Frequently Asked Questions

**Use of ALMA**

**What is ALMA? Who can use ALMA?**
ALMA is a leads Management tool available to all DSMs and Leadership Representatives. ALMA does have a function to enter Personal (field generated leads). DSMs and Leaders will find ALMA especially helpful – as they can start using ALMA day one with new Promoters!

**How do I opt in to use ALMA?**
You can opt-in through yourAVON.com or directly within the app: [https://alma.avon.com](https://alma.avon.com) and accept the terms and conditions on the log in screen.

**What is happening to the current Leads management system on YourAvon.com? Are the leads on the current system going to be transferred to ALMA for follow-up?**
ALMA will replace the existing Leads management system within eAPS. Once ALMA launches, the former system will no longer receive new leads. However, it will remain open and available for approximately **60 days** after launch, during which time, Sales Leadership Representatives can still access and work the existing leads they have in that system. You’re encouraged to enter any leads you are working in eAPS into ALMA as personal leads so you can take advantage of the notification and reporting features and quickly migrate to using one system.

**What happens if I input my personal leads into ALMA? Does Avon see them? Touch them?**
Absolutely not! Those leads are yours and yours alone. The only leads that impact you are those originally generated and shared with you by Avon. When you enter personal leads, ALMA will help you track and measure conversion success – even if you delegate them. However, these conversion rates only appear on your ALMA reporting and have absolutely no impact whatsoever on lead share eligibility for you or those you may choose to delegate them to. These rates are contained within ALMA and are there only for your information purposes only.
Lead Sharing Program explanation and eligibility

What is the Prospect Lead Sharing Program?
The “Lead Share” program is a program in which Avon offers eligible Leadership Representatives the opportunity to receive information about third-party individuals who may be interested in becoming Avon Independent Sales Representatives. This is a performance based program and is currently free of charge to eligible Sales Leaders. Avon maintains “ownership” of these leads and can, at its discretion, revoke leads if the Leadership Representative’s performance falls below the program’s guidelines or if the Leadership Representative fails to contact or convert the leads in a timely manner (for full details please see “Prospect Lead Sharing Agreement” on yourAvon.com or in ALMA Terms and Conditions).

What are the criteria to be a part of the Lead Share Program?
Lead Share Program eligibility has been redefined, and new Terms and Conditions have been published and posted on Youravon.com. Please reference those Terms and Conditions on YourAVON.com and/or the ALMA Terms and Conditions for full details on eligibility. However the basic requirements are:

a. be an AVON Independent Sales Representative whose AVON account is active past due no more than two (2) campaigns;
b. be a Leadership Representative that has achieved and maintains the title of Unit Leader or higher (Ambassador title in Advanced leadership) at the close of the campaign update;
c. Achieve and maintain a minimum of two (2) appointments in prior rolling three (3) campaigns (an appointment is defined as a new Representative (LOA 0) contract with a first order whose RPS has updated);
d. Achieve and maintain company guidelines for lead conversion;
e. Access and use the lead application tool ALMA; and
f. Successfully complete the “Leads Conversation Success” course via Avon University.

What factors comprise my conversion rate?
Your conversion rate is comprised of several factors, including: contacting the lead within 24 hours; moving the lead to contract within 7 days; and moving the contract to order no later than two (2) campaigns beyond the “Campaign of 1st order” indicated on the new Representative’s Agreement. Lead Eligible Representatives may delegate leads to any other Lead Eligible Representative in his or her three-generation Downline via ALMA. However, the conversion rate of delegated leads will impact your overall conversion rate and therefore your eligibility to participate in the Lead Share Program.

How is ALMA related to Avon’s Lead Sharing Program? Is it the same thing?
The Lead Share Program functions through ALMA. ALMA is the mechanism by which Avon will share leads with Leadership Representatives who are eligible for the program (“Lead Eligible Representatives”). Therefore, to receive leads through the Lead Share program, Lead Eligible Representatives must have a smart phone or mobile Wi-Fi-enabled device and be able to access ALMA.
Keep in mind that you don’t have to be a Lead Eligible Representative to use ALMA! ALMA has great functionality that will help all Sales Leadership Representatives organize, contact, follow-up, and track progress on both self-generated (personal) leads as well as Avon-generated (Lead Share) leads.

