

**AVON**



**STEPPING INTO  
LEADERSHIP**

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We're here to help you be your best YOU.

# WELCOME

**Welcome to Leadership! Congratulations.**

You've taken the first step into Leadership. Well done! Now let's take your business to the next level.

It's time to get excited as the earning opportunities are endless! So let's fill you in on how to max your earnings, whilst supporting your growing team too.

**EVERYTHING IS MORE FUN WITH A FRIEND.**

Your Sales Training Team  
XOXO



**SARAH GILLESPIE**  
LEAD TRAINING MANAGER

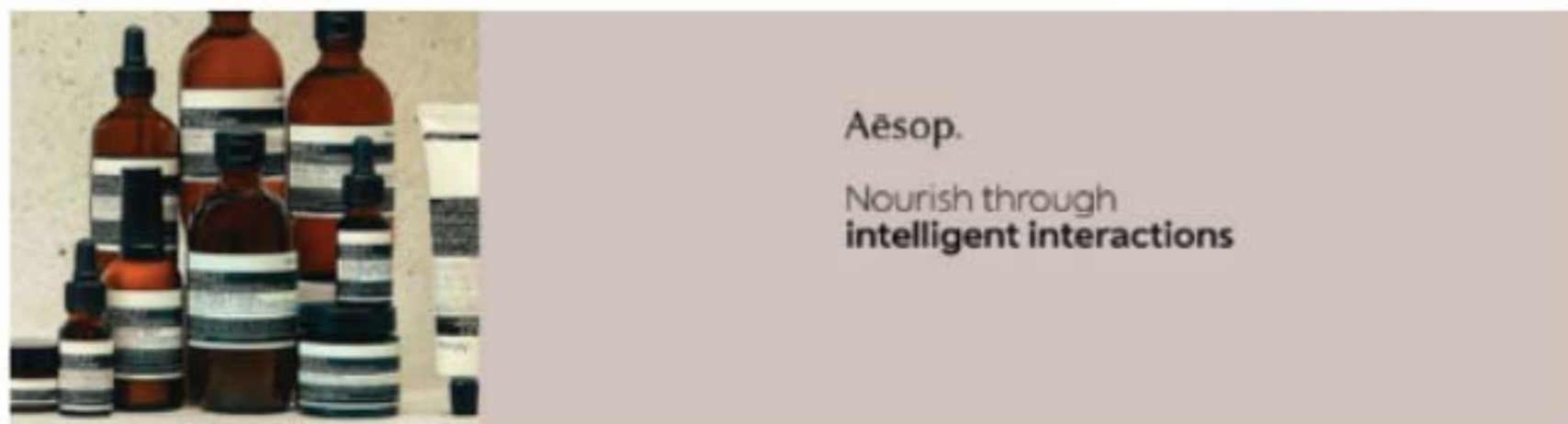
**“  
YOU DON'T HAVE  
TO SEE THE WHOLE  
STAIRCASE, JUST  
TAKE THE FIRST STEP**

**MARTIN LUTHER KING**



# WE'RE PART OF THE NATURA & CO FAMILY

We promise to build a better world for women, through women. Together with Natura, The Body Shop and Aesop we're part of the Natura &Co family. And we are a force for good; the best beauty company FOR the world.



# OUR VALUES

At Avon we live, breathe and lead by our values.



As Leaders, let's live by our core values every day:

## BELIEF

Inspire and set the belief in your team, so they can be the best and achieve more than they've ever dreamed, exceeding their personal goals.

## INTEGRITY

You lead by example, being the pace car leader. You are honest, trustworthy and reliable. You show up when you say you will and are consistently there for your team.

## RESPECT

You build strong relationships from the start, earning the respect of your team. You are kind, polite, inclusive without bias, thankful and show mutual respect.

## TRUST

Trust is the foundation of your relationships. It is impossible to lead a team without trust. Trust is earned through communication and transparency with the team.

## HUMILITY

You take care of your team as if they were your family. Share the success of your business to inspire, but also share when things don't go right and how you overcome them with resilience.



