

My Short Campaign Guide



Keep your sales
engine running
this winter

A V O N

What makes this time of year different?

Short campaigns:

- Representatives' order and delivery dates change
- There is less time between these dates
- They get more chances to earn

What does it mean to you?

You're going to need to work differently.

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



Keep your sales engine running this winter

Pick and Mix

Encourage your Representatives to take their pick over the short campaigns

myAVON
store



ONLINE STORE

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



LEARN ONE-STOP SELLING

Save time using this simple technique.



HOLD A PARTY

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

SOCIAL SELLING

Attract even more customers through the use of social media.



NETWORKING

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



BUILD A TEAM

Increase their earnings through leading a team.

Relax and Earn

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

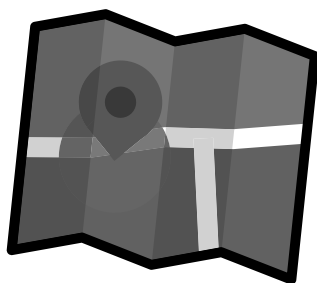
Follow our quick-start guide on how to set up an online store



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



Show customers the **areas**
you'll deliver to for free

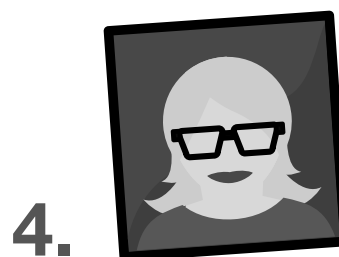
boost your Christmas sales
by offering customers more online

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



my **AVON**
store 

YOU'RE DONE...



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



SHARE YOUR STORE!

STILL NOT CONVINCED?

“If you're not sure about
setting it up – it's easy as pie!”

AVON
Beauty Connects



Carolyn, Representative

“I've had 5 new customers in the last
fortnight from My Avon Store.”



Sandy, Representative

There's loads in store this Christmas!

One-Stop Selling

The easy way for your Sales Leaders and Representatives to serve their customers during short campaigns.

This maintains customer service and increases sales, commission and discount.

Encourage your team to adopt the one stop-selling method.

By identifying their calendar dates, your Representatives 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:

D...28th / M...November



D...6th / M...December



D...20th / M...December



D...10th / M...January

Order Management Tips

Order Management is a 10-day process over the short campaigns, not just 1 day of contact.
Use this checklist as a handy prompt.

Get ahead of the game and start with your Campaign 17 Reports.

- ☐ Use your alpha listing to prioritise who you are going to contact first.

Removal changes in short campaigns

2nd inactives in Campaign 2 will be removed in Campaign 3 (3rd inactive)

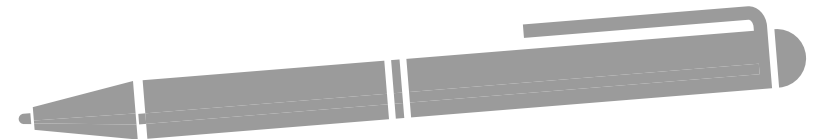
2nd inactives in Campaign 3 will be removed in Campaign 4 (3rd inactive)

2nd inactives in Campaign 4 will be removed in Campaign 5 (3rd inactive)

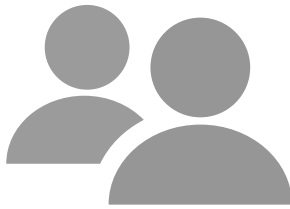
2nd inactives in Campaign 5 will also be removed in Campaign 5 (2nd inactive)

Why not try a colour code for 'at a glance' information?

- ☐ Inactives; held orders; past due balance, alternate orders
- ☐ LOA 1– 3; no brochures; postal Representatives
- ☐ Sales Leaders
- ☐ Meet with your teams to ensure they have planned for the short campaigns in order to protect their business.
- ☐ Ensure your Representatives know their campaign dates (internet and delivery).
- ☐ Be prepared – fail to plan, plan to fail!



Order Management



Please note you must have the Representative's permission before placing an order on their behalf.

Objection	Response
<i>I haven't got an order</i>	<p>Have you got brochures for Campaign XX?</p> <p>Brochures are essential to ensure your customers don't miss out.</p> <p>How many brochures would you like me to order?</p> <p>The more you order, the cheaper they become and the more customers you can serve! The prices are as follows: <i>[go through prices]</i>.</p> <p>Refer Representative to My Avon Store video on their website.</p> <p>Don't forget you can always send out your My Avon Store link to get those last-minute orders in this campaign.</p>
<i>I have a small order</i>	<p>Have you got brochures for Campaign XX?</p> <p>Brochures are essential to ensure your customers don't miss out.</p> <p>How many brochures would you like me to order? The more you order, the cheaper they become and the more customers you can serve! The prices are as follows: <i>[go through prices]</i>.</p> <p>Refer Representative to My Avon Store video on their website.</p> <p>What would you like me to order for you, as your order is due in today?</p> <p>The cut-off is 10pm tonight for online orders. Are you able to place your order before this time, or would you like me to place your order on this occasion?</p>

- Complete all requested actions, eg. place the order
- You should work with the Representative to build an order that they can then use for future sales, eg. demonstration products to use at parties
- Remind them of their delivery date and future order dates
- Thank them for their time

Inactive Calls



"Just called to say hi and to give you some help on how to protect your Avon earnings over the Christmas period."

