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# Prospecting For Sales Leaders

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# Agenda

- Prospecting Review
- Your Prospecting Attitude
- The Prospecting Process
- Prospecting Role Model
- Prospecting Role-Play

# Prospecting Defined

- *Prospecting* is the process of developing a list of names and sources of leads with whom you can share the Avon Opportunity
- Prospecting is the art of *networking*, a way of starting *new relationships* and a way of developing and *expanding your business*

# Goals of Prospecting

- Leave each contact with a(n):
  - Interest in the Earning Opportunity
  - Desire to become an Avon Customer
  - Good feeling about Avon
- Schedule his or her Appointment

# Prospecting Attitude

- What you believe about prospecting has a powerful impact upon how you feel when prospecting.
- What you feel when prospecting has a powerful impact on what you do about prospecting.

# Prospecting Foundations

- Take the time to understand your beliefs and feelings about your work.
- Take the time to examine your beliefs that get in the way of your success.

# Hyrum Smith's Belief Window

- You hold certain beliefs on your *“belief window.”*
- From your beliefs you have created rules, *“If... Then...”*
- The rules influence your behavior.
- The observable result of your behavior may or may not be satisfactory to you.



# Hyrum Smith's Steps to Changing Beliefs

1. Identify your behavior patterns.  
*"I'm really reluctant to talk in front of a group of people."*
2. Ask "why" the behavior. The answer to "why" is the principle on your belief window.  
*"I get nervous and I'm afraid I'll make a fool of myself and forget what I want to say."*
3. Predict future behavior based on these principles.

# Hyrum Smith's Steps to Changing Behavior

4. Identify alternative principles  
*“A lot of people feel the same way and can empathize with my nervousness.”*
5. Predict future behavior based on new principles
6. Compare step 3 (Predict future behavior based on these principles) to step 5.  
Which produces the desired result?

# Belief Window Example

1. Identify a behavior of yours

*“I don’t talk to Customers about the Avon Earning Opportunity.”*

2. Ask “why” the behavior. That is the principal on your belief window.

*“I feel I am bothering them and will lose them as Customers.”*

3. Predict future behavior based on your principal.

*“I won’t talk about the Earning Opportunity and I will have to leave it to my Customers to ask about becoming a Representative.”*

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# Belief Window Example

4. Identify Alternative Principle



*“If I talk about the Earning Opportunity with everyone I will appoint more Representatives and achieve the next level in Leadership.*

5. Predict future behavior based on new principals.



*“I will talk about the Earning Opportunity with my everyone.*

6. Compare future behavior in step 3 and step 5. Which produces the desired result?

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# Activity: Your Belief Window

1. Identify a behavior of yours.
2. Ask “why” the behavior. That is the principal on your belief window.
3. Predict future behavior based on your principal.
4. Identify alternative principals.
5. Predict future behavior based on new principals.
6. Compare future behavior in step 3 and step 5. Which produces the desired result?

# Debrief

1. What is the behavior that you identified?
2. “Why” the behavior? What is the principal on your belief window?
3. What is the future behavior based on your principal?
4. What are the alternative principals?
5. What is your predicted future behavior based on new principals?
6. Compare future behavior in step 3 and step 5. Which produces the desired result?

# 4 Principles to Place on Your Belief Window

1. The definition of Success is the willingness to do that which the unsuccessful are not willing to do.
2. Wisdom is knowledge rightly applied.
3. Character is the ability to carry out a worthy decision after the emotion of making the decision has passed. (e.g. Making a New Year's resolution to exercise weekly and carrying out the decision after the emotion has passed.)
4. Sacrifice is giving up something good for something better.

# ACT

The 3 key steps of prospecting (ACT):

- **A**pproach
- **C**reate Excitement
- Set the **T**ime and **P**lace for the Appointment



# Prospecting Preparation Checklist

- Set your Objectives

  - How much time will be spent on the prospecting activity

  - Target number of names generated

  - Target number of appointments set

- Determine Venue for Prospecting

  - If prospect was referred, choose a venue convenient to the referral

  - If conducting cold prospecting, choose a high traffic and/or low coverage area

  - If conducted in an event, e.g. job fair, opportunity meeting, set up the venue so place looks professional

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# Prospecting Preparation Checklist, cont'd

Bring with you:

- Prospecting fliers
- Products/samples
- Business cards
- Pen and planner
- Prospecting Preparation Checklist

- Prospecting Decision Tree
- Prospect list
- Your story

Dress Appropriately

- Be better dressed for prospecting than what is considered acceptable in the area
- Wear Avon products and jewelry

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# Your Prospect List: FROGS

F = Friends

R = Relatives

O = Occupation

G = Geography

S = Social

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# Your Story

- The things that first attracted you to Avon
- The opportunities that Avon can offer
- Write your story and *practice, practice, practice* saying it