**SAM WALPOLE**  
HEAD OF SALES TRAINING



# SUPPORTING YOU TO ACHIEVE YOUR DREAMS

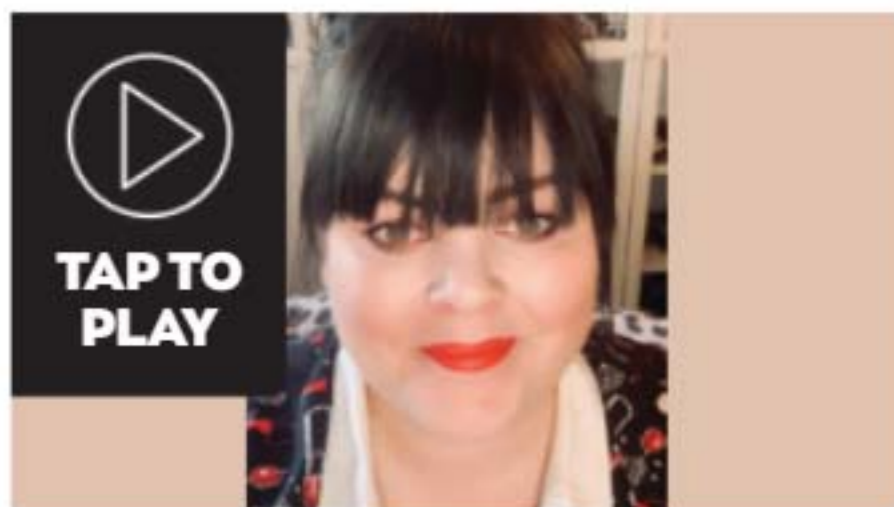
In addition to your upline Sales Leader, our Avon unique point of difference is that you have a Business Development Manager (BDM) who is employed by Avon to support, coach and mentor you whilst cheering you on to achieve your goals.

## HOW CAN YOUR BDM HELP YOU?

Your BDM will be there to guide, support and set the belief in exactly what you can achieve! Your upline will be able to provide you with your BDM details if you don't have them already.

As a new Sales Leader get in touch to schedule in a 1:1 call, where you can get to know each other and share what your Avon goal is. Your BDM will be able to help you plan and breakdown your goal, brainstorm some great ideas and hold you accountable to help you get there.

Watch this video from BDM Lucy Chenery as she shares exactly how your BDM can support you and your Avon business.



**LUCY CHENERY**  
BUSINESS DEVELOPMENT  
MANAGER

“IT'S AMAZING  
WHAT WE CAN  
ACCOMPLISH  
WHEN WE ARE  
IN IT TOGETHER.”



# HEY SALES LEADER

**You've taken the leap, so what now?**

Now that you have met some of the Avon family and you know our values, let's talk about what the next steps look like for you.

## SALES LEADER SUCCESS PLAN

Head to [Avon Connect](#) and make a start on your Sales Leader Success Plan, just click on 'Building a Team'.

