify target audiences to grow your network
- Analyse and identify business growth opportunities

At Leader level, the focus turns towards your downline Sales Leader team.

Title Qualifications	Leader	Advanced Leader	Senior Leader
Personal Sales	HOV**	HOV**	HOV**
Generation 1 Active Representatives	20	20	20
Group Sales	£8,000	£16,000	£35,000
Generation 1 Advanced Coordinators+	1	2	3
Commission			
Generation 1 Commission	7%	8%	8.5%
Generation 2 Commission	4%	4%	4%
Generation 3 Commission	1.5%	2%	2%
Average Earnings*			
Annual	£6,000	£14,000	£30,000



EXECUTIVE LEADER LEVEL

As an Executive Leader you'll continue to display the behaviour of a Coordinator and Leader with a focus on developing and mentoring your team.

Key behaviours:

- Demonstrate entrepreneurial skills
- Manage and develop a large diverse network
- Identify and mentor talent
- Develop long term business strategies

Executive Leaders will need to support Sales Leaders as they build their Independent Avon business



Title Qualifications	Executive Leader	Advanced Executive Leader	Senior Executive Leader	Chief Executive Leader
Personal Sales	HOV**	HOV**	HOV**	HOV**
Generation 1 Active Representatives	20	20	20	20
Executive Qualifying Sales	£50,000	£50,000	£70,000	£70,000
Generation 1 Advanced Coordinators+	4	5	6	7
Advanced Leader+ Titled Legs	1	3	5	7

Commission

Generation 1 Commission	9%	9%	9%	9%
Generation 2 Commission	4.5%	4.5%	4.5%	4.5%
Generation 3 Commission	3%	3%	3%	3%
Executive Commission	1.5%	2%	2.5%	3%

Average Earnings*

Annual	£60,000	£100,000	£300,000	£500,000
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*Estimation based on assumptions. **Higher Order Value
Full terms and conditions of the Advanced Leadership programme can be found on your Sales Leader website

It is illegal for a promoter or participant in a trading scheme to persuade anyone to make a payment by promising benefits from getting others to join a scheme. Do not be misled by claims that high earnings are easily achieved.

Leadership Bonus

LOA1 and LOA2 Bonus

Receive **£25** bonus (up to a maximum **£1,000**) for every Representative recruited within your first six campaigns who place an LOA1 and LOA2 order of MOV or higher.

Downline Growth Bonus

For every incremental **Advanced Coordinator+** you create in your downline you get **£200**

For every incremental **Advanced Leader+** you create in your downline you get **£400**

Group Sales Bonus

Increase your Group Sales and earn up to **£4,000!**
Achieve the Group Sales earlier and accumulate the bonuses earlier

	Up to LLOA7	LLOA8	LLOA9	LLOA10	LLOA11	LLOA12	LLOA13	LLOA14	LLOA15	LLOA16	LLOA17	LLOA18
Group Sales	£3,000	£4,000	£5,000	£6,000	£7,000	£8,000	£9,000	£10,000	£11,000	£12,000	£14,000	£16,000
Bonus	£150	£150	£150	£250	£250	£250	£350	£350	£350	£500	£600	£650
Accumulated Bonus		£300	£450	£700	£950	£1,200	£1,550	£1,900	£2,250	£2,750	£3,350	£4,000