



HOME SWEET HOME

Hi! I'd like to welcome you to my store, my **AVON** store.

I feel it is the best STORE around, and I would like to share it with you!

YOU DON'T HAVE TO SHOP TILL YOU DROP.... I CAN MAKE IT EASY.

- Convenient parking – your own driveway
- Convenient location – your sofa, lounge chair or kitchen table
- Terrific hours - open 24 hours a day, 7 days a week
- A Variety of Quality Merchandise – Gift items for any occasion, skin care, color, daily needs, jewelry, intimate apparel, fragrances
- No hassle with the Manager over refunds – 100% Satisfaction Guarantee or money refunded
- Personalized Customer Service – I'll help you pick out the right shade / formula for your skin tone, and give you a sample to try first
- No check out lines – I'll make an appointment to bring it to your door whenever is convenient for YOU!
- No high-pressure sales tactics – I promise!
- Competitive prices at a terrific value.
- Bonus buys and specials in every book.0

If my store sounds like a welcome change from “Mall Madness” or “Shop Around the Clock Tonight,” it's as close as your telephone. Please call me at _____, and I'll drop off my brochures so you can browse in my store today!

THANKS,

INTERESTED IN JOINING AVON?? ASK ME HOW!

THREE-STEP SELLING

LISTED BELOW ARE THREE STEPS TO SUCCESSFUL SALES

STEP ONE: GET CUSTOMER'S ATTENTION

1. CARRY DEMO BASKET WITH NEW PRODUCTS TO SHOW.

EXAMPLES: JEWELRY IN ZIPLOCK BAGS FOR EASY DISPLAY, TOYS, HOLIDAY GIFTS.

2. CARRY NEW FRAGRANCE TO SPRAY AT DOOR
3. CARRY SAMPLES AND BROCHURES TO LEAVE

STEP TWO: FIND NEED - - FILL IT

1. ASK OPEN-ENDED QUESTIONS: WHO, WHAT, WHEN, HOW. THESE QUESTIONS UNCOVER NEEDS AND PREFERENCES AND CANNOT BE ANSWERED SIMPLY **YES** OR **NO**.

EXAMPLES:

“**WHO** IN YOUR FAMILY OR **WHO** AMONG YOUR FRIENDS WILL BE CELEBRATING A BIRTHDAY SOON?”

“**WHAT** KINDS OF SKIN CARE PRODUCTS DO YOU AND YOUR FAMILY MEMBERS USE REGULARLY?”

“**WHEN** WILL YOU NEED MORE SHAMPOO?”

“**HOW** DID YOU LIKE THE FRAGRANCE SAMPLES I GAVE YOU?”

2. BE VERY FAMILIAR WITH PRODUCTS AND AWARE OF BENEFITS INDIVIDUAL PRODUCTS OFFER, SO YOU CAN CLOSELY MATCH THE BENEFITS TO YOUR CUSTOMERS NEEDS.

EXAMPLES:

“YOU SAID YOUR HUSBAND WORKS OUTDOORS EVEN IN THE WINTER, AND HIS HANDS GET DRY AND ROUGH. WELL MOISTURE THERAPY HAND CREAM SOOTHES EXTREMELY DRY SKIN, OFFERS INSTANT RELIEF FOR CHAPPED SKIN, AND THERE'S NO GREASY RESIDUE. I THINK HE WOULD BENEFIT FROM USING THIS PRODUCT.”

3. PROVIDE A CUSTOMER WITH A SAMPLE OR “TRIAL SIZE” OF A PRODUCT THAT SATISFIES A NEED SHE HAS.

EXAMPLES:

“YOU SAID THAT YOUR CURRENT SHAMPOO LEAVES YOUR HAIR DRY AND LIFELESS – HERE’S A SAMPLE OF OUR HYDRATING SHAMPOO. TRY IT AND YOU’LL SEE A DIFFERENCE IN THE WAY YOUR HAIR LOOKS AND FEELS.”