"You will see our brochures are packed full of fantastic offers for Christmas and great money-saving opportunities for the New Year too".

"I see that we didn't receive an order last campaign, I hope everything is okay? What are your plans for this campaign?"

[Discuss and overcome any selling challenges the Representative may have].

"I just wanted to remind you that your Campaign XX order is due in on [date]. How much have you sold for this campaign?"

Objection	Response
<i>I haven't sold anything yet</i>	<p>Don't worry. You still have a week to go until the order is due. So you still have time to get your brochures delivered and collected. Better still, how would you feel about still earning with Avon without having to leave home?</p> <p>Direct Representative to My Avon Store video on their website</p>
<i>I have a small order</i>	<p>Great! We still have a week to go before you need to submit the order. How many orders have you still to collect? What about your neighbours?</p> <p>Take opportunity to sell the benefit of My Avon Store.</p> <p>Have they watched the video on their website?</p> <p>Have you seen a recent First Look? This is packed full of demonstration items that you can show to your customers, encouraging sales for future campaigns. What products have you spotted that you like?</p>

Recruitment



Objection

Response

I haven't got time, my children are still at school

I know how you feel. When I started Avon my daughter had just started school. It was great, I found that I could work around the school hours, still be a mum and earn some extra money, too.

I couldn't knock on doors

I felt like that about knocking on doors, but I soon found it didn't take me long to get used to it. Within a few weeks, I had met most of the people on the estate and lots of them were really friendly.

No one would buy Avon

When was the last time you saw a brochure? I'm sure that when your friends see our current brochure they will be keen to buy from you.

I've just had a baby

Another Representative who is also a new mum felt like that. However, she soon found that she enjoyed taking her baby out with her – the customers were very welcoming and made a fuss of her son/daughter.

I've just moved here and I don't know anyone

I felt like that when I moved into my new house, but within a few weeks I found that I had met most of the people on the estate and they were really friendly.

My husband wouldn't like me going out in the evenings

How would he feel if I could show you a way of covering this area without having to go out in the evenings? Suppose we chat to your husband and explain what is involved?

Fast Start Programme

Coordinator level represents the starting point of your Advanced Leadership journey.

If you have:		Your reward is:					
35	£14,000 ^a	£250	£250	£250	£400	£400	£400
25	£8,000 ^a	£200	£200	£200	£250	£250	£250
20	£6,000 ^a						
15	£4,000 ^a						
13	£3,000 ^a						
10	£2,000	£200	£200	£200	£150	£150	£150
8	£1,500	£120	£120	£120	£150	£150	£150
5	£800	£120	£120	£120	£85	£85	£85
3	£500	£75	£75	£75	No Advanced Leadership commission		
Number of Representatives placing orders	Total sales of you and your team	1st Campaign	2nd Campaign	3rd Campaign	4th Campaign	5th Campaign	6th Campaign
		Campaign:	Campaign:	Campaign:	Campaign:	Campaign:	Campaign:

Plus Advanced Leadership commission

35 Coordinator
 25 Advanced Coordinator
 20 Senior Coordinator
 15 Leader

^aAt least one Generation 1 (Paid as) Coordinator+ required

Plus you'll be earning commission through the Advanced Leadership Programme:

Title Qualifications	Coordinator	Advanced Coordinator	Senior Coordinator	Leader
Personal Sales	MOV	MOV	MOV	MOV
Generation 1 Active Representatives	5	10	15	20
Group Sales	£800	£2,000	£4,000	£8,000
Commission				
Generation 1 Commission	4%	5%	6%	7%
Generation 2 Commission	1%	2%	3%	4%
Generation 3 Commission	n/a	n/a	1%	1.5%
Average Earnings*				
Annual	£500	£1,000	£2,500	£6,000

*Estimation based on assumptions

AVON
advanced
leadership

It is illegal for a promoter or participant in a trading scheme to persuade anyone to make a payment by promising benefits from getting others to join a scheme. Do not be misled by claims that high earnings are easily achieved.

Have the Fast Start Flyer with you ready to show them how quickly they can start earning – remember to tie it in to what they are planning to spend over the holidays... or what they have already spent!

Advanced Leadership

“Hello, this is [your name] for Avon Cosmetics. I would like to book some time with you to discuss your Avon business. What would you do with extra earnings? What do you know about our fantastic earning opportunity called Advanced Leadership? I’m in your area on [day] morning/afternoon, what about [time] ?”

