Prospect Lead Sharing Program
Sales Leader FAQs

1. Why is Avon sharing leads with Sales Leaders?
The Prospect Lead Sharing Process partners District Sales Managers and Sales Leaders to ensure that every Prospect receives immediate follow-up. Lead routing volume will vary depending on advertising campaigns and response rates. Therefore, we cannot guarantee that all enrolled participants will receive leads in this program.

2. Who is eligible to participate in the Lead Sharing program?
AVON offers those Avon Independent Sales Representatives that are Leadership Representatives that have achieved status as Senior Unit Executive Leaders (SEULs), Executive Unit Leaders (EULs), Advanced Unit Leaders (AULs) and Unit Leaders (ULs) who are either (i) President Recognition Program members (UL+PRP); or (ii) Unit Leaders with a Unit Leader in their Downline (UL+DL UL) (collectively, "Lead Eligible Representatives") the opportunity to receive prospective recruits from Avon that are desirous of becoming Avon Independent Sales Representatives (the "Prospect Lead Sharing Program").

In addition to the above, in order to become a Lead Eligible Representative and to maintain your status as a Lead Eligible Representative, you must: (a) be an AVON Independent Sales Representative whose AVON account is current with no payment issues; (b) comply with all other applicable AVON policies and procedures, including without limitation (i) the AVON Independent Sales Representative Contract, (ii) the Terms and Conditions of Use, (iii) the Security and Privacy Statement, (iv) the AVON Advertising and Promotion Policies and Guidelines entitled, "How to Advertise and Promote Your Avon Business," located at http://www.youravon.com/REPSuite/static/manage/promotion/salesincentives/adv_promote.pdf, and (v) if an eRepresentative, the eRepresentative Policies and Procedures; and (c) comply with any other eligibility requirements imposed by AVON from time to time.

3. How do Sales Leaders participate in the Lead Sharing program?
Eligible Sales Leaders will be prompted to enroll in the program when they visit yourAVON.com. Sales Leaders must agree to the Prospect Leads Sharing Policies and Procedures to enroll and be eligible to receive leads. These policies and procedures include maintaining a minimum number of personal appointments and assigning new Representatives to the District in which they reside and to the Sales Leader’s 1st Generation Downline.

4. How will leads be distributed?
To maximize participation with Sales Leaders in the Lead Sharing program, leads will be distributed starting with the highest titled Sales Leader and down through each level that has qualified participants. Once all eligible Sales Leaders have been given a lead, the District Manager will receive the next lead and then the process will start over.

5. Can a District Sales Manager still share her leads with Sales Leaders?
Beginning in March 2011 the Leads System was automated. Now, leads are being distributed by Avon directly to Sales Leaders who have enrolled in the Lead Sharing program.

District Sales Managers should no longer manually share leads with their teams.

6. What do we do in the case where the same lead contacts Avon multiple times?
If a prospect returns as a lead within 48 hours and uses the same information, we are presently directing the lead to the same Sales Leader for follow-up. If the prospect returns after 48 hours, the lead is placed back in the distribution pool for reassignment.

7. What are the PATD (Prospect, Appoint, Train and Develop) Guidelines on these leads?
PATD Guidelines are as follows:
- Check email daily for leads
- Contact Leads within 24 hours.
- Schedule face-to-face Appointments promptly
- Appoint new Representative within 14 days from receipt of lead
- Conduct 48 hour phone call after Appointment
- Conduct Training Contact 2 prior to 1st order submission
- Maintain current level personal Appointing (minimum 7/quarter)
- Assign Representatives to the District in which they reside

Avon will specifically be evaluating that these guidelines are being followed. Adherence to the guidelines will be closely monitored and those who do not follow them will become ineligible to participate in the program.

8. In which District do leads need to be appointed?
The enrollment guidelines for participating Sales Leaders very clearly state that these new leads must be appointed in the District of the prospect’s residence zip code.

9. Why must participating Sales Leaders have a valid email on file with Avon?
Lead information will be sent to Sales Leaders via email. To provide consistent and timely service to Prospects who have contacted Avon, Sales Leaders need not only a reliable email address, but a commitment to regularly access their email account.

Also, Upline Sales Leaders will also be notified via email when one of their Downline Members receives a Lead Sharing Program lead.

10. Does the automated leads routing process consider the language preference of the Prospect?
Yes. To meet the expectations of the Prospect, leads will be routed based on the language tag on file in Avon’s systems for the Sales Leader. Sales
Leaders tagged as English will only receive leads who indicate an English language preference. Sales Leaders tagged as Spanish will only receive leads who indicate a Spanish language preference.

11. Can eligible Sales Leaders continue to enroll after the automated leads routing process?
Yes, eligible Sales Leaders can enroll at any time on the “Profile” page at yourAVON.com (yourAVON.com > my account > Profile).

12. Can a Sales Leader choose to leave the program (opt out)?
Yes, Sales Leaders can opt out of the program at any time on the “Profile” page at yourAVON.com (yourAVON.com > my account > Profile).

13. What if Sales Leaders choose not to follow-up on their leads?
The Sales Leadership team and the Sales Development teams in New York will be closely monitoring lead follow-up. If there is a pattern of a problem with an individual Representative, it will be addressed.

Upline Sales Leaders should partner with their Downline Sales Leaders to ensure that leads are followed up on promptly, and new Prospects come on board quickly, as that is the ultimate goal of Lead Sharing program. Within 24 hours of a Sales Leader receiving a lead, it is appropriate for you to contact the Sales Leader to congratulate her and ask them the status of the lead. If they have not yet contacted the lead, please remind them of the importance of immediate follow-up.

15. What if a Sales Leader receives a lead and chooses not to follow-up?
Sales Leaders can give leads back to their DSM. They cannot distribute Avon leads to their Upline or within their Downline.

16. What if a Sales Leader is going on vacation, can they temporarily stop participating in Lead Sharing program?
At any time, Sales Leaders can access their profile through yourAVON.com. There, they can update whether they are participating in Lead Sharing program or not. This means that if they are on vacation – or for any reason, they don’t want to receive leads – they can stop participating. They can also begin participating again at any time.