4. REMIND CUSTOMERS OF THEIR ONGOING NEEDS; I.E. BIRTHDAYS, HOLIDAYS, VACATIONS, HOSTESS GIFTS, ANNIVERSARIES, ETC.

STEP THREE: CLOSE THE SALE

1. ONCE YOU HAVE SHOWN YOUR CUSTOMER A SPECIFIC PRODUCT OR ITEM IN A BROCHURE SAY, “**YOU SEEM TO LIKE IT, LET ME ORDER IT FOR YOU.**”
2. USE A PERSONAL TESTIMONIAL; E.G., “**I USE THIS PRODUCT MYSELF AND I AM VERY HAPPY WITH IT. I’D LIKE YOU TO TRY IT.**”
3. ASK HER **HOW MANY** SHE’D LIKE, OR **WHICH COLORS** SHE WANTS IT IN.
4. STRESS THE AVON GUARANTEE, SAY “**OF COURSE, WITH THE AVON GUARANTEE, THERE’S NO RISK TO YOU. AS ALWAYS, IF YOU’RE NOT 100% SATISFIED YOU CAN RETURN IT OR EXCHANGE IT FOR SOMETHING ELSE.**”
5. NEVER ASK A CUSTOMER IF SHE WANTS TO BUY – SHE’LL TELL YOU IF SHE DOESN’T!
6. REMIND CUSTOMERS WHEN A SPECIFIC PRODUCT IS ON SPECIAL FOR “**ONE CAMPAIGN ONLY.**” POINT OUT THE SAVINGS.
7. FOLLOW UP ON EACH OF THE NEEDS YOU UNCOVERED IN

STEP ONE:

PRESUME THAT YOU ARE FILLING EACH NEED YOUR CUSTOMER MENTIONED AND CONTINUE SUGGESTING ADDITIONAL PRODUCTS FOR HER TO TRY. IN THIS WAY, YOU CONTINUE ADDING TO THE SALE.

8. ASK FOR 3 CUSTOMER REFERRALS.
9. GENERATE INTEREST IN AVON EARNING OPPORTUNITY.

NO... THE BEGINNING OF YES

No is a word every salesperson hears frequently. It is not a word to be afraid of. You **CAN** change most **NO's** to **YES**. Always find out what each **NO** really means. Be persistent. Always call back. Remember, a **NO** can be the beginning of **YES**.

HOW TO HANDLE "NO'S"

THE "I'M TOO BUSY" NO

- Be prepared with Samples and Demos.
- Know the Campaign.
- Respond sympathetically.
- Set a call-back time.

THE "I'M ALLERGIC" NO

- Accept the "allergy" excuse.
- Offer a free sample.
- Talk about the non-allergy-related products.
- Stress the **AVON GUARANTEE**

THE "I BUY FROM SOMEONE ELSE" NO

- Show understanding.
- Don't challenge the other Representative's selling, but ask if the customer has seen the current Brochure and hold it up – or ask if the customer has tried our new Vitale and give a Sample.
- Leave Samples and a current Brochure.
- If customer is receptive, ask for order.
- If customer does not buy, tell her you will be returning regularly.
- Always leave a message when you call back.

“THE LAST AVON REPRESENTATIVE DIDN’T SHOW UP AGAIN” NO

- Be Friendly.
- Tell why receiving business from customers is important to you.
- Emphasize that you always keep your word.
- As a test to prove your reliability, make an appointment to come back another time.
- Offer names and phone numbers of your two best customers as a testimonial of your reliability.
- Leave Brochures and Samples.
- Return as scheduled.

THE “I DON’T USE AVON” NO

- Get attention with basket of Demos and Samples.
- Use survey approach: ask for opinion rather than order.
- Call attention to product availability
- Leave Brochure and Samples so when you call back you can hear the customer’s opinion of the product she sampled
- Make appointment for call back and return as scheduled
- Repeat visits for 5 campaigns

THE “I LOVE AVON PRODUCTS BUT I CAN’T AFFORD TO BUY ANYTHING RIGHT NOW” NO

- Be understanding.
- Point out that there are now two opportunities: selling and commending others.
- Encourage customers to join you and Avon.

