

## 2021 Avon Pinnacle Awards and National Awards Guide

We recognize our top performers through a variety of awards, including those who have excelled in Sales and Leadership categories, as well as the accomplished Achievers who also embody all the best qualities of a stellar Avon Representative.

Avon's Pinnacle Awards recognize top performers in sales and leadership categories. Twelve Avon Pinnacle Award categories will be recognized.

### FAQs

#### Which categories are recognized in Avon's Pinnacle Awards?

**To recognize outstanding performance in sales**, awards will be presented in the following categories: Personal Sales Volume, Personal Sales Increase, National Rising Star, LABC Sales Volume, and LABC Sales Increase. To be eligible for the Top 10 in the Nation recognition in all Sales categories (with the exception of National Rising Star), the Representative must be President's Club or above.

**To recognize outstanding performance in Leadership**, awards will be presented in the following categories: Team Sales Volume, Team Sales Increase, Team Representative Growth, Personal Recruiting, Personal Leader Development, President's Recognition Program Development Champion and National New Representative Mentor. Recognition is based on achievement title. Bronze Leaders and above will be eligible for Pinnacle recognition in the Leadership categories. To be recognized in the Leadership categories, you must achieve President's Club or higher by the end of the 2021 cycle.

#### What is the time period to qualify for 2021 Avon Pinnacle recognition?

The Recognition Cycle to qualify for a 2021 Avon Pinnacle Award runs from Campaign 2, 2021 through Campaign 2, 2022.

#### How will Achievers be recognized?

The Top 5 in the Nation for LABC Sales Volume and LABC Sales Increase, and the Top 10 in the Nation of all other Avon Pinnacle Awards, will be recognized at a special celebration honoring our National Pinnacle Achievers and will receive a stunning crystal award. When necessary, the specified tiebreakers will be used to determine ranking.

The #1 in the Nation in all 12 Avon Pinnacle categories will receive a cash award of \$5,000.

- If an Achiever is #1 in both Personal Sales Volume and Personal Sales Increase, that Achiever will be awarded an additional \$5,000.
- If an Achiever is #1 in both Team Sales Volume and Team Sales Increase, that Achiever will receive an additional \$5,000.

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- If an Achiever is #1 in both LABC Sales Volume and LABC Sales Increase, that Achiever will receive an additional \$5,000.
  - If the #1 Achiever in Personal Sales Volume also shows an increase of \$1 or more over prior cycle's Personal Sales Volume, she/he will receive an additional \$5,000 cash reward.
  - If the #1 Achiever in Team Sales Volume also shows an increase of \$1 or more over prior cycle's Team Sales Volume, she/he will receive an additional \$5,000 cash award.

### **How are the Pinnacle Award categories defined?**

**Personal Sales Volume:** Total Award Sales in the cycle, measured in dollars.

- Includes: The retail value of the items purchased from Brochure, Good Buys and Customer Marketing Flyers. Award Sales for items sold in the What's New are specified per offer.
- Excludes: LABC Owner accounts, 1990s accounts.
- Tiebreaker: Personal Sales Increase.

**Personal Sales Increase\*:** The difference between previous cycle-to-date award sales and the most recently completed cycle-to-date award sales, measured in dollars.

- Includes: The retail value of the items purchased from Brochure, Good Buys and Customer Marketing Flyers. Award Sales for items sold in the What's New are specified per offer.
- Tiebreaker: Total Personal Sales Volume.

**National Rising Star:** Honoring our top 10 Representatives who achieve Rising Star with \$5,000 in Award Sales in the current Recognition cycle, National Rising Star ranking will be based on their average sales per campaign of Avon association.

**Team Sales Volume:** Total G1-G3 Team Award Sales and all Personal Award Sales.

- Tiebreaker: Team Sales Increase.

**Team Sales Increase\*:** The difference between previous cycle-to-date Team Sales and the most recently completed cycle-to-date Team Sales, measured in dollars.

- Tiebreaker: Team Sales Volume.
- Note: For Team Sales Volume and Team Sales Increase, LABC Owner Account's 2020 base will include Business Account sales prior to merging of LABC Home and Business accounts in C18, 2020.

**Team Representative Growth\*:** The difference between previous cycle-to-date total team members with paid first orders in G1-G3 and the most recently completed cycle-to-date total active team members in G1-G3.

- Tiebreaker: Team Sales Volume.