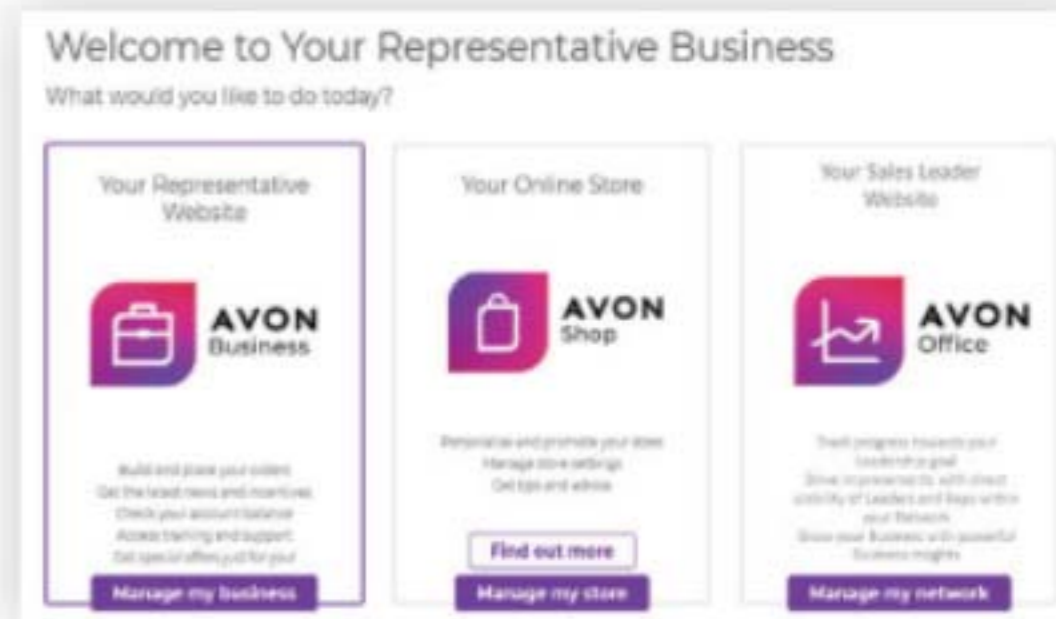
Once you've taken the training, complete the knowledge check which will show you just how far you've come and what you've learnt. Download your certificate and share it with pride.

## AVON OFFICE

Your Rep Website will have changed, as you now have access to Avon Office. This is where you can find everything you need to know about your team, their progress and how you can support them. Head to [Avon Connect](#) to find out more - just search 'Avon Office'.

**DID YOU KNOW?**

New Sales Leaders who complete the SALES LEADER SUCCESS PLAN earn up to **193% MORE!**



## AVON GROW

Avon Grow is a great app which allows you to recruit on the go and manage your leads in one handy place! [Tap here](#) to read what Steph Medcalfe has to say about Avon Grow.



## YOUR CHECKLIST FOR SUCCESS

Print off your checklist for success which will cover everything you need to do as a brand new leader and help get you off to a flying start.

[TAP HERE TO DOWNLOAD](#)

**NEW SALES LEADER**  
YOUR CHECKLIST FOR SUCCESS

- Check out your [Success Info Leadership Guide](#) which is full of top tips and inspiration to get you off to a flying start
- Get set up for success! Start your [Sales Leader Success Plan](#) NOW for support every step of the way
- Let's get started... Go to your App Store and download Avon Grow
- Set up your PRP (Personal Recruitment Page) in the Avon Grow app. You can start to share and recruit straight away
- Join Avon UK Official Sales Leader Community, Official Social Savvy and Avon Social groups on Facebook
- [Hi! Welcome to Power!](#) - Get booked on to the next 'Welcome to Sales Leadership' call and any relevant calls via the [Events](#) section of Avon Connect
- Attend the next 'This is Avon' online opportunity event held on the first Tuesday of each month on the [Avon UK Official Sales Facebook Page](#). Invite your guests and get tips on heading your own
- Connect with your Upline and BDM for ongoing inspiration and support
- Go through the [Avon@Home Guide](#) on Avon Connect. There are some great tips to help support you when you get your first team member
- Check out [Sales Leader Toolkit](#) on Avon Connect. There are some fab incentives to build your business
- Keep your team updated with your own team chat on WhatsApp or Facebook
- Share your 'Why' and goals with the team and ask them to do the same
- Start your new Reps strong! Share the [Social Selling Guide](#), [Welcome Guide](#) and share the [New Rep Checklist](#)
- Ensure your team have opened their Avon Shop/ Shared the Digital Brochure/ Opened a Customer Facebook Group/ Know the 4 ways to sell
- Follow up with all new starters within 48 hours and coach them to Kick Start their Avon Rewards. Check out the Kick Start Rewards page in the [Welcome Guide](#)
- Check out the [Events](#) section on Avon Connect for our Masterclass Series. Start with the 'Recruitment Masterclasses'
- Use 'Avon Office' to maximise your business. Your reports help you identify new talent, top sellers to coach your team
- Follow the [How your Month Guide](#) on Avon Connect - your personal daily and weekly actions for success
- Hold weekly 1:1s and coach your team to success using the [Coach to Success form](#) and [Promotion Tracker](#)
- Share kudos and celebrate success daily, shining a light on those actions you want to encourage
- Host your own online or in person 'This is Avon' opportunity event, using this fab step by step [1:1 guide](#) to help you get set up
- Host an online party each campaign to boost your sales using the [Online Party Guide](#)
- Build on your dream team recruitment list. You are meeting potential new customers and Reps of all the time!
- Sales Leader Success Plan completed! Share your certificate loud and proud!

