

Avroy Shlain®

DIGITAL REWARDS MAGAZINE

SALES DATES: 1 - 29 FEBRUARY 2024



NEW REWARDS

FOR A NEW WAY TO EARN
NEW REWARDS NEW EARNINGS

Avroy Shlain®
Plus
 EARNINGS MADE SIMPLE

YOUR CONFIDENT START WITH AVROY SHLAIN

To help you start your business strong, we have created the Confident Start Beauty Advisor Onboarding Programme for your first 3 months of joining the business.

1ST ORDER

Place your 1st INVOICED ORDER to the value of **R/N\$750** within

2 weeks of registration and you will receive

Earnings of R/N\$163

Products valued at R/N\$130



Roll-on Anti-Perspirants 50ml (Redd® Nights by Avroy Shlain for Her Endangered® for Him)

MONTH 1

Achieve TOTAL INVOICED SALES of **R/N\$1 500** in Month 1 and receive

Earnings of R/N\$326

Products valued at R/N\$200



- Coppélia® Perfumed Body Spray for her 100ml
- Coppélia® Man Deodorant Spray for him 150ml
- Beauty Advisor Training Manual

You will also receive your Personal Sales Challenge Gift (as shown in the Rewards brochure)

MONTH 2

Achieve TOTAL INVOICED SALES of **R/N\$1 500** in Month 2 and receive

Earnings of R/N\$326

Products valued at R/N\$228



- ColorFun® Cherry Treat Lipstick & Avroy Shlain Pure Lemon & Glycerine Body Cream

MONTH 3

Achieve TOTAL INVOICED SALES of **R/N\$1 500** in Month 3 and receive

Earnings of R/N\$326



- A FREE Business Bag

PLUS earn your Personal Sales Challenge Gift (as shown in the Rewards brochure)

QUALIFICATION!

Complete all 3 Months and qualify to purchase the Beauty Advisor Kit! Get the samples you need to sell more.

**FOR ONLY R/N\$160
 VALUED AT R/N\$1 587**



Beauty Advisor Kit contains 5 products: Coppélia® Eau de Parfum 60ml; Avroy Shlain JS® Perfumed Body Spray 100ml; Endangered® Anti-Perspirant Spray 150ml; CRT® Youth Gel 50ml; Body Essence® Tissue Oil 100ml

NB: Products may vary





BENEFITS OF



- Remunerate Beauty Advisors for growing their network through **RECRUITMENT & ACTIVATION** of new Beauty Advisors
- Earn on your personally recruited network for life
- Provide strong Motivation for BAs and Managers to achieve Personal Sales Monthly
- Managers Earn for Life
- Easier Manager and Area Distributor Qualification

BEAUTY ADVISOR EARNINGS SCHEDULE 2024

LEVEL	PERSONAL SALES	PERSONAL SALES EARNINGS	# OF BAs	BA TEAM SALES	EARNINGS FROM BA TEAM
BA	R/N\$0 <R/N\$999999	25%	0	N/A	0%
LEVEL 1 BA	R/N\$1 500+	25%	3	R/N\$4 500 - R/N\$8 999	2%
LEVEL 2 BA	R/N\$1 500+	25%	6	R/N\$9 000 - R/N\$14 999	4%
LEVEL 3 BA	R/N\$1 500+	25%	10	R/N\$15 000 - R/N\$22 499	6%
LEVEL 4 BA	R/N\$1 500+	25%	16	R/N\$22 500+	8%

○ Beauty Advisor Earnings on Team Sales are provided the Beauty Advisor achieves R1500 Personal Sales

○ BA Team Sales Achieved exclude the recruiter Beauty Advisors own personal sales



Avroy Shlain®

PLUS

EARNINGS MADE SIMPLE

As of 1 May 2023 we are excited to launch our new look earnings plan – **Avroy Shlain PLUS** - which features some key enhancements and additional new benefits to your earnings at Avroy Shlain.

What is Avroy Shlain PLUS?

Avroy Shlain PLUS is the upgraded new look Avroy Shlain Earning Opportunity which launched in May 2023

Why have we chosen to launch Avroy Shlain PLUS?

Avroy Shlain Plus has been launched for a number of reasons which include:

- Modernising our Earnings opportunity
- Maximise Avroy Shlains Sales Force Earning Potential
- Inspire a quicker, easier Avroy Shlaing career progression
OR Inspire a quicker and easier Avroy Shlain career progression

What are some of the key changes/benefits you can expect?