\$1,500 THE ROAD TO SUCCESS

TIME: _____

___ SPEND _____ MORE HOURS EACH WEEK SELLING

INCREASE CUSTOMERS:

___ ADD ADDITIONAL AREAS TO SELL.

___ KEEP ACCURATE CUSTOMER SERVICE RECORDS

___ RE-CANVAS TERRITORY

___ USE FIRST WEEK OF CAMPAIGN TO FIND NEW CUSTOMERS

___ WORK SATURDAYS AND SOME EVENINGS TO REACH NOT AT HOMES

___ SET DAILY SALES GOAL AND BE DETERMINED TO REACH IT

___ USE TELEPHONE SELLING THE LAST DAY OF THE CAMPAIGN TO REACH THOSE CUSTOMERS YOU COULD NOT REACH IN PERSON

___ LEAVE A LUMPY BROCHURE AND PERSONAL NOTE, AND THEN FOLLOW UP IN PERSON

___ ASK CUSTOMERS TO REFER NON-CUSTOMERS (HAND OUT#5)

___ ORDER ___ EXTRA BROCHURES TO USE SPECIFICALLY TO GET NEW CUSTOMERS

___ GET HELPERS (TRUSTWORTHY – YOU ARE RESPONSIBLE FOR MONEY DUE AVON)

___ SELL TO BUSINESSES (BE CONSIDERATE OF EMPLOYERS)

___ SELL – DON'T RETURN PRODUCTS, OFFER AS SUPER SELLERS YOUR ORDERED FOR YOUR SPECIAL CUSTOMERS

___ \$1.00 BOX -- OFFER PRODUCTS YOU CAN SELL FOR \$1.00 (OLIP BALMS, SOAPS, HAND CREAMS, ETC.)

___ JEWELRY CLUBS (HAND OUT#6)

___ PARTIES -- TOY, VIDEO, MAKE-UP, ETC (HAND OUT #7)

___ LETTERS FOR GETTING NEW CUSTOMERS (HAND OUT#8)

___ FUND RAISING (SEE YOUR DISTRICT MANAGER)

___ NOT AT HOME NOTES

___ BOOK MARKS

___ WHY SHOULD YOU BE MY AVON CUSTOMER

INCREASE CUSTOMER & INCREASE ORDER SIZE:

- ___ USE PERSONAL TESTIMONIALS AND THE AVON GUARENTEE TO SELL ADDITIONAL PRODUCTS TO EXISTING CUSTOMERS
- ___ ORDER AND USE DEMO PRODUCTS EACH CAMPAIGN – DEMO REINVESTMENT HAND OUT
- ___ LEAVE A SAMPLE FOR EACH PERSON IN THE HOUSEHOLD
- ___ SELL RELATED PRODUCTS, I.E., SHAMPOO, CONDITIONER, HAIR BRUSHES, HAIR SPRAY.
- ___ ORDER 10 EXTRA OF ONE PRODUCT AND OFFER IT TO CUSTOMERS “AT NO RISK” IF THEY LIKE IT AT THE END OF 1 WEEK, THEY PAY FOR IT, IF NOT, YOU ASK AVON FOR CREDIT. NO ONE LOSES WITH AVON’S GUARENTEE.
- ___ DEMO BASKETS – ATTRACTS ATTENTION
- ___ LAY-AWAYS – PAY 50% DOWN, BALANCE IN A SPECIFIED TIME PERIOD.
- ___ GIFT REGISTRY
- ___ BRIDAL REGISTRY
- ___ CHARGE IT!! USE AMERICAN EXPRESS, DISCOVER, MASTERCARD OR VISA. (PEOPLE PURCHASE MORE WITH CREDIT CARDS)
- ___ ORDER EXTRA PRODUCTS TO HAVE FOR INSTANT SELLING (SUN CARE PRODUCTS, SSS BATH OIL, GIFT ITEMS, ETC.)
- ___ DISCOUNT ON LARGE ORDERS OR FREE GIFT
- ___ BUY \$25 – GET 1 ENTRY ON DRAWING OF \$100 WORTH OF PRODUCTS.
- ___ BARGAIN BASKETS
- ___ OFFER 10% OFF ORDER IF THEY PICK UP ON DAY ORDER COMES IN
- ___ WITH THE PURCHASE OF ONE PRODUCT, SELL A SECOND PRODUCT AT A LIGHTLY REDUCED RATE (GOOD FOR SELLING TWO FRANGRANCES TO ONE CUSTOMER DURING A FRANGRANCE INTRODUCTION, OR SELLING MULTIPLES OF ITEMS OR SELLING A SECOND RELATED PRODUCT)
- ___ PUT YOUR OWN PACKAGES TOGETHER TO ENCOURAGE CUSTOMER TO PURCHASE MORE THAN AVERAGE (GOOD FOR SELLING ENTIRE JEWELRY SETS, A TOTAL FACE OF MAKEUP, ETC)