New Sales Leaders that complete the Sales Leader Success Plan earn up to **80% MORE!**

AVON

# WHAT DOES THIS MEAN FOR YOUR GROWING TEAM?

Your new Reps are probably feeling really excited to start, but will also be looking at you for guidance. Set the belief in them, that they can do this, so they feel empowered too.

You don't have to know the answer to everything right now, you and your new Reps can work it out together.

## #BOSSITTOGETHER

Here are a few tools to share that will help your new team member get started:

- The amazing Welcome Kits** – Support them to choose the one best for them, and help them showcase it straight away!
- Ready! Set! Go!** – Encourage them to head to Avon Connect and get started on their new plan, so they can start their business strong with the amazing free training.
- Welcome Guide** – Have you shared this with them? This will really help them demo their new Welcome Kit and showcase their business. Top Tip – Check in 24 hours later to see how they are taking action
- New Rep Checklist** – Start going through it together, so they can tick off their achievements as they go.
- New Rep Welcome call** Join them on the weekly call held each Wednesday at 7pm. Book via Avon Connect (Events) or join from your weekly training email.

[TAP HERE FOR AVON CONNECT](#)

[TAP HERE FOR THE REP CHECK LIST](#)

[TAP HERE FOR THE WELCOME GUIDE](#)



# DREAM BIG

Full-time earnings or part-time side hustle, Avon can be whatever you want it to be!

Why not create a dream board? You can see below an example from Bronze Ambassador Gemma Lamb, who shares how creating your own can really help you to achieve your dream!



**GEMMA LAMB**  
BRONZE AMBASSADOR



“**THERE ARE DREAMERS & THERE ARE PLANNERS. THE PLANNERS MAKE THEIR DREAMS COME TRUE.**”



## TOP TIP

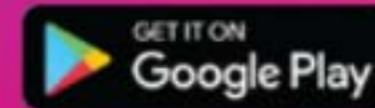
There are some amazing apps you can use for free that will help make your dream board come to life. Download them today to get started!



**DREAMBOARD**



**VISION BOARD**



**WHAT'S GOING ON YOUR DREAM BOARD?**



# WHAT KIND OF LEADER ARE YOU?

**Let's think about leadership and what you would like to be known for.**

Think of a leader, or someone that you look up to, that you would love to be like:

- What inspires you about them?
- What qualities could you transfer into your Avon business?

## YOUR WHY AND GOAL

What would you like to achieve? What difference would you like to make to you and your family's life? Write it down now and don't forget to put it on your dream board.

Being a leader gives you the opportunity to change peoples lives too! Never underestimate the difference you can make.

Check out this video from Ambassador Leader Amy Woodward sharing her inspirational story about the importance of your 'why' and goal.



**AMY WOODWARD**  
AMBASSADOR LEADER

**I NEVER DREAMT OF SUCCESS. I WORKED FOR IT.**

# MY STORY MATTERS

**Now it's time to do yours...**

Here's an example of a 30 second commercial, which is your chance to share your business with people you meet in a positive way. Remember to make it your own and add in your personality.



**I'm one of Avon's team of leaders, inspiring, motivating and supporting my team and those who want to earn a second income flexibly! I fit it in around my family and day job as a Nurse and love it - last year we went to Center Parcs for a week in the summer holidays with my Avon earnings. You would be great at what I do I would love to fill you in on how it could work for you.**



**Your Avon story is powerful. People buy into people, so take the time to consider the following:**

Why did you join Avon?

What do you love about Avon?

