Your Fortune Is in

the Follow-Up

Invite, inform, inspire your Customers

"When I invite my Customers to shop my Avon brochure, I offer them a real alternative to shopping in a store because my personal touch makes a difference."

Veruska Puente EUL, President's Council



"When you follow up, you reconnect with Customers and continue to build relationships. That's what keeps your business growing."

Elizabeth Balestracci EUL, Honor Society



Get New Customers When You Follow Up



Become an **e**Representative and sell from your own personalized Web page 24/7! Online follow-up is easy.



When you deliver orders. always ask for referrals. Follow up on leads.



Have a party. Ask each Customer to bring a friend. Then follow up.

Potential Customers Are Everywhere!



- Doctors'/Dentists' Offices
- Day Care/
 - Child Activity Centers
- ☐ School/Public Bus Stops
- ☐ Hair Salons, Barber Shops
- Nail Salons, Spas
- Gyms, Fitness Centers
- Banks, Credit Unions
- **Dance Studios**
- Laundromats
- □ Dry Cleaners

- Restaurants.
- Fast Food Drive-Thrus ■ Donut Shops, Bakeries
- **Bagel Shops**
- Delis, Cafés
- ☐ Convenience/ **Grocery Stores**
- □ College Campuses
- School Offices
- Local Malls, Retail Stores
- Movie Theater Lobbies

- Jewelry Stores
- ☐ Vitamin/Health Stores
- Office Supply Stores
- Pharmacies
- ☐ Florists
- ☐ Car Repair Waiting Areas
- Insurance Offices
- Real Estate Offices
- ☐ Facebook
- □ Twitter
- Avon Web Site

Scroll down to the Customer Follow Up List and fill it out for timely follow-up. In the top half of the campaign box, fill in the amount of the order. In the bottom half, use the following codes: B = Brochure Left. Next campaign, follow up in person, by phone or by e-mail. E = Enrolled as an eCustomer. CB = Call Back this campaign, NC = No Contact, Call back this campaign, NO = No Order, Call back next campaign, H = Helper,

Follow Up and Follow the Money

Inform your Customers of the great products and offers you have every campaign. Daily needs like bubble bath, shampoo, deodorant and hand cream are just a few of the products we all buy 6 to 8 times a year. Why let Customers buy them at grocery or discount retail stores when they can shop with you?

Daily-needs products may look inexpensive, but sales add up fast. Avon offers great quality body and bath products at smart values in every brochure. And you are practically guaranteed steady income as Customers repurchase these products throughout the year.

Since Customers have to buy multiple daily-needs products each month, you might as well get the sale. Tap into their desire to save time, save gas and SAVE MONEY. Then give them something extra—your personalized Avon service!

That's what direct selling—and selling Avon—is all about.

Want More Customers?

Order More Brochures!

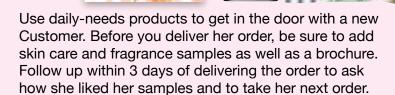
100 brochures costs only \$6.00 more than 50, but you will reach more Customers.

make more sales and earn

more money!







If you buy 50 Brochures (a \$13.99 investment)

Sell to 18 Customers x \$25 average order

Total order size \$450

eye-catching

\$450 at 40% = \$180 earnings - \$13.99 investment

\$166.01 actual earnings

Buy 100 Brochures (a \$19.99 investment)

Sell to 36 Customers x \$25 average order

Total order size \$900

\$900 at 45% = \$405 earnings

\$19.99 investment

\$385.01 actual earnings

The Value of a **Beauty Customer**

FRAGRANCE

See how beauty sales to just one Customer can add up in one year

SKIN CAR	E	COLOR	
ANEW Re	versalist	MagiX	
Renewal	Foaming	Face Perfecto	or \$10.00
Cleanser	\$11.00	True Color	
 Day Ren 	ewal	Eyeshadow C)uad 9.00
Cream	32.00	Super Drama	
 Night Re 	newal	Mascara	9.50
Cream	32.00	Ultra Color Ri	ch
 Illuminati 	ng Eye	Lipstick	7.00
System	30.00	Nail Enamel	6.00
Total	105.00	Total	41.50
Replace 6x/Year	\$63000	Replace \$	16600
574 . Out		170 1001	. – –

X Perfecto	r \$10.00	Far Away • Eau de F		
Color		Spray	\$23.00)
hadow Q	uad 9.00	Shower	Gel 10.00)
r Drama		Body Lo	tion 10.00)
ara	9.50			
Color Ric	ch			
ick	7.00			
Enamel	6.00			
	44.50	Total	43.00)
	41.50	Replace	6400 00	_
ace \$-	16600	3x/Year	\$1290	J

PERSONAL CARE	
SKIN SO SOFT	
Signature Silk	
 Shower Gel 	\$6.00
 Ultra Moisturizing 	
Body Lotion	8.00
Advance Techniques	
Volume Shampoo	6.00
Foot Works	
Antifungal Foot Spray	7.00
Total	27.00
Replace	2000
6x/Year Ψ I	32 ⁰⁰

Total annual beauty sales = \$1,087! With just 10 loyal beauty Customers, you could achieve President's Club in one year.

Beauty Customers are quality Customers. They shop more often and are willing to try new things. Your enthusiasm will *inspire* your Customers to believe in the Avon brands, become loyal users and share their passion for Avon with others. *Invite* them to the next Avon Opportunity meeting in your area.





Name	Primary Phone #						С	ampai	gns						Remarks
E-mail Address	Secondary Phone #														
1. Mary Smith	555-777-5678	30.00	15.50	25.00	17.50		9.99	34.00		12.99	16.50		26.00	29.99	Deliver after
Mary.Smith@customeremailaddress.com	666-888-5678	В	В	В	В	NO	В	В	NO	В	В	NO	В	B/E	7:00 p.m.
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