EXAMPLE:

CHOOSE SIX MAKEUP PRODUCTS (TOTAL FACE) SHOW CUSTOMER COST IF PURCHASED INDIVIDUALLY OFFER YOUR OWN SPECIAL LOWER COST IF ALL SIX PRODUCTS ARE PURCHASED

GENERATING CUSTOMER REFERRALS



Share the Anew with 3 others!

Get \$5.00 Off
Your next Purchase of Vitale

Representative: _____

Phone: _____

Call Me With Their Orders

When you become an expert at generating three customer referrals for each satisfied customer, just think of the never ending list of potential customers you will have!

As you are personally servicing a satisfied customer, you will engage their help in building your customer list.

The coupons below can be inserted in your Catalogs and Brochures to encourage customer referrals.

Remember this technique can also produce business helpers.

Convert This List Into A Discount

People who would enjoy the Avon shopping experience

1 Name: _____

Address: _____

Phone: _____

2 Name: _____

Address: _____

Phone: _____

3 Name: _____

Address: _____

Phone: _____

Pick Your Own Discount

Here's how:

Show your Avon Brochure to Friends, Family and CO-Workers

Call me with your Order and Their Orders

1 other person = 10% off your Order

2 others = 15% off your Order

3 others = 20% off your Order

4 others = 25% off your Order

5 others = 30% off your Order

Representative: _____

Phone: _____



Jewelry Club Guide



Many representatives have created “Jewelry clubs” with their best jewelry customers. When the customer buys a pre-determined amount, the representative rewards the customer with a special deal – either a free piece of jewelry or a large discount

The representative determines terms themselves. **The Avon Company is in no way involved.** All jewelry items ordered by these representatives are delivered under the same conditions as for any other representatives in the same earning bracket.

Here are some variables used as criteria:

<u>Customer Buys</u>	<u>Customer Gets</u>	<u>Other (Optional)</u>
X number of pieces in a specific range or to total a specific \$ amount	FREE piece of jewelry within a set price range	Customer must purchase within a specified time frame
<u>Examples:</u> Buy 5 pieces for a total of \$50 or X number of pieces	\$10 piece free or \$10 off more expensive jewelry 50% off next piece of jewelry	

Youravon.com campaign tools can give you a **Buyer’s Club Card** to use with your customers:

- Card remains with the customer.
- Representative establishes terms with customer, writes them out on reverse side of card.
- For each purchase that meets Representative’s Jewelry Club criteria, Representative initials over appropriate box (or punches a hole, affixes a sticker or uses whatever method she wishes)
- Representative should keep a record of each Jewelry Club customer’s purchases.

An AVON Home Party

Parties and Home Parties are an excellent way to sell hundred of dollars in a matter of hours. Once you have one party, you'll definitely want to have more.

