

# 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



AVON

# Get New Customers When You Follow Up



Become an eRepresentative 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

Tip:

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!**



### Tip:

Use daily-needs products to get in the door with a new Customer. Before you deliver her order, be sure to add skin care and fragrance samples as well as a brochure. Follow up within 3 days of delivering the order to ask how she liked her samples and to take her next order.

If you buy 50 Brochures (a \$13.99 investment)	
Sell to 18 Customers	x \$25 average order
Total order size	\$450
\$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**

### Tips:

- Buy 30 extra brochures each campaign. Plan to contact three prospective Customers every workday!
- Your online Avon store is open 24/7. Send e-cards to Customers reminding them of great offers.

AVON

# The Value of a Beauty Customer

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

SKIN CARE	COLOR	FRAGRANCE	PERSONAL CARE
<b>ANEW Reversalist</b>	MagiX	<b>Far Away Exotic</b>	<b>SKIN SO SOFT</b>
• Renewal Foaming Cleanser \$11.00	Face Perfector \$10.00	• Eau de Parfum Spray \$23.00	<b>Signature Silk</b>
• Day Renewal Cream 32.00	True Color Eyeshadow Quad 9.00	• Shower Gel 10.00	• Shower Gel \$6.00
• Night Renewal Cream 32.00	Super Drama Mascara 9.50	• Body Lotion 10.00	• Ultra Moisturizing Body Lotion 8.00
• Illuminating Eye System 30.00	Ultra Color Rich Lipstick 7.00		<b>Advance Techniques</b>
	Nail Enamel 6.00		Volume Shampoo 6.00
Total 105.00	Total 41.50	Total 43.00	<b>Foot Works</b>
Replace 6x/Year <b>\$630<sup>00</sup></b>	Replace 4x/Year <b>\$166<sup>00</sup></b>	Replace 3x/Year <b>\$129<sup>00</sup></b>	Antifungal Foot Spray 7.00
			Total 27.00
			Replace 6x/Year <b>\$162<sup>00</sup></b>

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.



AVON

# CUSTOMER FOLLOW-UP LIST

AVON

Name	Primary Phone #	Campaigns												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	B	B	B	B	NO	B	B	NO	B	B	NO	B	B/E	7:00 p.m.
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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. **CB = Call Back** this campaign. **NO = No Order.** Call back next campaign. **E = Enrolled as an eCustomer.** **NC = No Contact.** Call back this campaign. **H = Helper.**

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