

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)						=	÷	=	
Average Order						= \$	÷	= \$	
Earnings						= \$	÷	= \$	
PRP Sales Achievement									
Award Sales CTD									

A

	President's Club	Honor Society	Rose Circle	McConnell Club	President's Council	Inner Circle
Total Cycle Sales (minimum requirement)	\$10,100	\$20,200	\$38,000	\$66,500	\$112,000	\$280,000
Average # Customers	20	30	60	100	175	430
Average Award Sales per Campaign	\$425*	\$777	\$1,462	\$2,558	\$4,308	\$10,769
Percentage Earnings	40%	40%	45%	50%	50%	50%
Average Monthly Earnings Potential	\$340	\$622	\$1,316	\$2,558	\$4,308	\$10,769

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



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
\$0 - \$49.99	0%
\$50 - \$144.99	20%
\$145 - \$284.99	30%
\$285 - \$424.99	35%
\$425 - \$899.99	40%
\$900 - \$1,549.99	45%
\$1,550 +	50%

Reference Table 2: Earnings Levels based on Order Size