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- Note: When buying a downline team, the purchaser will not be recognized for Team Sales Increase or Team Representative Growth until a full cycle of activity has occurred. For example, if an upline Leader purchased a team in C20, 2020, she or he would be eligible for consideration for Team Sales Increase and Team Representative Growth only considering the comparison of C20, 2020 through C2, 2021 versus C20, 2021 through C2, 2022.

**Personal Leader Development:** Total number of first-time achievement level title advancements within the cycle in the Leader's G1 at the Bronze Ambassador level and above who maintain that level or higher throughout the cycle. To receive credit for a newly developed leader in their downline, the candidate must be at the same level or higher than the newly titled leader.

- Tiebreaker: Total G1 Team Award Sales of the new leaders.

**Recruiting:** Total G1 appointments from all sources in the most recently completed cycle, LOA 1-6, with a paid, first-ever order\*, minimum value of \$60 in one order. If the Representative places multiple orders in the first campaign they will not be combined.

\*Sales from online orders do not count so that a customer order does not activate the Representative before intended.

- Tiebreaker: Total Personal Award Sales of all eligible G1, LOA 1-6, with paid first-ever single orders of \$60+ within the cycle.

**President's Recognition Program Development Champion:** The Leader of the team with the highest percentage of President's Recognition Program achievers in their first generation in the cycle. The Leader must have a minimum of 5 PRP achievers in their G1 at the end of the cycle.

- Tiebreaker: Total Personal Award Sales of all PRP Members in G1.

**National New Representative Mentor:** The Leader whose team has the highest total value of bonus dollars earned<sup>†</sup> in cycle by their First Generation new Representatives in the Pathway to Premier program.

- Tiebreaker: Total Personal Award Sales of all Pathway to Premier achievers in G1.

<sup>†</sup>Stepping Stone Bonuses reward New Representatives within their first 8 campaigns with \$20 for every \$200 in sales within a campaign up to a maximum of \$500 in Stepping Stone Bonuses. Milestone Bonuses reward New Representatives with a 10% bonus for every \$1,000 in cumulative sales during their first 8 campaigns, up to a \$500 bonus for \$5,000 in sales.

**Licensed Avon Beauty Centers (LABC):** LABC Home Accounts will not be included in ranking for Personal Sales Volume or Personal Sales Increase. As of C18, 2020, LABC Home Accounts were combined with all LABC Business Accounts associated with the owner. LABC Home Accounts will be ranked separately among LABC Sales Volume and LABC Sales Increase and can be considered for Leadership recognition.

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**LABC Sales Volume:** Cycle-to-date Award sales from the owner’s Account, measured in dollars.

- Tiebreaker: LABC Sales Increase.

**LABC Sales Increase\*:** The difference between previous cycle-to-date award sales (from home account plus all LABC Business Accounts, prior to C18, 2020) compared to the most recently completed cycle-to-date Award Sales (from LABC Owner’s account), measured in dollars.

- Tiebreaker: LABC Sales (cycle-to-date award sales from the LABC owner’s Account)

When buying an LABC, the purchaser will not be recognized for LABC Sales Increase in their first year of operation. The LABC operator will not be eligible for LABC Award Sales increase until the first anniversary of the date of sale. The upline of the new LABC owner will benefit from the Sales Volume of the new LABC owner’s Business Account, starting in the campaign of first order.

In the year an LABC is closed or sold, the seller’s Personal Sales Volume in the Home account from the point of sale will be considered for Personal Sales Volume recognition. The Seller will not be recognized for Personal Sales Increase for the balance of that cycle. They will become eligible for Personal Sales Increase recognition in the following cycle.

\*All Increase and Growth categories require that Representatives have one full cycle of activity, starting at their campaign of first order, to be eligible to achieve. For example, if a Representative is appointed in C20, 2020, the increase comparison would begin in C20, 2021.

### **Which Achievers will be recognized in the Regional Pinnacle Awards?**

At the end of cycle, the #1 achiever in the 4 categories below in each of the 50 states plus Washington, D.C., and the Islands will be recognized for their achievement through the Avon Rewards portal.

The top 10 in the 4 categories below in each of the 50 states plus Washington, D.C, and the Islands will be recognized by email and be provided with social media creative to celebrate their success.

#### **Sales Categories**

Personal Sales Volume

Personal Sales Increase

#### **Leadership Categories**

Personal Recruiting

New Representative Mentor

### **Can Representatives view rankings each campaign?**

End-of-campaign reporting for most Avon Pinnacle Awards categories will be made available at the end of C1-C24, 2021 on AvonNow.com. Top 100 tracking for President’s Recognition Program Development Champion will become available in C24, 2021.