A STEP BY STEP APPROACH

Step 1 Prepare

- ❖ Decide on the date and time you want your Avon Home Party to take place.
- ❖ Choose the products you would like to display and order them in advance
- ❖ Identify a theme or key focus. Examples are Gifts; Skincare, color or you may be using one of Avon's home Party Kits. Actually showcase or demonstrate your key focus products. The focus for this Avon home Party is Perfect Wear. Products you are not demonstrating are left on the display for your guests to see.
- ❖ Make a list of who you will be inviting.
- ❖ Send out invitations 1 or 2 weeks in advance of your party (20 invitations are included in your kit)

Step 2 Materials

- ❖ Make a list of the materials you need to support you. Examples are, display table, order pads, pencils, tissue, mirrors, cotton balls, brochures, recruiting flyers, etc.
- ❖ It is always a good idea to provide refreshments; these can be as simple as cookies and juice
- ❖ Create a sign-up sheet
- ❖ Unpack your Avon Home Party Kit. Place the 20 Thank you cards aside for now; you will need them after you have completed your party.

Step 3 The Avon Home Party

- ❖ On the day of the event be prepared ahead of time, relax and have fun
- ❖ Set up your key product focus on display. This is where you will display the items in your kit. (1 poster, 2 assortments of eye shadow samples, 2 assortments of lipstick samples and 1 each of the foundation samples. Adding full size products enhance the display)
- ❖ Consider your complementary products you wish to display
- ❖ Set up your refreshment area
- ❖ Have your customer order pads and sign-up sheet readily available

Step 4 Follow up

- ❖ Decide now on your course of follow-up after the party. Use the sign up sheet to capture the name, number and address of each guest. This will allow you to follow up with a thank you card and offer continued or new service. This is a great way to gain new customers and grow your business.
- ❖ Offer your Hostess a special deal. For example, your Hostess could receive:
 1. 30% of what is sold at the party in FREE merchandise of their choice. You still profit greatly from this and increase your sales. For example ...\$500 Total party sales X 30%=\$150 in Free Merchandise (customer price)

If your earnings level is 40% or greater, then this offer costs you just \$60

Your net earnings on the \$500 Party is at least \$105 – nice profit for a few hours work!

2. When someone has a party for you, you want to encourage them to get one of their guests to book a party that day. Perhaps anyone who books a party not only gets 30% of their purchase in FREE merchandise, or they can purchase five items at 40% discount. You decide. Keep in mind if she selects fixed earning products you can only give her 20% off. If the hostess has someone book a party let her choose an additional five products at the 40% discount making a total of ten!

Attached is a sample letter you can mail or give to customers to encourage them to book a party.

An AVON Home Party

How to Demonstrate products

It is important to demonstrate your products at a Home Party. The best way to accomplish this is by Show, Tell and Experience

- ◆ Show the products. Use the Avon brochure to help you with the product benefits and descriptions. Wear Avon fragrance, jewelry and clothing
- ◆ Tell your guest what the product is for, how it works, application tips, whatever is appropriate and relates to the product.
- ◆ Have your guests Experience the product by touching, feeling, smelling. If you are demonstrating Beauty products such as skin care or color, allow your guests to try on the products using samples. Many of Avon's skincare and color products can be applied to the back of the hand. Guests like this because it is easier to see and feel the product and allows for many products to be experienced. (You may want to consider a certified beauty advisor, Beauty advisors are able to offer free makeovers at any time, especially Home Party's 😊)
- ◆ If you are demonstrating fragrances be careful not to have too many open samples circulating. This will help avoid the fragrance from overwhelming the air, which can make some guest uncomfortable.

Games to Play

- ❖ Secret Messages...Have just enough envelopes made to give one to each guest. Put one slip of paper in each envelope that offers one of the following:
 - 10% off today's Avon purchase
 - FREE gift! (Have some pre-selected sample/trial sizes on hand)
 - 20% off today's Avon purchase
 - Thank you for joining us today!
 - Earn 30% of the total Avon purchases when you collect at least 5 Avon orders from family / friends.
- Each Guest selects an envelope and celebrates!
- ❖ The Name Game.... Set a timer for three minutes. Give each guest a pencil and paper; ask them to write down names and telephone numbers of as many women as they know who are not at the party. The one with the most names and phone numbers win! Imagine the new customers you can gain!
- ❖ Have each guest fill out a card with their name, phone number, and address so you can follow up with them. Use this to draw for a door prize.