- Beauty Advisors will now be remunerated for growing their network through RECRUITMENT & ACTIVATION of new Beauty Advisors
- Avroy Shlain PLUS provides strong motivation for BAs and Managers to achieve Personal Sales Monthly
- Managers will now earn on their manager promote outs **for life**

When will Avroy Shlain PLUS Launch?

- The new Earnings plan for Beauty Advisors is effective from **1 May 2023**
- The new Earnings plan for Managers & Area Distributors is effective from **1 June 2023**

Effective 1 May 2023 Beauty Advisors can now earn in two ways:


1 CLASSIC PROMOTION OF PRODUCTS



Earn from marketing, promoting and selling our world class Beauty Product offering to your personal network

PLUS

2 GROWING YOUR NETWORK



Share the business opportunity with your personal network and earn on their sales performance

MANAGERS EARNINGS SCHEDULE 2024

LEVEL	SALES	EARNINGS
PROMOTE-OUT QUALIFICATION	Achieve BA Team Sales of R22 500 (including min. R1 500 personal sales) with 16 new recruits	8%
MANAGER BELOW THRESHOLD	R/N\$19 500 - R/N\$22 499	6%
GROUP MANAGER	R/N\$22 500 - R/N\$52 999	11%
SENIOR MANAGER	R/N\$53 000 - R/N\$85 999	12%
EXECUTIVE MANAGER	R/N\$86 000 - R/N\$141 999	12,5%
MILLION RAND MANAGER	R/N\$142 000+	13%

- Managers earn an additional 2% on the sales of new Promote Outs provided the following conditions are met
 - The Manager is active in the business and holds manager status.
 - The Mother Manager has achieved personal sales of R/N\$1500
 - The Mother Manager must achieve own group sales of R/N\$22 500 (including own personal sales)
 - The sum total of all promote out sales must be minimum R/N\$22 500
- A Manager can only earn on first line Promote Outs
- New Manager maintenance standard - achieve R/N\$12 500 sales in at least one month in a six-month period.



Access the full Beauty Advisor Earnings Schedule via the Resources tab on the Avroy Shlain Revolution Portal

Recruitment

TIPS



Develop A RECRUITING MINDSET

- 1 Make a decision - learn and develop the skills to recruit.
- 2 Focus your time and attention on finding other business builders.
- 3 Keep going until you uncover people who think like you do.

Strategize A GOOD RECRUITING PLAN

- 1 Develop positive daily habits, introduce your business opportunity or products to at least one DAILY.
- 2 Recruit masses - **IT'S A NUMBERS GAME**
- 3 Recruit people with a fire in their belly for success.

Listen AND ASK THE RIGHT QUESTIONS

- 1 The only way you can understand your recruit's needs and wants is to **ASK QUESTIONS**.
- 2 Learn the art of asking questions and then listening intently as you allow the other person to speak.

Get Good AT FOLLOWING UP

- 1 Get a good follow up turn around time schedule.
- 2 Don't wait... follow Up
- 3 3 days is the max time to follow up.

KEEP TRACK OF YOUR PROGRESS



Beauty Advisor RECRUITMENT CHALLENGE

Recruit 5 new recruits in February 2024 and receive:

- Clip Board x 1
- AS Plus Generic Flyers (pack of 20)

*NB: Colour of the clip board may vary, either black or red.

Manager

RECRUITMENT CHALLENGE

Recruit 20 new recruits and in February 2024 receive:

- Clip Board x 1
- AS Plus Generic Flyers (2 x packs of 20)
- Set of 5 Pens



*NB: Colour of the clip board may vary, either black or red.

Manager **ACTIVATION CHALLENGE**

Activate 10 new recruits in February 2024 with a minimum of R/N\$750 and receive:

- Avroy Shlain Branded Apron



ACTIVATION *cycle*



RECRUITMENT



Area Distributor

ACTIVITY CHALLENGE

Activate 40 new recruits in February 2024 with a minimum of R/N\$750 and receive:

- AS Plus Generic Flyers x 60
- Fold Up Table



Area Distributor

RECRUITMENT CHALLENGE

Recruit 110 new recruits in February 2024 receive:

- Avroy Shlain Branded Trolley Bag
- Avroy Shlain Branded Business Bag



Top RECRUITMENT CHALLENGE

February 2024

- Top 3 Managers per region with a minimum of 30 new recruits in February.
- Top Area Distributor per region with a minimum of 110 new recruits in February.

will each receive:

- 1 x Pull Up Banner

*Excluding Mozambique and Zimbabwe



REGIONAL AVROY SHLAN CHALLENGE

Top 3 Regions achieving the Highest % Growth over their Recruitment Target in February will each receive a special spoil in their Region!

