

# Achieve a FREE place at the Live Your Dream event 2012

Campaign 6 2012 - Campaign 9 2012 incentive

The top 50 Independent Avon Sales Leaders in each League will be eligible to receive a FREE place at the Sales Leader event of the year.



## *Lead the Way to Live Your Dream 2012*



### What can I win?

At the end of Campaign 9 2012 the top 50 Independent Avon Sales Leaders in each league will be eligible to receive a FREE place at the Live Your Dream event at the Hilton Birmingham Metropole in August 2012\*.

Remember you need to have booked and paid for your place at the event by 30th May 2012 in order to be eligible to receive the above. Sales Leaders who achieve the incentive but do not book and pay for a place on or before May 30th 2012 will not be entitled to a free place.



See page 2 for details

## How does it work?

Every Independent Avon Sales Leader will be placed into one of four leagues based on their SLLOA (Sales Leader Length of Association) as at Campaign 5 2012 (Trendsetter Campaign 7 2012):

SLLOA6 or more - Sales Leaders will be placed into three leagues using a random number generator to ensure impartiality. The leagues are called **Commitment**, **Motivation** and **Engagement**.

The fourth league, called **Inspiration**, is made up of those Sales Leaders with SLLOA5 or less. All Sales Leaders appointed during the incentive will join League 4, Inspiration.

Details of the four leagues will be placed on the Sales Leader website (My News section, Rewards and Incentives).

All names will be placed in first name alphabetical order until the first results are available. Check out the league you've been allocated by **Wednesday 28th March 2012**. When the first results are available at the end of Campaign 6 2012 (Trendsetter Campaign 8 2012) each list will ONLY show the top 250 Sales Leaders in each league.

The league lists will be updated every campaign.

## How do I score points?

You can score points by doing what you do already!

Simply concentrate on the activities (detailed in the boxes on the right of this page) that build your business and increase your earnings.

Points can be earned (or deducted) every campaign from Campaign 6 2012 - Campaign 9 2012 inclusive. (Trendsetter Campaign 8 2012 - Campaign 11 2012).

*Order growth*

Increase the number of orders in your first generation. Score one point for every extra order you have over the previous campaign.

Lose one point for each order reduction versus the previous campaign.

*Downline growth*

Appoint downline Sales Leaders and help them become active (i.e. when they are paid commission as a Sales Leader) within the period of the incentive. Score five points for every downline Sales Leader that becomes active.

Lose five points for an active downline who becomes non-qualifying.

*Title growth*

Promote yourself! If you achieve the next level of commission status above your current level during the incentive you will receive five bonus points. Senior Executive Sales Leaders score five points for maintaining their commission status across C6 - C9 2012.

Lose five points for dropping commission status below your current level.

*LOA1 Orders*

Score one point for each LOA 1 order over Minimum Order Value (MOV) of £78 per campaign.