Why did you choose to become a Leader?

What have you achieved?

What's your dream?

What difference has it made to your life?

## TOP TIP

Be ready to share your story in a 30-second commercial and share it far and wide to inspire others.

Here's the link to find out how to do this - we can't wait to see it!

**TAP HERE FOR THE 30 SECOND COMMERCIAL GUIDE**

# YOU HAVE THE POWER!

Anything is possible when you bring along a friend.

Let's have a look at who you know, that could also be interested in the Avon opportunity. If you could create an Avon super team, who would be on your list? Grab a pen and paper and write down as many people as you can think of. Think about:

- **Who do you know that has spare time or is a whizz with social media?**
- **Your beauty lover who loves make up and Avon products.**
- **Friends who would like to earn an extra income flexibly or are saving for something.**

Don't forget to reach out with a personal message, here's a great example of some words to say that you could tweak to sound like you.



“Hi Alison, How are you and the family? I know you are a big fan of all things beauty, so wanted to reach out to see if you would like a chat about the Avon opportunity? It's 100% flexible with no pressure and amazing rewards, so it would totally fit around your nursing. Let me know what you think, I think you would be FAB!

Love from, Louise x



Check out this video from one of our NEW Sales Leaders sharing their first steps into leadership and the benefits of bringing along a friend.

**MARIA RIMMINGTON**  
SALES LEADER



# MAXIMISE YOUR EARNINGS

Now for the exciting part, time to set your own goal of what you would like to earn and what level of leadership you want to achieve.

**Being a leader is all about leading by example but don't forget that it's also about having fun and bringing people on the journey with you!**

Be the pace car leader and ensure you are always selling £250 and hitting that personal sales qualifier so you achieve all of the incentives and earnings that are up for grabs.

**TAP HERE TO SEE WHAT YOU COULD EARN!**

### AVON GROWTH PLAN - 4 WAYS TO EARN

1. Earn discount and Rewards on the products you sell every day

YOUR QUARTERLY SALES	DISCOUNT	REWARDS
£1 - £240	15%	10%
£250 - £540	20%	20%
£550 - £1,290	25%	30%
£1,300 - £2,400	30%	40%
Over £2,500	35%	50%

2. Introduce your friends or build a team and earn coaching commission too

£ PERSONAL SALES		£ NETWORK SALES		YOUR TITLE WOULD BE	YOU WOULD EARN		YOUR ANNUAL PERSONAL SALES QUALIFIER
£250	£1,000	1	1	LEADERSHIP PARTNER	7%	1	£250
£250	£2,000	1	2	LEADER	8%	2%	£500
£250	£4,000	1	4	ADVANCED LEADER	9%	3%	£1,000

Catch Sales Leaders in your network to grow your rewards.

£ PERSONAL SALES		£ NETWORK SALES		YOUR TITLE WOULD BE	YOU WOULD EARN		YOUR ANNUAL PERSONAL SALES QUALIFIER
£250	£10,000	5	1	SENIOR LEADER	7%	5%	£2,500
£250	£20,000	4	2	2ND LEADER	8%	4%	£5,000
£250	£40,000	3	4	PROVEN LEADER	8%	3%	£10,000
£250	£80,000	2	6	REWARD REVENUE LEADER	8%	2%	£20,000
£250	£100,000	1	7	SENIOR REVENUE LEADER	8%	1%	£25,000
£250	£400,000	0	10	WORLD WIDE LEADER	8%	0%	£100,000
£250	£800,000	0	15	WORLD WIDE LEADER	8%	0%	£200,000
£250	£1,000,000	0	20	TOP PERFORMER	8%	0%	£250,000
£250	£2,000,000	0	30	TOP PERFORMER	8%	0%	£500,000
£250	£4,000,000	0	40	TOP PERFORMER	8%	0%	£1,000,000

Your Personal sales count towards your network sales.

**NEED MORE INFO AND SUPPORT?**  
Access Avon Connect via Avon On app or in your Rep website via training and development.

