

Quick Guide TO GETTING STARTED



“Our promise to every new Representative is to help you get started. And we’ll match your commitment to growing your Avon business with guidance and support every step of the way.

As is true with all sales businesses, success depends on finding Customers who want to shop with you, then providing top-notch service and **following up often to keep the connection alive.**

So, reach out and connect with Customers. Give them a real alternative to shopping in a store. After all, the difference between the Avon Brochure and a department store is **YOU – your products and, best of all, YOUR SERVICE.”**

Eddie Silcock
Vice President,
US Sales

LET YOUR PERSONAL TOUCH BE THE DIFFERENCE.
And know that we’re behind you every step of the way.

Success Can Be Easy... ONE STEP AT A TIME!

1

FIND CUSTOMERS.

- Contact all of the people on your **Invitation List** to share a brochure. You can even ask them for **referrals**.
- Create your **personal web page** to invite long distance Customers. Orders can even be delivered directly to them!
- Import your **social media** contacts. (Refer to Avon's Social Media guidelines on yourAVON.com.)
- Find Customers who **work in an office** where one brochure can be shared.
- Practice the **Power of 3** by introducing your brochures to 3 new people every day.



TIP: Wear your AVON button for an easy conversation starter.



2

“JUST FOR YOU!”

- For **EACH Campaign of \$100 or more** in your first 4 Campaigns of selling, you can earn **FREE** Avon products.[†]
- Earn an **EXTRA BONUS** product bundle when you place your 5th order AND have a minimum \$400 in cumulative sales in the first 4 Campaigns!



[†]Products shown may vary.

Ask for the order by saying: “What can I order for you today?”

Try these words: “I noticed your beautiful skin! Avon has some new spring colors that would look great on you.”

Register at yourAVON.com and serve Customers from your personalized Web page and online store.



3

FOLLOW UP 2-3 DAYS BEFORE EACH ORDER IS DUE:

- **Call or text** everyone who received a brochure. (Standard text message rates may apply.)
- **Email or text** your long distance Customers.
- Post an order due reminder on your **social media**.

4

INVEST IN YOURSELF.

- Listen to the *Making the Shift* CD that came in your New Representative kit.
- Go to yourAVON.com > *Training Tab* > *Avon Pathways* and register for the next *Welcome to Avon Webinar*.

Welcome to Avon Webinar every Monday night at 8 pm, ET.

February, 2014						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27 Welcome to Avon	28	29 Learning your Sales Leadership Business	30	31	1
2	3 Welcome to Avon	4	5 Learning your Sales Leadership Business	6	7	8
9	10 Welcome to Avon	11	12 Learning your Sales Leadership Business	13	14	15
16	17 Welcome to Avon	18	19 Learning your Sales Leadership Business	20	21	22
23	24 Welcome to Avon	25	26 Learning your Sales Leadership Business	27	28	1

- Set aside time each week to complete 1-2 Training Modules starting with these:
 - Getting Started on yourAVON.com
 - Launching Your Avon Business
 - Online Ordering
 - Money Management
 - Beauty Basics

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MANAGE YOUR BUSINESS WITH YOUR WEB OFFICE.

- Place Orders
- Manage your Account
- Create Invoices
- Track Customer History
- Send forwardable product emails

TIP: Include your web address on everything you give to Customers.



Every Campaign, read the *What's New* to learn about new products and special offers for Representatives.

TIP: With Avon, you received a credit limit when you were appointed as an Avon Representative. You may be required to pay a deposit if your order exceeds your credit limit. See the upper right corner of the home page at yourAvon.com for your credit limit.

6

SUBMIT YOUR ORDER* AND BOOST YOUR BUSINESS.

- Go to yourAVON.com and follow the prompts for placing your order.
- Don't forget to order brochures, samples and business tools.
- Be your own testimonial! Choose 1-3 products that you can start using on a daily basis.
- While you're placing your order, boost your business even more by ordering the *Business Booster*, which includes additional products, tools and training tips. For your investment of \$35, you will get a supply of advanced tools, products & samples to use to grow your business!



7

DELIVER ORDERS AND COLLECT CUSTOMER PAYMENTS.

- Pack each order from your Customer Order Forms.
- Include a new brochure, samples and a prospecting flyer to introduce the earning opportunity. (Print it at yourAVON.com>*Sales Leadership*>*Materials & Resources*.)
- You may accept cash, debit/credit cards, money orders or personal checks made out to you, not Avon.

TIP: Never leave products without getting payment in full at the time of delivery.

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PAY YOUR AVON ACCOUNT.

- Pay online, by phone, or on your mobile device with your debit/credit card, prepaid card, or QuikPAY.**
- You can also pay by money order, or with a personal check.
- After paying your bill to Avon, the rest of what you collected is yours to keep!

Note: You must pay Avon in full before you submit your next order.

+

SHOW OTHERS HOW TO DO WHAT YOU DO.

- The *Sales Leadership Jump Start* bonus program gives you the power to increase your earnings when you build and develop a team.
- Go to yourAVON.com>*Sales Leadership*>*Jump Start* to learn more.



*Check your Campaign Selling Calendar for order submission and delivery dates on yourAVON.com under Campaign Tools. ** See back of Credit Card slip for current policies.

KNOW YOUR PRODUCTS...SELL MORE PRODUCTS

The best way to learn about the products you are selling is to read the *What's New* every Campaign. It highlights **product benefits**, gives you **selling tips** and lets you reserve quantities of popular **new products in advance**. It also features **SAMPLES** and **DEMOS** for your Customers to try. Always order more brochures than your current number of Customers and **challenge yourself to approach new people**.



TIPS: OPEN DOORS WITH MAKEUP AND PERSONAL CARE

- Color and Personal Care items are an **affordable way to attract new Customers**.
- Whatever the season, Moisture Therapy, Foot Works, Skin So Soft and Bug Guard Plus are a few **Avon essentials** that can be enjoyed year-round.
- To **learn more** about Avon's latest beauty products, go to yourAVON.com >Training>Avon Pathways.

Try these words:

"I know you love color. Our new lipstick comes in 12 shades! Let's find your perfect color(s)."

BUILD YOUR BUSINESS WITH FRAGRANCE

- How about wearing Avon fragrance wherever you go...Take the bottle with you and show it off.
- Point out **scented brochure pages** or attach **samples** to the brochure, then follow up to get feedback.

Try these words:

"This new Fragrance would make a beautiful gift. What birthdays [anniversaries, holidays] do you have coming up?"

SKIN CARE HAS TREMENDOUS EARNING POTENTIAL

- Avon features a wide variety of **cutting-edge, affordable** Skin Care products.
- Know the facts. Read and reference the Essential Skin Care Guide and the Skin Care Conversation Card to break the ice. (Find these tools on yourAVON.com >Campaign Planning>Anew Central.)

Try these words:

"I know that you've been concerned about sun exposure with your new job. I recommend a good eye cream and a moisturizer with SPF."