Eligibility

Who is eligible to participate in the Avon Lead Subsidy Program (ALMA Premier)?
The Premier Lead Subsidy Program (the “Premier Program”), offers those Lead Eligible Representatives who have achieved the minimum title requirement established by Avon (known as “Premier Lead Eligible Representatives”) and are Lead Share eligible the opportunity to purchase information about third-party individuals who may be interested in becoming Avon Independent Sales Representatives or who may have expressed interest in a home-based or multi-level marketing opportunity.

Enrollment

How do I opt-in to the Premier Program?
Eligible Representatives must take the step to enroll in the Premier Program after they opt-in to ALMA in order to purchase Leads and the lead Share Program. For those eligible to participate in the Premier Program, the words “Premier Program” will display on the bottom of the preferences page in ALMA. Your status will initially display as “not enrolled” as enrollment in the Premier Program takes effect once you select the number, mix and type of leads desired on the preferences page of ALMA.

How do I find the Preferences Page? / What are the steps to opt into Premier?
- Click Preferences in the upper navigation
- Make sure your “Participation in the Program” is opted in – this is the terms and conditions for using the tool
- Scroll down the page to “Premium Program” (This is ALMA Premier)
- Select “Premium Program”
- Select “Edit next Campaign”
- From the drop down select how many leads you want from each program
- Select Save
- Select Back to Preferences and you should see you are “Enrolled” to receive those leads

Lead Purchase Criteria

What quantities of Leads can I buy? Do I buy on a Campaign or weekly basis?
The Program requires the Premier Lead Eligible Representative to request a minimum of ten (10) Leads per Campaign. The ALMA Premier Program permits a Premier Lead Eligible Representative to request a maximum of 600 Leads per campaign (maximum of 300 Standard and 300 Premium). Avon may adjust the maximum range of purchase leads based on demand and pool of eligible Representatives at any time.
Can I mix and match quantities for Standard and Premium leads?
Yes! A Premier Lead Eligible Representative will indicate preferences of Lead type and/or requested mix of Leads desired when they register for the ALMA Premier Program. In addition, changes can be made on a Campaign by Campaign basis to allow Representatives the flexibility in finding the mix that works best for their business.

Once I make my selection am I “locked in”? Can I make changes as I go along?
Eligible Representative may make changes on his or her program preferences at any time but these changes will take effect with the first day of the next campaign following the changes made. The only exception is cancelation or pauses of purchasing leads - that is effective immediately.

What is the difference between a Premium Lead and a Standard Lead?
**Premium Leads** include, but are not limited to, those individuals who proactively sought the Avon opportunity. For example, the Lead most likely visited avon.com or sellavon.com to learn about becoming a Representative, conducted a Google search for Avon’s earning opportunity, or clicked on an Avon online recruiting advertisement.

**Standard Leads** include, but not limited to, those individuals from other types of online advertising opportunities, such as networks or direct display/job search relationships. These are Leads who might browse online using the keywords “earn from home,” “direct selling companies,” “flexible hours,” or “home-based businesses,” or who may have searched for general multi-level marketing or direct selling information.

Will the leads be identified in ALMA Premier as Standard and Premium?
Yes! This is a key asset to ALMA. Now you will have visibility to the lead type so you can customize your approach when reaching out to the lead. They will be identified as “Premier Standard” and “Premier Premium”. You might call a standard lead with an opening like: “I understand you were interested in getting information about starting a home based business” realizing they may or may not have applied to Avon but rather inquired across multiple “work from home” or direct selling opportunities.

What is the minimum conversion rate required to be eligible for ALMA Premier?
As with Lead Share, conversion rate plays a factor in your eligibility to purchase Leads. Conversion rate is reviewed at the close of every campaign and is based on your last 3 Campaigns’ conversion performance. The conversion rate has been initially set at 20% for ALMA Premier. However, Avon reserves the right to modify or adjust minimum eligibility based on trends and national averages.

Why is there different pricing for Premium Leads and Standard Leads?
The cost of acquisition is greater for Premium Leads than Standard Leads, which is reflected in the price to purchase them. Avon subsidizes the cost per Lead for both Standard and Premium Leads, thus allowing the Premier Lead Eligible Representative to purchase Leads at considerable cost savings.
Assignment of Leads

What are the rules for District Assignment on ALMA Premier leads? Since I’ve invested in them do still have to follow the same rules as Share/Bonus Leads policy?
Yes, all Avon generated (ALMA) Leads distributed or delegated pursuant to the Lead Share, Bonus Lead and Premier Lead programs, are “single assignment” meaning they are only to be assigned within the district in which the recruit lives.