\*To receive financial incentives and rewards, you must meet the requirements. It is essential to complete or participate in training scheme to be eligible to receive a payment for promoting benefits from getting others to join the team. Do not be misled by claims that high earnings are easy to achieve.

## THE IMPORTANT BIT GETTING PAID...

You will get your Coaching Commission as a Sales Leader paid directly into your bank account. Make sure your bank details are up to date on your Rep Website. Head to My Profile, then click on Account Information to input or change.





# SAY HELLO TO AVON REWARDS

It's time to smash your sales because Avon Rewards is here!

Avon Rewards is an exciting programme to recognise and reward ALL our Representatives for your hard work and loyalty.

**A** BRONZE STAR

**A** SILVER STAR

**A** GOLD STAR

**A** PLATINUM STAR

**A** VIP STAR

There's five amazing Avon Rewards levels to get excited about. Sparkle and shine as you take the steps to success and Rewards stardom.

The higher your level, the better your benefits and discount.

**IT'S THAT SIMPLE!**

Every sale each quarter moves you closer to earning your Avon Rewards.

Fancy a top 32% discount, points to redeem on treats of your choice and the opportunity to get your hands on Avon's best selling and innovative products?

**REACH FOR THE STARS AND IT'S YOURS.**

**WHICH STAR WILL YOU BE SHOOTING FOR?**



# SAY HELLO TO AVON REWARDS

The higher your level the bigger your rewards!

Tap on the button below to view the amazing benefits each level has to offer.

**TAP TO ENLARGE**

**REACH FOR THE STARS**

**AVON REWARDS**

It's time to reach for the stars, embrace the power of beauty and reap the rewards.

Whether you are reaching for Bronze Star or VIP Star, check out all that's on offer to reward and celebrate **YOU** every step of the way. Earn this quarter and reap the rewards the following quarter.

	<b>A</b> BRONZE STAR	<b>A</b> SILVER STAR	<b>A</b> GOLD STAR	<b>A</b> PLATINUM STAR	<b>A</b> VIP STAR
Your quarterly sales	£1 - £249	£250 - £549	£550 - £1,299	£1,300 - £3,499	Over £3,500
Fixed discount for the next quarter	15%	20%	25%	30%	32%
Avon Rewards Hub*	100 points	200 points	500 points	1000 points	2000 points
Free deliveries each campaign	1	2	3	5	8
Brochure discount	Special brochure prices available at each Reward level - see your Rep or Sales Leader website for full details				
Beauty packs* (with colour, skincare and fragrance options)	1 Sample Pack	2 Sample Packs	1 Product Pack	2 Product Packs	3 Product Packs
Avon Social Pro*			1 month free subscription	1 month free subscription	3 month free subscription
Unlock exclusive access to the Training Academy*		✓	✓	✓	✓
First time recognition and gift		✓	✓	✓	✓



Will your name be in our Hall of Fame? An exciting opportunity for our top sellers to earn even more rewards throughout the year.

\*Rewards awarded quarterly.

**WANT MORE DETAIL?**

Check out the Avon Rewards module on Avon Connect, your Rep or Sales leader website or take a look at our [Avon Rewards Digital Brochure](#).



# WHAT'S ON THE TABLE?

We have some incredible incentives on the table, which we know you are going to totally smash!

## Jump Start

For all new Sales Leaders in their first six campaigns. Simply bring along a friend and be rewarded for helping them to get off to a great start.

[TAP HERE TO DOWNLOAD](#)

## Mentoring Promotion Bonus

It's never too early for your team to bring along a friend of their own and take advantage of the extra earnings too! For supporting your team member to promote to Leader or above you are rewarded with a matching bonus.

[TAP HERE TO DOWNLOAD](#)

## First Time Promotion Bonus

Earn a first time promotion bonus each time you hit a new level, from Leader up to and including Bronze Ambassador! What will you spend your bonus on?

[TAP HERE TO DOWNLOAD](#)

## Leader Promotion Tracker

Print out this handy tracker and check out what you need to get to Leader and achieve your first time promotion bonus. Already at Leader? Head to [Avon Connect](#) Sales Leader tools and print off the tracker for your next level.

