FAQ – Freezing Titles

1. What is an achievement title?
An achievement title is the highest title you have performed at in the last 6 campaigns. The achievement title is used for downline requirements as part of our Advanced Leadership structure. It is also used for recognition purposes at Avon events.

2. What is a performance title?
A performance title is the title you actually perform at in each campaign and the title that is used to determine your Leadership earnings for that campaign.

3. What is title-at-risk?
Each campaign that you don’t perform at your achievement title is considered title-at-risk. For example, if you haven’t performed at your achievement title in the previous 3 campaigns, you are considered title-at-risk 3 campaigns.
4. **When do title demotions happen?**

Demotions take place in your 7th campaign after being designated title-at-risk in the previous 6 campaigns.

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Achievement</th>
<th>Performance</th>
<th>Titles At Risk</th>
</tr>
</thead>
<tbody>
<tr>
<td>C7</td>
<td>BRONZE LEADER</td>
<td>BRONZE LEADER</td>
<td></td>
</tr>
<tr>
<td>C8</td>
<td>BRONZE LEADER</td>
<td>GOLD AMBASSADOR</td>
<td>1</td>
</tr>
<tr>
<td>C9</td>
<td>BRONZE LEADER</td>
<td>SILVER AMBASSADOR</td>
<td>2</td>
</tr>
<tr>
<td>C10</td>
<td>BRONZE LEADER</td>
<td>SILVER AMBASSADOR</td>
<td>3</td>
</tr>
<tr>
<td>C11</td>
<td>BRONZE LEADER</td>
<td>SILVER AMBASSADOR</td>
<td>4</td>
</tr>
<tr>
<td>C12</td>
<td>BRONZE LEADER</td>
<td>SILVER AMBASSADOR</td>
<td>5</td>
</tr>
<tr>
<td>C13</td>
<td>BRONZE LEADER</td>
<td>SILVER AMBASSADOR</td>
<td>6</td>
</tr>
<tr>
<td>C14</td>
<td>GOLD AMBASSADOR</td>
<td>SILVER AMBASSADOR</td>
<td>Retitled to Highest in 6 Campaigns</td>
</tr>
</tbody>
</table>

5. **What is the benefit of freezing achievement titles?**

As part of the Advanced Leadership structure, there are downline achievement title requirements. Freezing achievement titles solves for the downline requirements during Campaign 5-7 so you can focus on other areas of your business such as mentoring your Representatives and personal sales.

6. **What title is being frozen in Campaign 5, 6, and 7 (TS 7-9)?**

Your achievement title is being frozen. Your achievement title is the highest title you have performed at in the last 6 campaigns. Your performance title will continue to be tied to how you perform each campaign.

7. **What title do I get paid at when my title is frozen during C5-7?**

You will be paid at your performance title, unless you achieve the Activity Pays incentive criteria in Campaign 7, in which case, you will earn at your achievement title no matter how you perform.

8. **Is freezing title the same as resetting it?**

No. Freezing titles prevents demotions from taking place during that time, but does not stop the “at risk counter”. If someone is title-at-risk for 7 campaigns during the title freeze, then she will not demote even though the “at risk counter” continues to increase. When an achievement title is reset, the “at risk counter” stops and resets.
9. What happens if I am title-at-risk for the last 6 campaigns in Campaign 7?

If you are considered title-at-risk, you will not be demoted because your title was frozen and you still have the opportunity to earn at your achievement title by meeting the incentive criteria. However, if you don’t perform in Campaign 8 you will be demoted. Use the title-at-risk report located under “Program (Static) Reports” on VIBE to see which Representatives are title-at-risk.

10. How does title-at-risk work during Campaign 8-12?

During Campaign 8-12, title-at-risk will continue as usual. If you become title-at-risk for the last 6 campaigns during the incentive timeframe you will demote to the highest true performing title over the past 6 campaigns, even if you met the incentive criteria.

FAQ – Activity Pays Incentive

1. If I promote in title during the incentive, will I earn at my new title?

Yes, you will earn at your new achievement title beginning the campaign in which you are promoted. This then becomes your achievement title and you will earn at that title when you perform at that level. Additionally, during the incentive period, if 66% of your first generation place an order, and you have at least $200 in personal sales, you will be paid at the new achievement title, even if you don’t perform at that title.

2. If I don’t meet the incentive criteria in one campaign, can I still earn at the higher title in a future campaign?

Yes, each campaign is reviewed independently. Each campaign you earn the incentive, you are paid at your achievement title for that campaign.

3. In Campaign 9, I am title-at-risk for the last 4 campaigns. My achievement title is Gold Ambassador, and I am performing as an Ambassador. What happens to my title-at-risk counter and what title will I be paid at if I meet the incentive criteria in Campaign 10?

You will be paid as a Gold Ambassador and your at-risk counter will increase to title-at-risk 5 campaigns because you are not performing as a Gold Ambassador.

4. Do performance points count towards the personal sales qualifier?

Yes, performance points will count towards the personal sales qualifier.

5. Do reinstatements count towards my 66% first generation activity goal?

Yes, the incentive is based on all orders placed by your first generation Representatives.

6. How can I track my first generation downline activity?

You can track your downline activity in VIBE using the Business Dashboard.
7. I met the incentive criteria, but I do not have the unit sales for my achievement title. Will I still get paid at my achievement title?

Yes.

8. If I am a Leader at risk due to having lost one of my required Silver Ambassadors, would meeting the incentive criteria help?

Yes, you would be paid at your achievement title for that campaign.

9. Since leadership earnings are based on paid orders, is there a deadline for when my downline’s orders need to be paid in order for me to earn the greater percentage from their order?

Yes. You will earn based on paid campaigns up to 4 campaigns after the submission campaign.