

REPRESENTATIVE CAMPAIGN PLAN

CURRENT CAMPAIGN: _____ DATE: _____ PLAN FOR CAMPAIGN: _____

SNAPSHOT

	GOAL			ACTUAL			Total		Per Campaign Average
	Based on your desired Achievement Level	C	C	C	C				
Award Sales						= \$	÷	= \$	
Total # of Customers (incl. Online)						=	÷	= A	
Average Order						= \$	÷	= \$	
Earnings						= \$	÷	= \$	
PRP Sales Achievement									
Award Sales CTD									

	President's Club	Honor Society	Rose Circle	McConnell Club	President's Council	Inner Circle
Total Cycle Sales (minimum requirement)	\$7,000	\$14,500	\$27,500	\$48,500	\$82,000	\$205,000
Average # Customers	15	31	58	102	173	431
Average Award Sales per Campaign	\$368*	\$763	\$1,447	\$2,553	\$4,316	\$10,789
Average Percentage Earnings	40%	40%	45%	50%	50%	50%
Average Monthly Earnings Potential	\$294	\$610	\$1,302	\$2,553	\$4,316	\$10,789

Reference Table 1: Sales Achievement Targets by PRP Level

STRATEGY

A. NEW CUSTOMERS EVERY CAMPAIGN

of Referrals _____

of New Prospects _____

Total # of New Customers _____ B

AVON

the company for women

STRATEGY, CONTINUED

B. PRODUCT PROMOTION

TELL

GIVE

MODEL

DEMO

PRE ORDER

C. SELL TO YOUR EARNINGS

Using the **Brochure Store Map** found on the Campaign Tools tab of www.youravon.com, reference the "Your Potential Order & Earnings" table on the bottom right corner for relevant data.

Potential Award Sales / Customer = \$



Total # of Customers = Per Campaign Average # of Customers (A) + Total # of New Customers (B) =

Potential Total Award Sales = \$

Potential Total Earnings¹ (X %) = \$

Use the Earnings Table below to ensure that appropriate Earnings % levels are being applied to your regular Total Award Sales; Remember that you earn 20% on all Fixed Earnings products (25% Fixed Earnings for PRP members)

Order Size	Earnings
\$1,575 or greater	50%
\$925 - \$1,574.99	45%
\$440 - \$924.99	40%
\$295- \$439.99	35%
\$150 - \$294.99	30%
\$50 - \$149.99	20%
0 - \$49.99	0%
Reference Table 2: Earnings Levels based on Order Size	