



Important: 60 Days Notice - changes effective from Campaign 10 2010

Following feedback from Sales Leaders, Area Sales Managers, and other Avon Markets the Sales Leader Commission Structure and Bonus Programme has been reviewed to support Avon's continued development of Sales Leadership within the UK.

The feedback received has been fully considered to ensure we are able to meet the requirements that will help all Sales Leaders build their business and move it on to achieve further success. We have taken account of what motivates Sales Leaders and how you would like to be rewarded for achieving particular targets and goals. The new Bonus Programme can also be used as an effective tool for developing new Sales Leaders, as well as motivating existing Sales Leaders to achieve new levels of Sales Leadership.

The aim of the new Commission Structure and Bonus Programme is to complement each other as you drive your business, and support your Downline Sales Leaders' businesses too.

One of the major changes to the Bonus Programme is that it is available for **all** Sales Leaders up to Executive Sales Leader Level. Whilst Senior Executives are not directly eligible, the programme encourages Downline Sales Leaders to maintain their commission levels, move up to a higher commission level and develop more Sales Leaders. This should make it easier for Senior Executive Sales Leaders to maintain their SESL status and increase their earning potential through more commission.

The new Bonus Programme will replace the Fast Start Bonus Programme currently in place.



Q. What is the new Bonus Programme called?

A. Business Development Bonus.

A: Here



Q. What are the benefits of the Business Development Bonus?
are a few...

- ▶ It is open to all Sales Leaders up to Executive Level - regardless of status or length of association giving a great opportunity to re-energise your Downline Sales Leaders!
- ▶ It is an all cash bonus!
- ▶ No time limits - You can go at your own pace or work through the levels faster to achieve more bonus. You are rewarded for building your business and moving through the levels of Sales Leadership.
- ▶ Simple to understand and share with new Sales Leaders and potential Sales Leaders!
- ▶ New enhanced rewards for achieving title and maintaining status.
- ▶ Provides a motivational tool to encourage your non-qualifying Downline Sales Leaders to focus on achieving qualifying status.
- ▶ Has a maximum bonus of just over £6000
- ▶ Opportunity for you to be rewarded for mentoring your Downline Sales Leaders to achieve their bonuses



Q. When is the Business Development Bonus being introduced?

A. Business Development Bonus will take effect from Campaign 10 2010 (T/S C12 2010).

Q. What
A. You



if I am currently on the Fast Start Bonus Programme?

will continue to be on this programme until the end of Campaign 9 2010, and then

Avon will automatically transfer you over to the Business Development Bonus Programme.



Q. How do I ensure that I benefit from all these changes and make sure that my Downline Sales Leaders and new Downline Sales Leaders benefit too?

A. To ensure you receive the full benefit of the new Commission Structure and Business Development Bonus Programme we encourage you to take the opportunity to ensure you fully understand the programme and you ensure your Downline Sales Leaders are trained accordingly.

Ensure that you, your Downline Sales Leaders and their Downline Sales Leaders are fully trained and understand the importance of these opportunities to build your business. When new Sales Leaders are developed it is essential that they are also fully trained on the Commission Structure and Business Development Bonus Programme to ensure that you and they do not miss an opportunity to maximise earnings.



Q. Why has the commission percentage been reduced on some of the levels?

A. By making the changes to the Commission Structure and the Business Development Bonus Avon are actively trying to redistribute how commission is paid through the different title levels. Although some commission percentage levels have been reduced others have been increased. The total of commission and bonus paid to Sales Leaders will increase proportionately as a result of these changes, with the largest increase being at Sales Leader level. The changes have been made only at the lowest level of commission payment in order to encourage support of Representatives to increase order values. The Business Development Bonus compliments the new Commission Structure and means that all Sales Leaders have the opportunity to grow their business and increase their earnings.



Q. What tools and information will I have to support me to understand, train and communicate?

A. We have designed...

A new what's In It For You Business Development Bonus Programme & Commission Structure flyer which:

- ▶ Pulls both the Business Development Bonus Programme and Commission Structure into one document.
 - ▶ Breaks down the Bonus and Commission Structure into bite size, easy to understand steps
 - ▶ Sets out what is required to achieve the next level and what is on offer.
 - ▶ Helps to link the Bonus and Commission Structure so you can see how the two compliment one another.
 - ▶ It provides you with one handy document to sell the earnings opportunities!
- Business Development Bonus online training materials available to all Sales Leaders.
- ▶ Interactive survey - watch out for news regarding a Business Development Bonus Training Incentive

A Business Development Bonus e-Tool will be available on the website to quickly ascertain whether you are on your way to achieving a bonus! The e-Tool will answer simple yes/no questions to help you understand.

We will communicate to you nearer the launch date of how you can access materials to support you with these changes. In the meantime if you have any further questions regarding the Commission Structure or Business Development Bonus, please contact the Sales Leadership Support Team on 0845 345 0256 0845 345 0256 selecting option 0, followed by option 2 who will be happy to help you. If you would like further support in planning your business, please talk to your Upline Sales Leader or Area Sales Manager.

[Download structure details](#)