



Maximum  
Bonus Opportunity  
**£6070**

what's in it for  
**you?**

## **Business Development Bonus**

Programme and commission structure

# Training

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SALES LEADERSHIP

**As a Self Employed Sales Leader, you build, train and lead your own team of Avon Representatives. You are in Business for yourself...but not by yourself, as you have the backing of Avon.**

The **Business Development Bonus** is open to all Sales Leaders up to Executive Sales Leader Level, giving the opportunity to build your business and earn extra money.

If you are eligible and fulfil the criteria the **Business Development Bonus** (BDB) rewards for:

- **On Time LOA1 Orders of at least MOV**
- **Development of Down Line Sales Leaders**
- **Growth of your team of Down Line Sales Leaders**
- **First time achievement of Status**
- **Maintenance of your Paid Title**

what's in it for  
**you?**

**What other markets say...**

*This is a winning programme, and with it I'll continue to win. Thank you Avon for your continued support. Hülya Pirlepel, Senior Executive Sales Leader, Turkey*

**What the UK says...**

*The Avon Bonus and Commission Structure offer a great opportunity to grow and build your business, find and motivate team members, unlock your potential and be proud of your achievements. Richard Pinnock, Executive Director – UK Sales*

# Business Development Bonus

Maximum  
Bonus Opportunity  
**£6070**



Sales Leader

Earn up to **£630**

2 new LOA1 orders (above MOV)  
**£10** (Max. £30)

Develop 1 DL **SL**  
**£100** (max £200)

**Achieve ASL**

**£200** Within 6 Campaigns  
£100 After 7+ Campaigns

Maintain **ASL** Paid Title for  
5 consecutive campaigns  
**£200**



Advanced Sales Leader

Earn up to **£1830**

2 new LOA1 orders (above MOV)  
**£10** (Max. £30)

Each incremental **SL** Growth  
**£100** (max £400)

Each incremental **ASL** Growth  
**£200** (max £600)

**Achieve ESL**

**£400** Within 9 Campaigns  
£200 After 10+ Campaigns

Maintain **ESL** Paid Title for  
5 consecutive campaigns  
**£400**



Executive Sales Leader

Earn up to **£3430**

2 new LOA1 orders (above MOV)  
**£10** (Max. £30)

Each incremental SL Growth  
**£100** (max £400)

Each incremental ASL Growth  
**£200** (max £600)

Each incremental **ESL** Growth  
**£400** (max £800)

**Achieve SESL**

**£800** Within 12 Campaigns  
£400 After 13+ Campaigns

Maintain **SESL** Paid Title for  
5 consecutive campaigns  
**£800**

Trainee

Earn up to **£180**

2 new LOA1 orders (above MOV)  
**£10** (Max. £30)

**Achieve SL**

**£50** Within 3 Campaigns

Maintain **SL** Paid Title for  
3 consecutive campaigns  
**£100**

Please refer to the glossary and terms and conditions. Both LOA1 Orders must be in the same Campaign.

**BDB**

**Business Development Bonus Programme and commission structure**

Earn up to **£180**

2 new LOA1 orders (above MOV)

**£10** (Max. £30)

Achieve **SL**

**£50** Within 3 Campaigns

Maintain **SL** Paid Title for  
3 consecutive campaigns

**£100**

If you have recently joined Sales Leadership, or have not already achieved **SL** Status you could get paid for:

- Placing up to **6** new LOA1 orders on time of at least MOV Level (multiples of 2 must be in the same campaign)
- Achieving SL Paid Title within **3** campaigns of becoming a TSL
- Maintaining SL Paid Title for **3** consecutive campaigns

Please refer to the glossary and terms and conditions

**TSL/NQSL**

**Trainee Sales Leader/Non-Qualifying Sales Leader**



Earn up to **£630**

2 new LOA1 orders (above MOV)

**£10** (Max. £30)

Develop 1 DL **SL**

**£100** (max £200)

Achieve **ASL**

**£200** Within 6 Campaigns

£100 After 7+ Campaigns

Maintain **ASL** Paid Title for  
5 consecutive campaigns

**£200**

The first time you achieve **SL** Status you could get paid a bonus for:

- Placing up to 6 new LOA1 orders on time of at least MOV Level (multiples of 2 must be in the same campaign)
- Developing up to **2** First Generation Down Line **Sales** Leaders (1st GDLSL)
- However if you do drop down a Commission Level and then re-achieve SL Paid Title you can still be awarded the above elements of the bonuses, if you haven't previously received the maximum payment

Which all helps you to achieve **Advanced Sales Leader** Status and Paid Title and you could:

- Be paid **£200** if you achieve ASL Paid Title within 6 campaigns of achieving SL Status for the first time
- If it takes you 7 or more Campaigns to achieve ASL Paid Title, you could still receive **£100** for the first time of achievement.
- Be paid **£200** if you maintain ASL Paid Title for 5 consecutive campaigns

Please refer to the glossary and terms and conditions

**SL**

**Sales Leader**

Earn up to **£1830**

2 new LOA1 orders (above MOV)

**£10** (Max. £30)

Each incremental **SL** Growth

**£100** (max £400)

Each incremental **ASL** Growth

**£200** (max £600)

Achieve **ESL**

**£400** Within 9 Campaigns

£200 After 10+ Campaigns

Maintain **ESL** Paid Title for  
5 consecutive campaigns

**£400**

The first time you achieve **ASL** Status you could get paid a bonus for:

- Placing up to 6 new LOA1 orders on time of at least MOV Level (multiples of 2 must be in the same campaign)
- Growing your team of 1st GDLSL up to **4** people
- Growing your team of First Generation **Advanced** Sales Leaders by up to **3** people
- However if you do drop down a Commission Level and then re-achieve ASL Paid Title you can still be awarded the above elements of the bonuses, if you haven't previously received the maximum payment

Which all helps you to achieve **Executive Sales Leader** and Paid Title and you could:

- Be paid **£400** if you achieve ESL Paid Title within 9 campaigns of achieving ASL for the first time
- If it takes you 10 or more Campaigns to achieve ESL Paid Title, you could still receive **£200** for the first time of achievement.
- Be paid **£400** if you maintain ESL Paid Title for 5 consecutive campaigns

Please refer to the glossary and terms and conditions

**ASL**

**Advanced Sales Leader**

Earn up to **£3430**

2 new LOA1 orders (above MOV)  
**£10** (Max. £30)

Each incremental SL Growth  
**£100** (max £400)

Each incremental ASL Growth  
**£200** (max £600)

Each incremental **ESL** Growth  
**£400** (max £800)

**Achieve SESL**  
**£800** Within 12 Campaigns  
£400 After 13+ Campaigns

Maintain **SESL** Paid Title for  
5 consecutive campaigns  
**£800**

The first time you achieve **ESL** Status you could get paid a bonus for:

- Placing up to 6 new LOA1 orders on time of at least MOV Level (multiples of 2 must be in the same campaign)
- Growing your team of 1st GDLSL by up to **4** people
- Growing your team of First Generation **Advanced** Sales Leaders by up to **3** people
- Growing your team of First Generation **Executive** Sales Leaders by up to **2** people
- However if you do drop down a Commission Level and then re-achieve ESL Paid Title you can still be awarded the above elements of the bonuses, if you haven't previously received the maximum payment

Which all helps you to achieve **Senior Executive Sales Leader** and Paid Title and you could:

- Be paid £800 if you achieve Paid Title within 12 campaigns of achieving ESL title for the first time
- If it takes you 13 or more Campaigns to achieve SESL Paid Title, you could still receive £400 for the first time of achievement.
- Be paid £800 if you maintain SESL Paid Title for 5 consecutive campaigns.

Please refer to the glossary and terms and conditions

**ESL**

**Executive Sales Leader**



If you were a SESL prior to the Business Builder Bonus you can **still benefit from this programme.**

- The BDB programme encourages your Downlines to maintain their Commission Levels, move up to a higher Commission Level and **recruit more Sales Leaders.**
- This should make it easier for you to maintain SESL and **increase your earning potential.**