**What if any changes have been made to the Lead Share Rules.**
The fundamentals of Lead Share Program remain intact. Since its inception there has been a 24 hour contact rule and a 14 day conversion rule. We carried these existing policies into place with ALMA. The difference is, prior to ALMA there was little visibility on the status or progress of Avon leads for effective follow-up. Now, ALMA automates that process for you and Avon! With ALMA, Lead Share and Bonus Leads that are not contacted within 24 hours, closed or remain unconverted after 14 days are automatically sent to the DSM. At that point the leader relinquishes any claim to it. Additionally, to give DSMs added visibility on the lead status, once a lead ages 7 days, full lead details will be available to the DSM for more in-depth follow-up on their “Lead Status” report.

**Can leaders customize the leads they receive in lead Share?**
Yes, Leaders are no longer limited to receive leads from their home district. Leaders select mileage range and language preference to accommodate their business needs.

**What are the rules for District Assignment on ALMA leads?**
**Avon generated (ALMA) Leads** distributed or delegated to 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 based on their legal mailing (home street) address.

**Personal leads or field generated leads/recruits** are eligible for “choice assignment” meaning Sales Leadership Representatives and/or DSMs have the choice to assign any leads that they personally develop and generate themselves, (non-ALMA leads) within their own district OR the district of the lead’s zip code.

District assignment under either single or choice assignment rules may not be based on mailing P.O. boxes (UPS store addresses), shipping address, work address, or District Contact Point/Office address. Please see ALMA Terms and Conditions for full details on the rules for lead assignment.

*Please note:* There are some geographic limits to “choice assignment” based on Avon transportation rules. The choice is displayed only when the Sales leadership Representative/District and the new recruit are both serviced out of the same facility for shipments. Should that not be the case, then the choice does not present itself and only the lead’s home District is the option. For example; a NY Leader cannot assign CA recruit to her NY district because those states are serviced for delivery out of separate facilities. In this case, the NY leader would only see the option of the CA district to place the new recruit.
If I am eligible and choose to participate in the Lead Share program, how many leads will I receive? If I convert at a higher rate, will I get more leads?

The number of leads a Lead Eligible Representatives receives is based on mileage selection, language preference and a computer program algorithm. The algorithm will distribute leads first to those Lead Eligible Representatives, who have the highest rate of conversion to first order, distributing leads in descending order to those with the lowest rate of conversion to first order. Therefore, "Conversion Rate" is defined as the time it takes from the moment the Lead is assigned to the time the new Appointment places a first order. This first order must occur no later than two (2) campaigns beyond the “Campaign of 1st order” indicated on the Representative Agreement.

Notification of Leads

Am I notified when I receive a Lead Share lead in ALMA?
The original assignee receives notification. For Share leads, and Bonus leads, recipients are sent an email and text. Anyone may “opt-out” of receiving the email notification but text notification is required as a condition of ALMA.
Premier leads work differently, Leaders are currently not emailed/texted when they are sent Premier Leads, due to the sheer volume of email and texts that would generate.
Delegated Leads also do not have an email/text generated. However, based on feedback – text/email notifications on both delegated and Premier leads will be part of the next ALMA enhancement slated for August.

I notice sometimes I receive a lead in ALMA and then get the email a few minutes later – why does this happen?
A lead gets generated when they complete the form and hit the submit button. The next screen they see is the sign-up screen and prompts to continue the process through to contract and many will continue the process and self –contract. For this reason we built in a 5 minute delay from the time the lead applies till the time we send the text/email to the recipient letting notifying them of the lead – to allow time for the possibility that the person may be completing the contract. But again this is only the notification that is delayed – leads appear in ALMA “real time”.

Do District Sales Managers and/or Upline Representatives get copied on Lead Share leads?
District Sales Managers are notified when a lead residing in their district is allocated through the Lead Share or Bonus lead programs to a Lead Eligible Representative. The Upline Representative is also notified that a Downline member has received a lead as well. Both will be provided only with the first and last name of the lead, the leader it was assigned to and the timestamp of when the lead to help them support and follow up with the Sales Leader in converting the lead to contract.

District Sales Managers will be given full lead detail via leads reporting, in 7 days’ time after the leader has received the lead.
ALMA offers both call and email as options to contact the lead – why is there not a text option offered?

Of course we know texting is an effective way to reach leads. However, ALMA is bound by the Telephone Consumer Protection Act (“TCPA”) that makes it unlawful for a business to “initiate” a text to a wireless number without the prior express written consent of the called party. The lead has to “opt in” to receive a text from Avon to permit the feature through ALMA and we don’t have that type of functionality at this time. This is slated for a future enhancement.

Delegation, Revocation and Pausing of leads

Tell me about this new Delegation feature in the Lead Share program. Who can I delegate leads to? Does that impact my conversion rate? Once I delegate a lead, can I get it back?