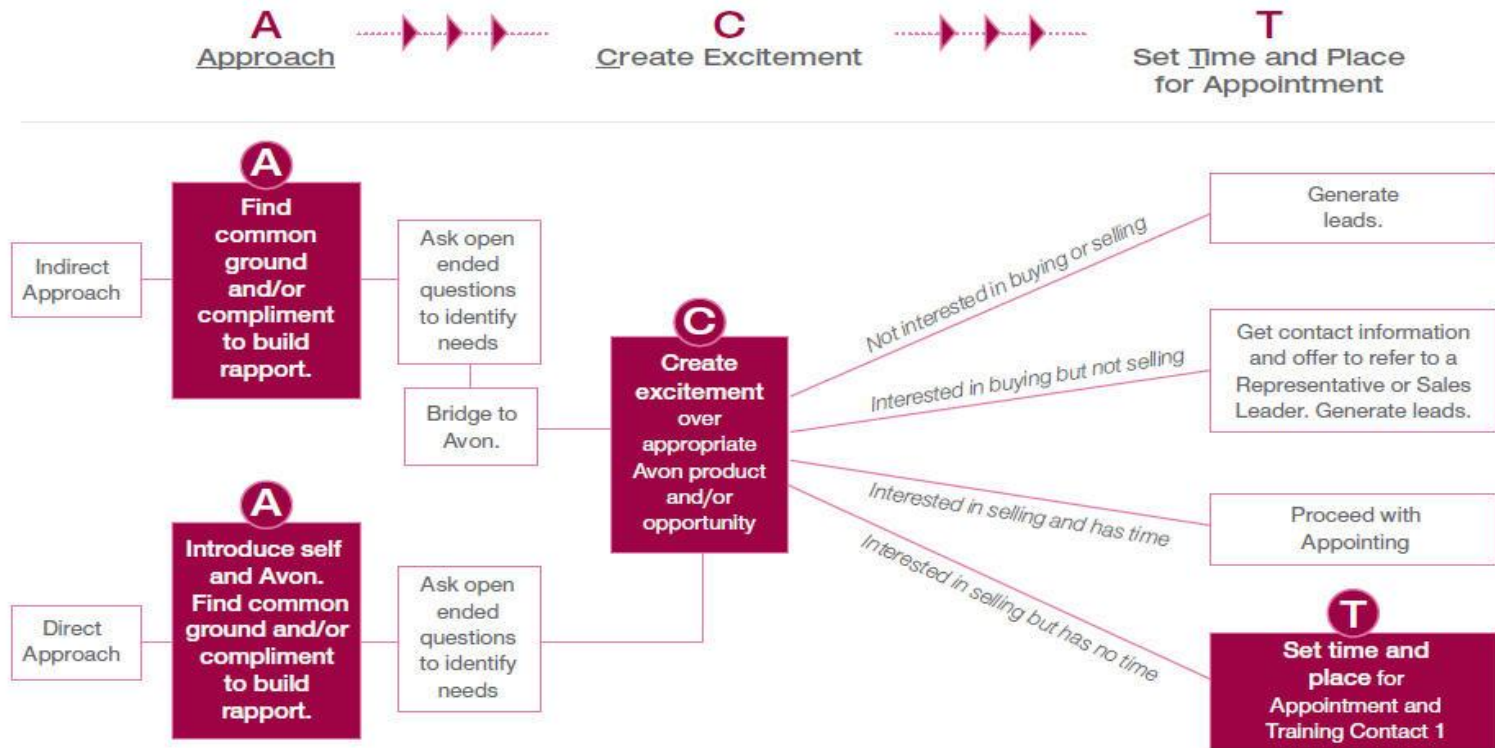
# The 4 C's

Start your story with the 4 C's:

- Start a **C**onversation by finding **C**ommon ground
- Give a **C**ompliment that shows that you **C**are to build rapport

# Prospecting

## Prospecting Decision Tree



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# The Approach

There are two types of approaches that work best when prospecting:

1. *The Indirect Approach* – When you start a conversation using open-ended questions to establish rapport and bridge to Avon.
2. *The Direct Approach* – when you meet someone and you immediately introduce yourself as an Avon Leadership Representative.

# Bridge Statements for the Indirect Approach

- A bridge statement is a sentence that will lead the conversation with a prospect to the subject of Avon.
- Bridge statements help you transition smoothly from talking about the person to talking about the Avon Earning Opportunity.



# Create Excitement about Avon

Present the appropriate Avon Opportunity or product that will best meet the dreams or needs of your prospect:

- Ask follow-up questions if needed
- Talk about the benefits that meet the prospect's needs
- Use your talking points to back up your suggestions.
- Share your belief in Avon
- Use success stories

# Set the Time and Place for the Appointment

Follow one of the 4 paths to setting the Time and Place for the Appointment. They are:

1. If the prospect is not interested in buying or selling, generate leads.
2. If the prospect is interested in buying but not selling, get contact information, show her the brochure and generate leads.
3. If the prospect is interested in selling and has the time, proceed directly with appointing.
4. If the prospect is interested in selling but does not have the time, set the time and place for the Appointment and Training Contact 1.

# Get Referrals

- If your prospect is not interested in becoming a Representative at this time, ask her for referrals.
- Information to obtain for each referral:

Name

Address

Contact number

eMail address

# Role Play Practice Session

- You'll work in teams of 3: Leadership Representatives, Prospect, Observer
- Each person will role play 3 scenarios, receive feedback after each, and receive final feedback after completing all 3
- Switch roles until every team member has played all 3 roles
- Use the Tools: Prospecting Scenario cards, Prospecting Decision Tree, Prospecting Observation forms

# Role Play Timeline

- Perform Role Play #1-(2-3 minutes)
- Observer fills out P Observation Form
- Observer provides SBI feedback on ACT between prospecting role plays (2 minutes)
- Perform Role Play 2-3 (2 minutes each)
- Provide final feedback – 5 minutes
- Switch roles – do Role Play 4-6, observe and provide feedback – 20 minutes
- Switch roles for the last time – do Role Play 7-9, observe and provide feedback – 20 minutes

# Summary

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- Your Prospecting Attitude
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