

Prospecting DECISION TREE

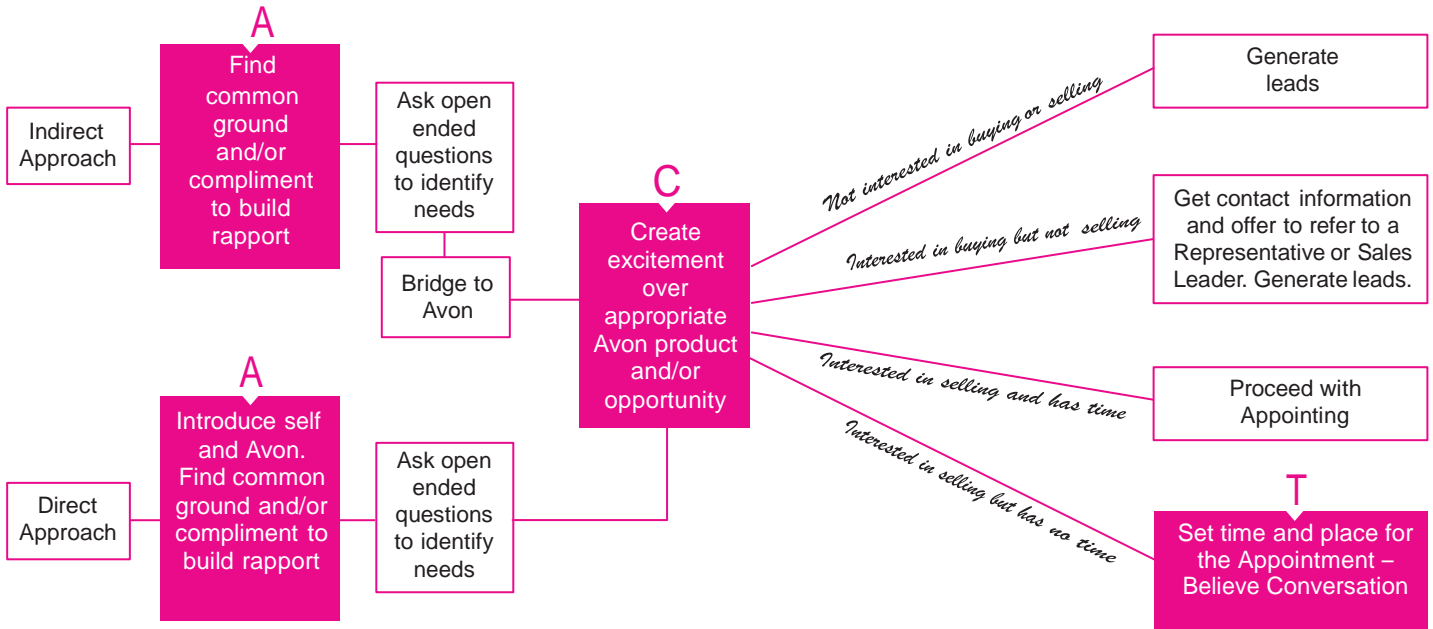
A
APPROACH



C
CREATE EXCITEMENT



T
SET TIME AND PLACE
FOR APPOINTMENT



Lead Follow-Up Words to Use

As you know, leads can be individuals who approach Avon to learn more about the opportunity. For this reason, it is important when calling these leads, that we assess their needs, goals and aspirations. Then we can discuss how the Avon Opportunity can make these goals attainable.

Much like indirect prospecting, you will want to keep these calls conversational, ask open-ended questions and bridge to the Avon opportunity at the appropriate time.

To assist you in these discussions, the following suggested scripts have been prepared:

Open

"Hi [name], this is [name] with Avon. I am the [title; e.g. DSM/Independent Representative, etc] in your area."

"I received information that you are interested in Avon. How may I help you?"

If Requesting a Representative

"I can help you with that. Before I do, let me ask – if you could purchase products that you are interested in AND earn additional income at the same time, would that interest you?"

If Yes: (skip to Continue Here)

If Hesitant: "I would like to invite you and a friend to our next Avon Opportunity Meeting. At the meeting, you'll hear all about the great opportunities Avon has to offer. I'd also love the chance to meet you!" "The meeting is: [Date/Time/Place]."

If Not Interested : "Do you know anyone who could use additional income?"

(Provide Representative Contact Information and share Customer information with Representative.)

If Inquiring About the Opportunity

"Great! So what piqued your interest in Avon?" (e.g., TV, newspaper, friend/family member, radio, etc.)

Continue Here

"So, let me ask...what would you like the Avon opportunity to provide for you and/or your family?"

(wait for response)

"OK...how much money would you need to [restate need/goal]?"

(wait for response)

"This is a great time to start an Avon business and your goal of making [restate need/goal] could be achieved with an Avon business."

"I am really looking forward to meeting you. I will be in your area on [date] and would love to sit down with you to further discuss our incredible opportunity."

"What time is good for you? I am available at [choice of times]."

If Leaving a Message

"Hi [name], this is [name] with Avon. I am the [title; e.g. DSM/Independent Representative, etc] in your area."

"I received information that you are interested in Avon. Please call me at [phone number]. I look forward to speaking with you soon."

"Have a great day!"