An Example

Dear Friend:

Open your house to your family and friends this year with an Avon Home Party. An Avon Home Party is a great way to introduce Avon products to people you know. Your friends will see items that are marketed by the world's #1 Beauty Company, all backed by our 100% Guarantee.

Our products for the entire family line including fragrances, jewelry, color cosmetics, breakthrough technologies in skin care, holiday gift-giving!

Many people enjoy the convenience of shopping at home, especially during this busy time of year. Hosting an Avon Home Party in your home enables you to receive personal attention from a friendly, knowledgeable, Avon Representative.

Not only will you have the opportunity to see and touch Avon products in your home, as a hostess you can earn your choice of Avon Products, or special discounts.

What you can earn when you host an Avon Home Party

If your Home Party	Earn FREE	or	Discount
Sales Total:	merchandise		Total
\$100	\$30		\$40
\$200	\$60		\$65
\$300	\$90		\$100
\$400	\$120		\$130
\$500	\$150		\$150
\$600	\$180		\$200

What a great way for you to do your holiday shopping. Choose your Home Party date today. Too busy to schedule a Home Party, show brochures to your family and friends and receive similar benefits. For more information contact:

_____ (_____) _____

Independent Avon Sales Representative

Phone



Avon Gift Registry

How the Avon Gift Registry Works

Ask customer to give names of people and occasions she would give gifts to each month starting with January, and the approximate amount she would spend for each.

Example: Birthday, Brother Jim, March 3, \$10.00

Go through each month. Remind her about gifts for Valentine's Day, Easter, Mother's Day, etc., and list them.

File customer's card under the month in which she needs her next gift.

Representative anticipates customer's need by pulling all cards in the file one month ahead.

Example: In January she pulls all of February cards, In February she pulls all March cards, etc.

Before calling on customer, select two or three gift suggestions from brochure. Better yet, show demo items.

Ask her to order. (You might offer free gift wrapping)

After sales call, refile card for month customer has the next need for a gift.

SUGGEST DOOR OPENER STATEMENTS FOR REPRESENTATIVES

"Hello, I'm _____, the Avon Representative for this area...

... Did you ever forget someone's birthday? Don't you wish someone had called you? As a special service to the people in this territory, I am developing a free registry so that they won't forget birthdays, anniversaries, etc."

...have you ever just picked up a gift at the last minute that you really weren't pleased with because you almost forgot an important gift-giving occasion? As a special service to the people in this territory, I am developing a free gift registry so that they won't forget birthdays, anniversaries, etc."

...wouldn't it be great if someone would provide you with a timely reminder of your upcoming gift needs? As a special service to the people in this territory, I am developing a free gift registry so that they won't forget birthdays, anniversaries, etc."



Demo Reinvestment Plan

The Demo Reinvestment Plan is based upon selling your demonstration products after using them to encourage sales. Then take the money from the demo sales and reinvest in the future demos.

The following is a sample of a single demo investment, what the demo could be sold for and how much money would then be available to reinvest in the following campaign.

	Demo Investment	Resale Price (Brochure Price)
First Campaign	\$4.17	\$6.97
Second Campaign	\$6.97	\$11.91
Third Campaign	\$11.91	\$19.85
Fourth Campaign	\$19.85	\$33.08
Fifth Campaign	\$33.08	\$55.13
Sixth Campaign	\$55.13	\$91.89
Seventh Campaign	\$91.89	\$153.16
Eighth Campaign	\$153.16	\$255.27

Remember: If you have twelve orders for a product you've demonstrated, order only eleven. Sell your demo.