[TAP HERE TO DOWNLOAD](#)

## TOP TIP

Reach out to your upline and BDM and plan together how you can achieve all of these amazing bonuses.



# YOUR SUPPORT

## YOUR BDM AND UPLINE

Don't forget to keep a note of or add these contact numbers to your mobile, as your Upline and BDM will both want to support you to succeed and are there to help.

## I HAVE A QUERY ABOUT...

- My delivery
- My account balance
- Products
- A direct customer order

Check out our FAQ in the Help and Support section of Avon ON. If you haven't found the answer you're looking for, please contact our friendly Sales Service Centre team on...

### SALES LEADER LINE

0333 234 4000  
uk.contact@avon.com

### SALES LEADER SUPPORT EMAIL

sales.leader@avon.com

### REP SUPPORT LINE

0333 234 5000

## I NEED SUPPORT TO GROW MY BUSINESS

Visit [Avon Connect](#) for bite-sized training on products and growing your business here.

Visit the Events section in Avon Connect for weekly live training sessions.

Contact your upline for more support or training.

## TOP TIP

The monthly Recruitment Masterclass is a great call with tips for growing your team. Join via the weekly training email or Avon Connect 'Events'.



# JARGON BUSTER

## WHAT ARE WE TALKING ABOUT?

**UPLINE** – This is the person whose team you joined, the person who signed you up as a Rep. They're here to support and mentor you. They're also known as a Sales Leader.

**DOWNLINE** – If your upline is the person who signed you up, then you're their downline.

**G1** – These are your Generation 1 team members, meaning those recruited by you directly.

**G2** – These are your Generation 2 team members, meaning those recruited by someone on your G1.

**NETWORK** – This is a term for your entire team, including everyone recruited by those you've personally recruited.

**BUSINESS DEVELOPMENT MANAGER** – A person employed by Avon to support and mentor Sales Leaders.

**DIVISION MANAGER** – Also employed by Avon, your DM is responsible for overseeing the entire division & BDM team.

**CAMPAIGN** – A campaign is a one month selling cycle.

**LOA** – Length of Association. This is the number of campaigns you've been with us.

**REP WEBSITE** – log in with your account number to manage everything for your business.

**AVON OFFICE** – This is for Sales Leaders only and contains all of the reports you need to track and support your team. Access via your Rep website.

**AVON REWARDS** – Reach for the stars with our amazing rewards programme for everyone! See our [Rep website](#) for more details.

**AVON STORE** – Your personal online shop for you to share with your customers.

**AVON ON** – Your 1-stop app for everything you need to run your Rep business.

**AVON CONNECT** – Our amazing training website for all your training needs.

**AVON GROWTH PLAN** – This is how you're paid. See the AGP Training Card for more details [here](#).



# USEFUL LINKS

Finally, here are some links that you may find super helpful over the next few weeks:

**Avon Connect** – Your free, 24/7, training, go-to platform, with tools to support you build your business; including training calls, your Sales Leader Success Plan and reward programme. Click [here](#).

**Digital Tools Guide** – The one stop shop digital guide to setting up your online business for success. Click [here](#).

**Did Someone Say Party? Guide** – Step-by-step digital walk through of how to host an online party with impact. Host a party with your new kit! Click [here](#).

**Avon Official Social Savvy Group** – Join forces and share ideas with like-minded Reps. It's all about maxing your relationship and digital selling. Click [here](#).

**New Rep Checklist** – Print this out and support your new team member to track their progress. Click [here](#).

**New Sales Leader Checklist** – Print this out and track your progress as you follow the steps to success. Click [here](#).

**Sales Leader Official Facebook Group** – Join us to share top tips and ideas and hear about the latest updates with like-minded Sales Leaders. Click [here](#).

**Your Rep Website** – Head here to access Avon Office for your team reports. Click [here](#).

**Incentives & Rewards** – Your hub to all the incentives, reward and recognition programmes. Click [here](#).



**TEAMWORK  
MAKES THE  
DREAM  
WORK**