C25, 2021-C1, 2022 will not be posted to preserve the integrity of the final calculations for Pinnacle Awards.

Rising Star eligibility will be listed following the campaign of achievement. Ranking for National Rising Star will not be announced until the Pinnacle Award celebration.

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In addition to the Pinnacle Awards, reports for both first-time Leadership Title Advancement and President's Recognition Program Title Advancement, will be made available, stating the name and new title of any Representative who promoted for the first time in the most recently closed campaign.

### **Which categories are recognized in the National Awards?**

**AVON VISIONARY** was introduced in 2020 as a re-imagining of the Avon Woman of Enterprise Award, to be inclusive of all business owners. This is Avon's highest and most prestigious award and honors a forward-thinking visionary spirit that embodies our core values of belief, integrity, respect, trust and humility. It's awarded to an Executive Leader or above, who is also Honor Society or above, and shows a commitment to empowerment, entrepreneurship and community. Nominated by the corporate Sales Management Team, the honoree receives the statuette, pin and a \$10,000 Bonus (\$5,000 personal cash bonus and \$5,000 towards a charity of her or his choice) at a special celebration.

Former Avon Woman of Enterprise Honorees are eligible among business owners considered for the Avon Visionary Award.

**AVON GUIDING SPIRIT:** All Representatives have the opportunity to nominate a Gold Leader or above who has demonstrated an extraordinary commitment to leading by example and inspiring team members to higher levels of success. The nomination is based on these characteristics:

- Leading by Example — showing strong Personal Sales, Recruiting and Leader Development
- Recognition — providing timely, appropriate and meaningful appreciation
- Mentoring — holding trainings and meetings and developing personal connections with Representatives

The Avon Guiding Spirit honoree receives a \$2,000 bonus in addition to the award at Kickoff 2022.

**SPIRIT OF ALBEE:** All Executive Leaders who are also Inner Circle members, are honored as Spirit of Albee Achievers and receive a \$2,000 cash bonus in addition to the award. Recognized as the very first "Avon Lady," Mrs. Albee was a remarkable woman, a true visionary and a great proponent of financial independence for women in the 19th century. This award symbolizes that entrepreneurial spirit and honors those who strive to build better lives for themselves and others.

### **How are cash bonuses awarded?**

Cash bonuses will be paid through the Representative's preferred method of payment as selected in AvonNow. Recipients awarded these honors in previous years are not eligible for payment of new cash bonuses added after their year of achievement.

### **When should I expect to see orders credited?**

Representatives must comply with the Business Policies and Procedures for Avon Independent Sales Representatives and the Avon Independent Sales Representative Contract Terms and Conditions found on the Documents & Resources page of AvonNow.

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- AvonNow orders (and orders placed to Avon Care Center by phone) are credited at the time the order is billed. Orders should be placed by 5 PM ET on the Tuesday before campaign close to ensure they qualify.
  - Direct Delivery orders are credited to your campaign sales within two business days of when the order is shipped. Orders should be placed by 5 PM ET on the Wednesday prior to campaign close to ensure they qualify.
  - Sales Center orders are credited to your campaign sales 48 hours after the purchase. Orders should be placed by 5 PM ET on the Saturday prior to campaign close to ensure they qualify.

**Who is eligible to achieve in the Avon Pinnacle Awards and/or National Awards?**

To be eligible for Avon Pinnacle Awards and/or Avon Visionary Award, Avon Guiding Spirit and Spirit of Albee, the Representative's accounts must be active and in good standing (cannot be past due 2 or more campaigns). Avon reserves the right to review and withhold rewards for account balances over \$500. Accounts will be reviewed in the campaign the incentive or award cycle closes and again at the time of invitation or award distribution. Any account past due 2 or more campaigns will be disqualified. If an account is removed prior to the award distribution and/or trip, they will be considered disqualified.

**Can Representatives be disqualified from any awards?**

Avon reserves the right to adjust rules and regulations or cancel the program at any time, at its sole discretion. Avon reserves the right to audit all performance data, including returns, when determining reward eligibility and reserves the right to disqualify or remove any Representative it determines has violated principles of fairness or program intent, or any violation of the Business Policies and Procedures for Avon Independent Sales Representatives or the Terms and Conditions of the Independent Sales Representative Contract. Avon will monitor for returns, and has the right to disqualify or charge back for the full value of the reward, if it determines that a disproportionate number of units were returned.