Please refer to the glossary and terms and conditions

**SESL**

**Senior Executive Sales Leader**

# Commission Structure

Level	Personal Sales Qualifier	Minimum Qualifying Orders	Total Group Sales	Minimum Downlines Sales Leaders			Generation Paid	Minimum Order Size to Earn	Commission
Sales Leader <b>SL</b>	<b>£148</b>	<b>5</b>	<b>£888</b>	<b>5</b>	<b>R</b>		1st Generation 2nd Generation	£30 £148 £350 £78	2% 4% 5% 2%
Advanced Sales Leader <b>ASL</b>	<b>£220</b>	<b>15</b>	<b>£3,920</b>	<b>2</b>	<b>25</b>		1st Generation 2nd Generation 3rd Generation	£30 £148 £350 £78 £78	3% 6% 7% 2% 2%
Executive Sales Leader <b>ESL</b>	<b>£220</b>	<b>25</b>	<b>£10,580</b>	<b>4</b>	<b>1</b>	<b>70</b>	1st Generation 2nd Generation 3rd Generation	£30 £148 £350 £78 £148 £350 £78	4% 9% 10% 2% 3% 4% 2%
Senior Executive Sales Leader <b>SESL</b>	<b>£220</b>	<b>25</b>	<b>£19,460</b>	<b>6</b>	<b>1</b>	<b>1</b>	1st Generation 2nd Generation 3rd Generation	£30 £148 £350 £78 £148 £350 £78	4% 10% 12% 3% 4% 5% 2%

R = Representatives

Effective from Campaign 10 2010  
(T/S Campaign 12 2010)

## Glossary

**Achieve:** Qualify for a higher Sales Leader Level (Status) and Commission level for the first time.

**Campaign:** A selling cycle (normally three weeks).

**Commission:** The commission level is achieved by reaching the minimum qualifying criteria for each level.

**First Generation Down Line Sales Leader (1st GDLSL):** A Representative whom you directly develop as a Sales Leader in your team.

**MOV (Minimum Order Value):** The value of an order that must be placed to receive the Representative discount.

**PSQ (Personal Sales Qualifier):** The value of the personal order a Sales Leader submits every campaign minus any personal returns, as part of the qualification for commission.

**Paid Title:** The commission level paid matches the corresponding status level.

**Non Qualifying:** A Sales Leader who has not yet achieved the title of being a Level 1 Sales Leader or has lost Sales Leader Status.

**Status:** The highest commission level achieved within the last 5 campaigns

**Trainee Sales Leader:** A Representative who has registered an interest in becoming a Sales Leader but has not yet signed the Sales Leader Agreement and had it processed and confirmed by Avon.

**UK LOA1 Order:** An order placed by a Representative within the campaign of signing the Representative Agreement, on time and above MOV.

## Terms and Conditions

- The Bonus Programme opens Campaign 10 2010 (T/S Campaign 12 2010) and will continue until further notice.
- The Bonus requires a personal order to be placed by the Trainee/Sales Leader to qualify.
- To achieve Sales Leader Level 1 Bonus the Sales Leader Agreement must be signed and processed by Avon.
- The Bonus will only be paid to the Trainee/Sales Leader whilst the Paid Title is achieved and maintained.
- Avon reserve the right to refuse/reclaim any Bonus should any inappropriate behaviour be identified.
- If you take up the Partner Sales Leader opportunity, the Bonus will only be paid to the Primary Account Holder.
- LOA1 orders must be above MOV and in multiples of two. Both orders must be placed in the same campaign and be deemed on time.
- The Bonus paid on achieving a level will only be paid on the first time the level is reached.
- The Bonus for maintaining the Paid Title will only be paid once and this will still be available if you progress to the next level.
- The Bonus paid for developing a 1st GDLSL will only be paid on the Downline Sales Leader achieving Sales Leader Status.
- The Bonus paid for the 1st GDLSL achieving the next level of Sales Leadership is paid only upon first time achievement.
- The Business Development Bonus Programme will only be paid up to the maximum specified.

# Selling the benefits

- The Business Development Bonus offers a maximum bonus opportunity of £6070
- The Business Development Bonus 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!
- 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.
- Opportunity for you to be rewarded for mentoring your Downline Sales Leaders to achieve their bonuses



# Feedback

- Tell us how you received your training?
- Tell us how you found the training?
- Let us know if we can improve the training available?
- Please complete the survey below  
[http://www.smartsurvey.avon.com/bdb\\_training/](http://www.smartsurvey.avon.com/bdb_training/)