- 1st Place - **R30 000** with CEO, Garth Towell attending your spoil
- 2nd Place – **R20 000** with Sales Director, Ria Cassell attending your Spoil
- 3rd Place – **R10 000** with Regional Sales Manager attending your Spoil

(Regional Director to host a Regional Spoil)

Zimbabwe and Mozambique included



SALES

1

LEVEL 1
GROUP MANAGER
YOU EARN
R/N\$2 152

MONTHLY *Manager*
SALES CHALLENGE

Achieve sales of R/N\$22 500
and you'll earn 11%.



2

LEVEL 2
SENIOR MANAGER
YOU EARN
R/N\$5 530

Achieve R/N\$53 000 group sales
and you'll earn 12%.

3

LEVEL 3
EXECUTIVE MANAGER
YOU EARN
R/N\$9 348

Achieve R/N\$86 000 group sales
and you'll earn 12.5%.

Cash Bonus of R/N\$500



4

LEVEL 4
MILLION RAND
MANAGER
YOU EARN
R/N\$16 052

Achieve R/N\$142 000 group
sales and you'll earn 13%.

Cash Bonus of
R/N\$1 000



BENEFITS OF BECOMING A
MANAGER AT
AVROYSHLAN



**Managers Earn
More Money**



**Managers Earn
Better Rewards**



**Receive Incredible
Recognition**



**Once in a Lifetime
Experiences**



**Travel &
Cash Rewards**



**Free Training
& Mentoring**



**Manager Onboarding
Program**



**Work on
Your Own Time**



**You can have a
successful career**

NEW MANAGER

Qualification

Qualify as a new manager THIS MONTH!

Achieve the following criteria and you will earn:

CRITERIA:

Achieve BA Team Sales of R/N\$22 500 (including min. R/N\$1 500 personal sales) with 16 new recruits (**no time frame since 1 January 2023**)

When you qualify, you will become a Junior Manager and receive

REWARDS:

- Earn a once off qualification 8% Service Fee (BA Team Sales)
- Receive a Product hamper valued at R/N\$1 457
- Participate in the 3 month Manager Onboarding Programme

PLUS join the Manager Onboarding Programme to earn more incredible rewards!



NEW

MANAGER ON BOARDING PROGRAMME



SO NOW THAT YOU ARE A MANAGER, LET'S GET YOU GOING!

Did you know that in your first 3 months after qualifying as a manager, you are eligible to participate in the Manager Onboarding Programme, where you and the opportunity to attend exclusive Training can earn FREE Avroy Shlain Product Samples, Product Training Guides and exclusive Training.

NEW MANAGER QUALIFICATION

CRITERIA:

Achieve R22 500 BA Team Sales (including R1 500 personal sales) in the month with 16 personally recruited BAs (no time frame since 1 January 2023)

MANAGER QUALIFICATION REWARDS

When you qualify, you will become a Junior Manager and receive

REWARDS:

- Earn 8% on your BA Team Sales
- Receive a product Hamper valued at R/N\$1457



NEW MANAGER ONBOARDING PROGRAMME

Once you qualify as a Manager, you have the opportunity to participate in the 3 month manager onboarding programme and earn **Gifts valued at R/N\$3 878**

To Qualify for each month of the onboarding programme, you need to achieve **8 new recruits per month and...**

MONTH 1

MONTH 1 CRITERIA:

Achieve R22 500 Sales PLUS 8 New Recruits

EARNINGS:

Earn 11% Service Fee = R 2 152

REWARDS:

- A product hamper:
 - Body Essence® Tissue Oil 100ml
 - CRT® Youth Gel® 50ml
- Skin Analysis Leaflet
- Fragrance Guide



*NB: Products may vary

MONTH 2

MONTH 2 CRITERIA:

Achieve R22 500 Sales PLUS 8 New Recruits

EARNINGS:

Earn 11% Service Fee - R 2 152

REWARDS:

- Avroy Shlain-Branded
 - Red Apron
 - Cap
 - 2 Clipboards
 - A set of 5 Pens
 - Mini Cosmetic Brush Set



MONTH 3

MONTH 3 CRITERIA:

Achieve R22 500 Sales PLUS 8 New Recruits

EARNINGS:

Earn 11% Service Fee - R 2 152

REWARDS:

- Avroy Shlain-Branded Shopper Trolley Bag
- A product hamper:
 - Avroy Shlain JS® EDP 60ml
 - Black Diamond® EDT 100ml
 - Redd® by Avroy Shlain EDP 60ml
 - Redd® by Avroy Shlain Perfumed Body Spray 100ml
 - Black Diamond® Anti-Perspirant Spray 150ml



MANAGER ONBOARDING PROGRAMME QUALIFICATION

Qualify in all 3 months and receive:

- Avroy Shlain-Branded Scarf
- Avroy Shlain Manager Badge
- Manager Certificate
- Colour Guide
- Foundation Handbook
- Pack of Blotters (x100)
- Business Bag



1

2

3

QUALIFICATION!