You may delegate leads via ALMA to any other Lead Eligible Representative in your three-generation Downline. However, the conversion rate of delegated leads will impact your overall conversion rate and therefore your eligibility to participate in the Lead Share Program. Once a lead is delegated by an Upline leader to a Downline member, or if ALMA revokes a lead for failure to contact, convert or is closed, the Upline leader loses all rights or assignment privileges for that lead. Delegation of leads outside ALMA is not permitted.

Note: Although Self-Contracts come to you in ALMA on the day they sign, remember 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?

Due to timing, 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 is not permitted – even if the upline delegated the lead.

In cases of delegation, its 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.

I heard that Leads could be revoked. Why does Avon revert the lead to the District Sales Manager after 24 hours or 14 days?

To ensure quality service and a quick response to the lead, Avon reserves the right to revoke the lead if the Representative who receives it has not contacted the lead within a twenty-four-hour (24) period. Additionally, Avon may revoke the lead if that lead has not completed an Avon Independent Sales Representative contract within fourteen (14) days of being assigned or have been closed by the sales leader. In these cases, ALMA will reassign the lead to the
District Sales Manager in the lead’s zip code. At that time you may no longer contact or attempt to service that lead.

What counts as a “contact” in ALMA?
In ALMA, a contact is a phone call or email made via your smart phone that is initiated in the ALMA platform with lead disposition performed. Any contact made outside ALMA is not captured as a contact by the program and would have to be manually entered.

If I have not converted a lead to contract within 14 days, but have a follow up scheduled, does the lead revoke to the DSM or stay with me?
In this case it would stay with you. We allow for this possibility as we know, at times the lead simply cannot meet or get started within the 14 day time span. As long as there is a future follow-up scheduled – the leads will not revoke. However, DSMs will have full visibility of the lead in her Leads Status report once the lead has aged 7 days – regardless of closed or future follow-up status to help in the conversion of the leads.

Will there be a template for me to use to email my leads from ALMA
Yes! ALMA offers a template for both emails and text messages to help you quickly follow up with your leads through ALMA.

How do I track follow-ups? Can the ALMA do that for me?
Yes! ALMA tracks all your contacts and scheduled follow-ups. ALMA helps remind you of your scheduled appointments and planned follow-ups so you don’t miss a contact.

Tell me about this new “Pause” feature.
ALMA allows users to schedule single or multiple “pauses” at any time. Users can pause for any length of time, from a short, hour-long “lunch” pause to a lengthier “vacation pause.” It’s important to note, pausing will only stop new leads from being assigned during the timeframe of the pause – it will not “pause” any duplicate leads that re-submit their information or any revocations that would occur under the 24 hour or 14 day revocation rules. If users are going on an extended vacation, to protect conversion rates, it might be prudent to pause a day or two before departure so there is adequate time to contact and follow-up on open leads. Utilizing pauses when you are unavailable is critical in helping you convert effectively. Forgetting to pause your leads while you are on vacation or during a time when you know you are unavailable to immediately contact leads will negatively impact your conversion rate.

ALMA and ALMA Premier

What is the difference between Lead Share leads and ALMA Premier leads?
ALMA is able to distribute leads in two different ways: (1) through the Lead Share program; and (2) through the Premier Lead Share program. Each program has different eligibility requirements and functionality. At this time, the Lead Share program is open to Unit Leader
Plus and above who also meet the program’s other eligibility requirements. Similarly, at this time, the Premier Lead Purchase program is only open to SEULs and above who also meet the program’s other eligibility requirements.

The general Lead Share program offers eligible Leadership Representatives (“Lead Eligible Representatives”) the opportunity to receive information about third-party individuals who may be interested in becoming Avon Independent Sales Representatives. This is a performance-based program and is free of charge to the Lead Eligible Representative. Avon maintains “ownership” of these leads and can at its discretion revoke leads if the performance of the leader falls below guidelines or should the leader fail to contact or convert the lead.

ALMA Premier offers those lead share eligible higher titled Representatives (“Premier Lead Eligible Representatives”) the opportunity to purchase information about third-party individuals who may be interested in becoming Avon Independent Sales Representatives. In this case, Avon imposes only limited revocation rules on the Premier Lead Eligible Representative, in recognition of his or her financial contribution. In general, Avon would only revoke a lead purchased through ALMA Premier if:

1) The Premier Lead Eligible Representative fails to pay for the purchased leads;
2) The Premier Lead Eligible Representative leaves or is removed from the leadership Program,
3) The Premier Lead Eligible Representative’s account is removed.

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.

Please refer to full FAQ document on the ALMA Premier Program on Youravon.com

Will there be support if I have questions?
Yes, we have a special email box 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.