## Terms and conditions

1. This incentive runs from Campaign 6 2012 to Campaign 9 2012 (Trendsetter Campaign 8 2012 to Campaign 11 2012).
2. This incentive is open to all Independent Avon Sales Leaders in the UK, including Trainee Sales Leaders, who have booked and paid for their place at the Live Your Dream Event 2012 (the "Event") on or before 30th May 2012. If you do not meet the criteria specified then your participation will not be deemed valid.
3. All Independent Avon Sales Leaders will be allocated into one of the four leagues - named Commitment, Motivation, Engagement and Inspiration. Allocation into these leagues will be done at random using a random number generator, except for the Inspiration league, which will contain all Sales Leaders who have a Length of Association (LOA) with Avon of five campaigns or less.
4. To be eligible to receive the award participants must be of Sales Leader status at the end of Campaign 9 2012 (Trendsetter Campaign 11 2012) and must be placed within the Top 50 performing Sales Leaders in their allocated league. Leagues will be ranked on Sales Leaders' cumulative points total achieved for the activities set out in the flyer accompanying these Terms and Conditions between Campaign 6 2012 and Campaign 9 2012 (Trendsetter Campaign 8 2012 to Campaign 11 2012). The top 50 Sales Leaders in each of the four leagues will receive the award. There will be a total of 200 awards under this incentive.
5. Successful Sales Leaders will be eligible to receive a refund for their place at the Event up to the value of £90 (ninety pounds) (the "award"). All refunds will be calculated and given at the rate for sharing a twin room only, and exclude any and all supplemental fees paid by successful Sales Leaders to upgrade their room. Travel and any other additional expenses incurred by successful Sales Leaders as a result of attending the Event will be at the expense of the successful Sales Leader and will not be reimbursed by Avon.
6. Successful Sales Leaders will be contacted by Avon as soon as possible after the close of Campaign 9 2012 (Trendsetter Campaign 11 2012). Successful Sales Leaders will then receive their refund no later than Friday 6th July 2012. Any successful Sales Leader who receives their refund, but subsequently does not attend the Event, will be re-charged the cost of a place at the Event (£90) via their Sales Leader account.
7. The Sales Leader account statement produced and held by Avon is final and will be used to measure the results. Additional or held orders will not be counted.
8. Results will be communicated campaignily via the Sales Leader website.
9. Should there be a tie break situation (i.e. two Sales Leaders within a league being ranked joint 50th) then the Sales Leader with the highest total points for Order growth during the incentive period will receive the award. In the event that this does not conclusively determine the tie break, the Sales Leader with the highest total points for LOA 1 orders over Minimum Order Value (MOV) of £78 per campaign during the incentive period will receive the award. In the unlikely event that there is still a tie break situation, the Sales Leader with the highest first generation group sales figures will receive the award.
10. Only one Sales Leader in a Partnership Sales Leader business will be eligible to receive the award.
11. Successful Sales Leaders will be paired and allocated rooms at Avon's absolute discretion. Upgrades to a single room will be subject to availability and will incur an additional cost and are to be arranged and paid for in full by the successful Sales Leader requesting the upgrade in advance of the Event.
12. In order to be eligible to attend the Event successful Sales Leaders must still be Sales Leaders and their accounts must not be overdue at the time of the Event. In the event that a successful Sales Leader ceases to be eligible prior to or at the time of the Event, no alternative attendee will be selected.
13. In cases where a Sales Leader is unable to attend the Event, there is no alternative award offered and no cash alternative will be given. The award is non-transferable.
14. Only Independent Avon Representatives within your direct team will be counted; Representatives in your downline Sales Leaders' teams will not be included.
15. Only your direct team LOA 1 orders above MOV (Minimum Order Value) of £78 will be counted; LOA 1 orders generated by your downline Sales Leaders will not be included.
16. Orders\* growth will be calculated as total qualifying orders each campaign compared with your previous campaign's actual total qualifying orders unless stated otherwise.
17. Avon reserves the right to substitute the award offered (such award to be of equal or greater value) and/or alter the incentive in any way, including cancelling or withdrawing the incentive altogether.
18. Avon expressly reserves the right to make adjustments for any Active Representative growth that occurs as a result of removal of a downline Sales Leader, where this is the case it will not be reflected in the results until the end of Campaign 9 2012 (Trendsetter Campaign 11 2012).
19. Sales Leaders are required to uphold the Avon Values at all times, including in relation to this incentive and any prize received by successful Sales Leaders by way of this incentive.
20. Avon reserves the right to disqualify Sales Leaders, withhold or cancel or, in cases where payment has already been made, request full repayment of any prizes received, in the event of non-compliance with these Terms and Conditions or if Avon deems, in its absolute discretion, there to have been any malpractice, or manipulation of results in order to achieve bonus levels, throughout the period of the incentive.
21. Successful Sales Leaders will be required to participate in any subsequent publicity as deemed appropriate by Avon.
22. All matters shall be determined at Avon's sole discretion and Avon's decision shall be final. No correspondence will be entered into.
23. All entry instructions form part of these Terms and Conditions. By taking part in this incentive, entrants are deemed to have accepted and be bound by these Terms and Conditions and by other requirements set out in the promotional material.

\* Orders = Representatives within your direct team placing qualifying orders

