

Keep your sales engine running this winter



What makes this time of year different?

Short campaigns:

- Your order and delivery dates change
- There is less time between these dates
- You get more chances to earn

What does it mean to you?

To make the most of these extra earning opportunities you may need to work differently.

So read on... we're going to share some different methods that will really work!

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Pick and Mix

Take your pick over the short campaigns

store

ONLINE STORE

With My Avon Store, shopping online is easier than ever. Your customers can shop whenever and however they want.

USE ONE-STOP SELLING Save time using this simple

technique.

SOCIAL SELLING

Attract even more customers through the use of social media.





Carry a brochure and business card wherever you go. Anytime, anywhere, always ask.





HOLD A PARTY

Customers love to see and try our products. This is the best way to show off our extensive range.



BUILD A TEAM Increase your earnings through leading a team.

Relax and Earn

Make sure you don't miss out on easy earnings this Christmas!

Follow our quick-start guide on how to set up your online store

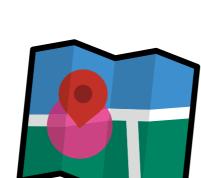
2.



login to avon. uk.com, click 'Open My Store' and follow the simple instructions



Choose your store name and pop in your contact details so customers can get in touch



3

Show customers the areas you'll deliver to for free



boost your Christmas sales by offering customers more online

- Customers can pay by VISA Materia PayPal
- Express delivery option available
- Great for last-minute orders... AND YOU STILL EARN!



Add a friendly photo of yourself to encourage customers to connect with you



STILL NOT CONVINCED? If you're not sure about setting it up - it's easy as pie! Beauty Connects



Carolyn, Representative

I've had 5 new customers in the last Fortnight from My Avon Store.

There's loads in store this Christmas!



YOU'RE DONE...

SHARE YOUR STORE!



One-Stop Selling

The easy way for you to serve your customers during short campaigns

This maintains customer service and increases sales and discount.

Adopt the one-stop selling method.

By identifying your calendar dates, you will be able to adjust to one-stop selling more easily than ever.



Collect Brochure 1 Order Leave Brochure 2



Deliver Brochure 1 Order Collect Brochure 2 Order Leave Brochure 3





Deliver Brochure 2 Order Collect Brochure 3 Order

Leave Brochure 4

Deliver Brochure 3 Order Collect Brochure 4 Order Leave Brochure 5

Mailplan A example:



Flexible Ordering

Order anytime!

No one likes to turn down an order and with Additional Orders you won't have to! It's always best practice to place a regular on-time order but with Additional Orders you can place mid-campaign and still earn*. You can earn the same level of discount that you earned in your last regular order (current or previous campaign).

How can flexible ordering help me?

- Never turn down an order
- Keep customers coming back
- Place multiple orders and earn on them all

PLUS... You can receive additional orders in as little as 72 hours! **

Make it easy to pay

With more than half the population (54 percent) wanting to pay for Christmas shopping in 2016 with their smartphone, it makes sense for you to offer a flexible way for your customers to pay.

What's available?



How can payment technology help me?

- No more return visits to customers that don't have the cash Attract more customers and increase their spend No need to carry cash for customers who don't have the right change

- Provides a secure way for you to take payments

*As long as you placed a regular order at Minimum Order Value (MOV) in their current or previous campaign **We'll always aim to get your additional order to you in 72 hours but this is subject to order volumes. Restrictions also apply in certain areas, check the website for full details.

Mobile apps



Chip and pin devices

Sales Centre Opening Times

Friday 23rd December 2016	8am–2pm
Saturday 24th December 2016	Closed
Sunday 25th December 2016	Closed
Monday 26th December 2016	Closed
Tuesday 27th December 2016	Closed
Wednesday 28th December 2016	Normal working hours
Thursday 29th December 2016	Normal working hours
Friday 30th December 2016	Closed
Saturday 31st December 2016	Closed
Sunday 1st January 2017	Closed
Monday 2nd January 2017	Closed
Tuesday 3rd January 2017	Normal working hours

Don't forget, Fast-trak is available 24/7 or visit avon.uk.com

MOV is reduced to £57 during the short campaigns. Refer to your invoice for specific details.

HOV remains at £160.

A reduced MOV makes it even easier for you to earn during short campaigns. Help kick start your earnings in the New Year!

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- Read through this guide knowledge is power!
- Ensure you are aware of your order and delivery dates over Christmas and New Year.

Advance order your brochures and use One-Stop Selling and My Avon Store to serve all of your customers during the short campaigns.

- Visit My Learning Zone for tips and videos to help support you and your business.
- Attend local meetings to view new Avon products and receive information on how to build your business.





Once your friend has placed their first order of minimum order value or above and then placed their second consecutive order, you'll be rewarded with some of our best selling products!

> Speak with your Sales Leader or Area Manager to make a recommendation!

*Based on normal Brochure price. Images for illustrative purposes only. Avon reserves the right to substitute the products offered within the Avon product pack (such Avon pack will be of equal or greater value). Incentive valid from C16 2016 National, C18 Trendsetter until further notice. For more information please visit www.avon.uk.com/recommend.



Take the 2-hour challenge



Give your business a boost between Christmas and New Year.

Put your feet up for a couple of hours and challenge yourself: how many customers can you generate through social media? Everyone will be posting pictures of family and friends

- chat to them about your online store.

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It's a great way to do business. Social media is for life – not just for Christmas!