If I don’t contact an ALMA Premier Lead in 24 hours, what happens?
Unlike Leads distributed through Avon’s Lead Share Program, Premier Leads do not fall under the “24-hour contact rule” or “14-day conversion rule.” Premier leads are non-expiring. However, Premier Leads are included in the Premier Lead Eligible Representative’s overall conversion rate. Therefore, lack of conversion/first order of Premier leads can and will impact the Premier Lead Eligible Representative’s overall eligibility to participate in the Premier Program and Lead Share Program.

Delegation of Leads

How does delegation work for Premier Purchased Leads (Standard or Premium)?
Delegation is permitted on Premier purchased Leads to any Lead Eligible Representative in your first three generations downline. Delegation of purchased Leads outside of ALMA is not permitted. Just like with Shared Leads, the conversion rate of delegated purchased Leads will impact the Premier Lead Eligible Representative’s overall conversion rate and therefore the Premier Lead Eligible Representative’s overall eligibility to participate in the Premier Program and/or Prospect Lead Sharing Program. Although Self-Contracts come to you in ALMA, they cannot be delegated as they have already been contracted into your first generation, making them pending appointments (not leads).

What happens if I delegate a lead and then they self-contract to me anyway? Can I link it to my downline later?
It is possible for a Lead to be delegated by an Upline between the time the lead completes step 1 which is the lead form, and the final step of self-contracting in the same session. In this instance the lead will be appointed under the original upline, not who the lead was delegated to. This is not considered an “Avon error” but rather a necessary condition of the self-contract process. Therefore, modifying or changing the upline on self-contracts in not permitted – even if the upline delegated the lead.

In cases of delegation, it’s recommended to (1) call / contact the lead first before delegating so the initial contact is not delayed (2) if contact is not possible, wait 5 or 10 minutes before you delegate just in case the person is in the process of completing the contract as to not disappoint your downline member, understanding that Avon cannot make contract changes after the fact.
Billing

How do I get billed for the Premier Purchase Program?
The ordering window, in terms of number of Leads requested, is on a Campaign basis. The Leads will be sent “real-time” throughout the day, and the number of Leads will be combined into a single transaction (by Lead type) and billed at the end of the day on a daily basis. The daily transactions include Leads assigned from 4:01 PM EST the previous day until 4:00PM EST current day with billing occurring each evening. The fee for Premier Leads (both Standard and Premium) will appear on the Premier Lead Eligible Representative’s regular Avon Campaign invoice. There will be a separate transaction line item for Premier and Standard Leads purchased each day.

What if I don’t like the Leads – Can I get a refund or replacement?
No. Avon makes every effort to confirm the accuracy of the contact information provided. For example, ALMA employs new technology to filter out duplicate leads, mismatched zip codes, and foreign IP addresses. However, Avon does not guarantee the accuracy of the Lead information, the interest level / commitment level of the Lead in becoming an Avon Independent Sales Representative, or that participation in the Premier Program will result in a higher conversion rate for the Sales Leader. Further, Avon will not reimburse participants for any unconverted Leads should the Premier Lead Eligible Representative leave the Premier Program, leave the Sales Leadership Program or close his or her Avon Independent Sales Representative account. ALL SALES OF PREMIER LEADS ARE FINAL, THERE ARE NO REFUNDS, CREDITS OR REPLACEMENTS ON PURCHASED LEADS.

Can I re-sell Leads I’ve purchased to my downline?
The Premier Program is a performance based program designed to help you grow your business and develop your teams. Therefore, the re-selling of leads is not permitted. Representatives found to be engaging in practices outside the Program’s intent or in violation of the Program’s terms and conditions will be removed from the Program and / or the leadership Program and/or Avon.

What if a Standard Lead is not interested in Avon? I have friends in other direct selling companies who I could sell or pass the lead along to - is that ok?
Absolutely not. The Premier Purchase Program is an industry first and breaks new ground in Direct Selling. The Lead’s expectation of privacy and other rights are paramount to Avon and the overall success of the Program. As a result, and as part of the conditions of the Premier Purchase Program, you must keep all personally-identifiable and other information regarding the Lead’s information strictly confidential. You may not, under any circumstances, use any Lead information for any purpose other than communicating the Avon opportunity. You may not to disclose any Lead information to any third party (including people in or outside of Avon) whether individually or in the aggregate (e.g., in the form of a customer list). You may only
share Lead information with a downline member solely in the form of delegation through ALMA and expressly for the purpose of converting the Lead to become an Avon Representative.

Avon closely monitors the Program for success and abuse. Representatives found to be engaging in practices outside the Program’s intent or in violation of the Program’s terms and conditions will be removed from the Program and / or the leadership Program and/or Avon.

**Will there be support if I have questions?**
Yes, we have a special email box [almahelp@avon.com](mailto:almahelp@avon.com) for you to reach out to with specific functionality questions to report ALMA issues. We ask that you please report concerns to this site as this helps us identify universal issues.