

BRONZE LEADER

DEVELOPMENT INCENTIVE



For Representatives Who perform as a Bronze Leader or Above during the Incentive Period

IT PAYS TO MENTOR

As part of this incentive, you could earn **up to \$10,000** for developing Bronze Leaders in your Leader Central Team. This is in addition to the \$750 Mentor Bonus for each Bronze Leader you develop as part of the [Advanced Leadership Program](#).

PRO TIP: Use the Rapid Promotion incentive as a tool to motivate new Representatives to advance in title and earn your bonus.

- Earn \$5,000 each incentive period in which you develop at least **2** Representatives in your Leader Central Team to promote to Bronze Leader for the first time since Campaign 5, 2016.

1 st Incentive Period	2 nd Incentive Period
Campaigns 7-13	Campaigns 14-20

- A **Leader Central Team** consists of all the Representatives, Promoters and Ambassadors in your organization where there isn't a Bronze Leader+ in between.
- Promoting Representative must be a member of your Leader Central Team to count towards your goal. He/she must earn the full Promotion Bonus as part of the Advanced Leadership Program. This means they must promote to Bronze Leader for the first time since Campaign 5, 2016 and maintain for at least 3 of the 4 Campaigns following the promotion. All promotions must happen before the close of the

incentive period, however the maintenance piece can occur outside of the incentive window.

- Limit one reward per incentive period regardless of whether you develop more than two Bronze Leaders during the period.
- This incentive is for Bronze Leader development only. However, if a Representative promotes directly from Gold Ambassador to Silver Leader, it would count towards your goal provided he/she maintained the title of Bronze Leader and above for the 3 of the 4 campaigns following the promotion.
- The Bronze Leader will count for the Representative whose central team he/she belonged to in the campaign of promotion.
- You must be at same title or higher as your promoting Leader Central Team member at the close of the incentive period to earn the reward.

TIMING:

- See reporting on VIBE beginning March 8, 2018.
- 1st Incentive Period payouts will be paid via prepaid card or direct deposit beginning June 14, 2018 through August 10, 2018 due to the maintenance requirement.
- 2nd Incentive Period payouts will be paid via prepaid card or direct deposit beginning September 21, 2018 through November 16, 2018.

be past due more than 2 Campaigns. Avon has the right to disqualify anyone who is past due more than \$500.

- Avon has the right to audit and disqualify anyone it determines violated the principle of fairness.

WHO TO CONTACT:

For questions regarding your performance and reporting please contact avon.leadershipC2@avonusa.com or call the leadership help desk at 1-800-468-4600.

IMPORTANT GUIDELINES:

- Achievers and their promoting Bronze Leaders must comply with the [Business Policies and Procedures for Avon Independent Sales Representatives and the terms and conditions of the Avon Independent Sales Representative Contract](#).
- Achiever's account must be active and in good standing, meaning they can't