

## 2016 PMP Mid-Year and Year-End Assessment

<b>Name:</b>	PATTI BYLE
<b>Employee ID:</b>	245937
<b>Department:</b>	Sales
<b>Job Title:</b>	DISTRICT SALES MANAGER
<b>Manager:</b>	Susan Matthews



**Key Accomplishments (Associate Assessment):** Sales, Activity, Orders, Representative Count Growth, Sales Leadership

**Manager Comments:** This PMP is based on results within the 3rd and 4th quarter, which is after the redistricting.

Campaign 26 closed with a Representative Count deficit of -8.1% vs plan and -0.2% vs prior year. This was directly associated to the fact that the Appointments were -36.0% below plan and -5.2% vs prior year.

**Missed Opportunities and Development Ideas (Associate Assessment):** During the last few Campaigns on Q4, 2016 my missed opportunity would be Sales.

**Manager Comments:** Patti closed the 2106 year with a small increase of +0.5% vs plan and -2.6% vs prior year. The decline in Representative Count both vs plan and prior year and decrease in Active Representatives vs prior year directly impacted the total sales.

**Goal-Setting:** During the mid-year process it is important to ensure alignment and set clear expectations for the second half of the year. These may be the same goals you had for the first half of the year, or they may need to be updated.

**Outcome-Based Goal 1:** Grow Leadership

**Year-End Progress/Results**

**Associate:** I closed 2016 with (6) Unit Leaders and 31 Candidates

**Manager:** Full year New Upline in D695 closed with 34, with 10 of those being developed in Q4. Patti also closed with a total of 2 New Unit Title promotions. Active Recruiters closed at 28, which was +47.4% vs prior year. Out of 340 Leaders, 28 were Active recruiters, which gives D695 a recruiting rate of 8.2%, +1.3% vs prior year. New Leaders developed was 21, which was an increase of +162.5% vs prior year. Great Work Patti.

**Outcome-Based Goal 2:** Increase PC vs PY

**Year-End Progress/Results**

**Associate:** I closed 2016 with 47 PC Members

**Manager:** Awaiting the final results from the PC department in order to compare 2016 to 2015. This will be reviewed in greater detail at the March DSM Workshop.

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**Outcome-Based Goal 3:** Increase New Business

### Year-End Progress/Results

**Associate:** [Click here to enter text.](#)

**Manager:** New business sales closed at -6.8% vs prior year. This was due to the shortfall of new appointments in Q3 and Q4 in district 695, which closed -36.0% vs plan and -5.2% vs prior year.

### Summary of Results

**Associate:** In 2016 I increased my Sales Leadership vs 2015!

**Manager:** Excellent work Patti. The key growth strategy to increase your district KPI's overall is through Sales Leadership. Master the Compensation plan and sell the amazing earning opportunity to everyone you come in contact with. Patti is always open to coaching and also is a DSM who is first to share ideas with other DSM's. Patti believes in "One Team – One Avon." D695 closed the 3rd and 4th quarter YTD with a Sales increase of +0.5% vs plan, however a decrease in prior year of -2.6%. Active Representatives closed at +1.6% vs plan and -2.2% vs prior year, which is clear to see how this impacted the sales. Average Order was at a deficit both vs plan and prior year -1.2% below plan and -0.3% vs prior year. Representative Count was down vs plan by -8.1% and -0.2% vs prior year. Removals were nicely below plan and prior year averaging -12.0%. Appointments closed below plan and prior year which was the key contributor to the Representative Count loss. SL appointments were flat to prior year and DSM appointments below prior year by -13.3%.

Again, by mastering and selling our Leadership Compensation plan to everyone Patti comes into contact with will support Patti achieve her goals much quicker and easier in 2017.

Patti closed C26 QTD ranking middle within the nation with a total ranking of 21st out of 99 DSM's.

**Mid-Year Rating:** [Choose Rating.](#)

**Year-End Rating:** 3 - Fully Meets Expectations

**Development:** What is one experience or project that you are working on or would like to work on that energizes you professionally? How will this impact your development?

**Development Action (Associate/Manager to be completed together at Mid-Year):** I am working on Patti's Shooting Stars to increase PC and move Tiers. I am working on Sales Leadership development.

**Development Action Progress (Associate/Manager to be completed together at Year End):** [Click here to enter text.](#)



## 2016 PMP Mid-Year and Year-End Assessment

<b>Mid-Year Acknowledgement:</b> My signature indicates that I have reviewed and understand the contents of this review.	
Associate Signature: PATRICIA BYLE <i>Patricia Byle</i>	Date: <i>3/8/2017</i>
Manager Signature:	Date:

<b>Year-End Acknowledgement:</b> My signature indicates that I have reviewed and understand the contents of this review.	
Associate Signature: PATRICIA BYLE <i>Patricia Byle</i>	Date: February 7, 2017
Manager Signature: <i>Pearce Stewart</i>	Date: February 11, 2017