AREA DISTRIBUTOR

EARNINGS
SCHEDULE 2024
(South Africa)



LEVEL	SALES	EARNINGS
JUNIOR AREA DISTRIBUTOR QUALIFICATION	R180 000 plus 6 Managers	4%*
JUNIOR AREA DISTRIBUTOR LEVEL (Max 1 Year)	R180 0000 - R269 999	4%*
AREA DISTRIBUTOR QUALIFICATION	R270 000 plus 11 Managers	6%
AREA DISTRIBUTOR LEVEL	R270 000 - R439 999	6%
AREA DISTRIBUTOR LEVEL	R440 000 - R649 999	6,5%
EXECUTIVE CLUB	R650 000 - R894 999	7%
MILLIONAIRE AREA DISTRIBUTOR	R895 000 - R1 200 000+	7,5%

*Junior Area Distributors will earn on own group sales as per manager earnings schedule levels and 4% on sales of promote outs.




THE AREA DISTRIBUTOR

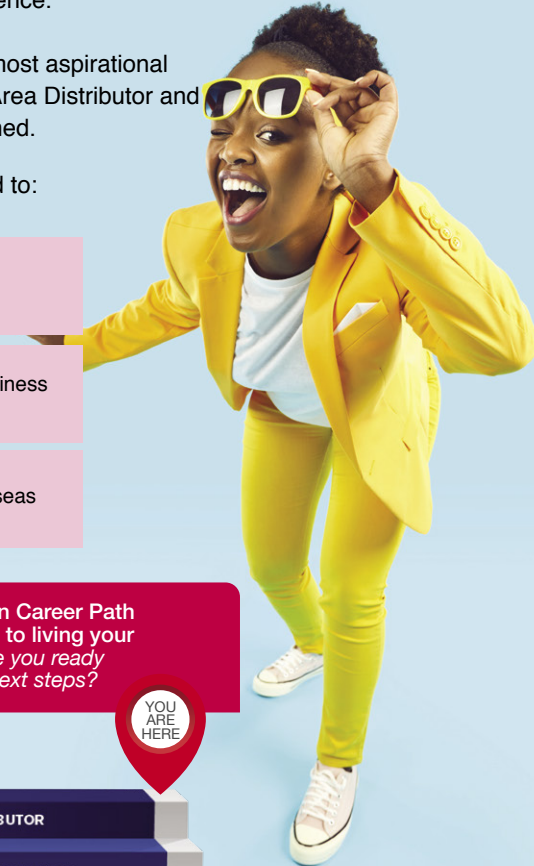
OPPORTUNITY

At Avroy Shlain, we offer you the opportunity to **Earn, Learn and Grow** while gaining financial independence.

Now is your opportunity to move up to the most aspirational career level at Avroy Shlain. Qualify as an Area Distributor and start living the life that you've always imagined.

As an Area Distributor, you can look forward to:

-  Incredible earnings and rewards
-  Free Leadership and Entrepreneurial Business Success Training
-  The opportunity to travel locally and overseas



The Avroy Shlain Career Path is your stairway to living your dreams... Are you ready to take the next steps?



AREA DISTRIBUTOR QUALIFICATION

QUALIFY AS AN AREA DISTRIBUTOR IN 3 EASY STEPS.

STEP 1:

Achieve Junior Area Distributor Level Criteria
R180 000 Group Sales for 2 consecutive months with 6
Manager Promote-Outs

REWARDS:

- Receive a Mecer Xpress Smartlife 7" Android 11 Tablet



STEP 2:

Enrol in the Avroy Shlain Academy of Learning

BENEFITS:

- Free Training
- Free Training Booklets
- Attend Exclusive Leadership Masterclasses



STEP 3:

Achieve Area Distributor Level Criteria
R270 000 Group Sales for 2 consecutive months with
11 Manager Promote-Outs

REWARDS:

- Graduate at the annual Avroy Shlain Sales Celebration conference and receive an Area Distributor badge and scarf
- Receive a Samsung Tablet
- ASC-branded Cap and Golf Shirt
- Receive an Avroy Shlain-branded Suitcase
- Earn 1 Airline Ticket to travel to Bali, Indonesia
- Qualify to participate in the Area Distributor Onboarding Programme



AREA DISTRIBUTOR ON BOARDING PROGRAMME

Once you've achieved the Area Distributor Level, you will qualify to participate in the Area Distributor 3-month Onboarding Programme. (South Africa, Namibia, Botswana and Eswatini Only)

MONTH 1:

BUILDING THE TEAM CRITERIA:

Achieve: R270 000 Sales
1 Manager Promote-Out
100 Recruits

REWARDS:

- ASC-branded umbrella
- ASC-branded Tog Bag
- ASC-branded Portable Table



MONTH 2:

BUILDING SUCCESS HABITS

CRITERIA:

Achieve: R270 000 Sales
1 Manager Promote-Out
100 Recruits

REWARDS:

- 2 x fitted ASC-branded table cloths
- Folding table
- ASC-branded Pull-up banner



AREA DISTRIBUTOR ON BOARDING PROGRAMME

MONTH 3:

BUILDING FOR THE FUTURE

CRITERIA:

Achieve R270 000 Sales
1 Manager Promote-Out
100 Recruits

REWARDS:

1. ASC-branded Gazebo
(2m x 2m)

3



BENEFITS OF BECOMING AN AREA DISTRIBUTOR AT AVROY SHLAIN



Own your
own business



Earn from
multiple income streams



Receive fabulous recognition
and rewards



Receive Leadership and
Business Skills for FREE



Graduate with Avroy Shlain



Qualify for Incentive Trips
both Local & International



Receive a monthly
cash bonus towards
your own car



Live the life
that you want



DISCOVER PEACE AND SERENITY

EXPLORE
UNSPOILT
SAPHIRE
BLUE
BEACHES

EXPLORE
paradise

NEW AREA DISTRIBUTOR & MOTHER PROMOTE OUT TRIP 2024

Qualify as an Area Distributor in 2024 to earn 1 ticket to experience a 5-star Luxurious Trip to Bali.

Trip includes: Flights from OR Tambo, accommodation, all meals and selected excursions

Bali is the most popular Indonesian island known for its natural settings, scenic beaches, traditional culture, rich history, creativity, art and crafts, and the genuine warmth of the local people. A land of cultural treasures, the dream destination of Bali has some of the most iconic landmarks and landscapes you will remember for a lifetime.



QUALIFICATION PERIOD:

- 2 January 2024 to the last trading day in December 2024 (12 months)
- Last opportunity for New Area Distributors to qualify is October and November to be registered in first week of December 2024

WHO CAN QUALIFY?

- All New Avroy Shlain Area Distributors and their Mother Area Distributors.
- All Regional Directors.

NEW AREA DISTRIBUTORS CRITERIA

- Become an Area Distributor in 2024

MOTHER AREA DISTRIBUTORS CRITERIA

- Promote Out one or more New Area Distributors from January to December 2024

REGIONAL DIRECTOR CRITERIA

- Promote Out two or more New Area Distributors from January to December 2024



Scan the QR Code to see
Terms and Conditions



WANT TO BE THE FIRST TO KNOW?

Join our Sales Force Community Group on Facebook and you will be the first to know about any new specials, upcoming events, training, competitions and more. Plus, you get the benefit of joining a community of other sales force members where you can share ideas and tips to grow your businesses.

You can find us on
<https://www.facebook.com/groups/AvroyShlainSA> or search for
“Avroy Shlain Sales Community”
on Facebook.

You can also follow us on:



AvroyShlainSouthernAfrica



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@avroyshlain

Terms & Conditions

Rewards choices are subject to stock availability. Avroy Shlain reserves the right to substitute any gift for another of similar value. It is company policy that rewards gifts be handed out at weekly Region and Area Meetings. Please attend to ensure you receive your gift. To be eligible for any of the rewards, your balance to be paid must be less than the month's invoiced sales (after discount). Qualifiers are granted a period of 90 days to query rewards gifts. Due to the nature of some gifts, qualifying gifts may vary per country. Images correct at time of going to print. Minimum sales levels apply. Mozambique and Zimbabwe doesn't qualify for rewards, unless specified. All accounts on hold are subject to NEW incentive rule from the 1 December 2023. © Avroy Shlain Cosmetics 2023. All rights reserved.