Objection	Response
I work full time and don't get home until late	I could meet you for coffee during your lunch break or day off – how would that be for us to get together?
I don't have time for Advanced Leadership	Suppose I could show you how little extra time it would take? How would you feel about it then? One of the great benefits of Advanced Leadership is you choose your own hours and how much you put into it.
I have a baby and can't afford a childminder	That's the great thing about Advanced Leadership and running your own business – you can choose the working hours that suit your lifestyle, whilst earning extra money too!
I don't know anyone who would sell Avon	That's not a problem. I can show you different ways to overcome that.

Advanced Leadership levels during short campaigns

Reduced Sales Qualifier during Campaign 1 to 4 2017 (Campaign 3 to 6 2017 for Trendsetters)

Advanced Leadership Level	Group Sales
Coordinator	£700
Advanced Coordinator	£1,400
Senior Coordinator	£2,700
Leader	£5,400
Advanced Leader	£10,800
Senior Leader	£23,500

Reduced Sales Qualifier during Campaign 1 to 4 2017 (Campaign 3 to 6 2017 for Trendsetters)

Advanced Leadership Level	Executive Qualifying Sales
Executive Leader	£33,500
Advanced Executive Leader	£33,500
Senior Executive Leader	£47,000
Chief Executive Leader	£47,000
VIP Ambassador	£335,000
VIP Senior Ambassador	£670,000

Group Sales are reduced during Campaigns 1 to 4 2017 (Campaign 3 to 6 2017 for Trendsetters) for all Sales Leaders, regardless of Mailplan.

Executive Grace Period reductions during short campaigns

Title	Reduced Executive Qualifying Sales*	Additional Reduction for Executive Qualifying Sales**
Executive Leader	£23,500	£16,800
Advanced Executive Leader	£23,500	£16,800
Senior Executive Leader	£33,500	£23,500
Chief Executive Leader	£33,500	£23,500

*EQS reduction if one 1st Generation Advanced Leader+ is promoted. **Additional EQS reduction if two or more 1st Generation Advanced Leader+ are promoted. Commission paid on orders over £57 (MOV) inline with reduced MOV for specific Mailplans. Personal Sales Requirement = £57 (MOV).

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

Sales Service Centre Support Calls

Sales Calls

Campaigns 18,1 and 4

Sales calls to LOA 4+ Representatives promoting seasonal offers, last-minute Christmas ideas and exciting new demo products for 2017.

Activity Calls

We aim to contact as many Representatives during the short campaigns as possible to offer support, help and encouragement in placing an on-time order.

Mailplan

MOV is reduced to £57 during the below campaigns for Representatives. HOV remains at £160.

Mailplan	Campaign
National A–E, F2–J2	2, 3, 4
National F1–J1, K–O	1, 2, 3
Trendsetter J, K, L	3, 4, 5

A reduced MOV makes it even easier for your Representatives to earn during short campaigns.

Help kick-start their earnings in the new year!

Mailplan splits in the short campaigns

F1	165, 185, 188, 370, 407, 445, 565, 591, 681, 744, 769, 879, 882
F2	190, 262, 306, 400, 500, 566, 604, 606, 741, 747, 768, 827, 884
G1	107, 240, 252, 345, 368, 382, 401, 431, 562, 704, 720, 743, 760, 810, 811
G2	113, 166, 203, 241, 243, 250, 282, 304, 322, 386, 461, 506, 641, 642, 860
H1	124, 206, 207, 305, 312, 410, 425, 524, 580, 707, 724, 764, 783, 849, 885
H2	103, 104, 163, 326, 526, 582, 590, 651, 709, 767, 788, 821, 831, 851, 880, 881
I1	164, 186, 221, 251, 361, 427, 470, 485, 563, 692, 719, 823, 824, 853
I2	105, 106, 115, 128, 129, 187, 222, 223, 287, 471, 541, 627, 693, 828, 829, 861
J1	126, 229, 268, 346, 365, 488, 529, 622, 665, 718, 771, 842, 890
J2	131, 132, 288, 329, 331, 349, 420, 505, 545, 620, 770, 840, 841

Campaign 1

Date	Internet		OM Day		10am cut-off		Results available		Delivery	
29th November	A	F1								
30th November	B	G1	A	F1						
1st December	C	H1	B	G1	A	F1				
2nd December	D	I1	C	H1	B	G1	A	F1		
5th December	E	J1	D	I1	C	H1	B	G1	A	F1
6th December	F2	K	E	J1	D	I1	C	H1	B	G1
7th December	G2	L	F2	K	E	J1	D	I1	C	H1
8th December	H2	M	G2	L	F2	K	E	J1	D	I1
9th December	I2	N	H2	M	G2	L	F2	K	E	J1
12th December	J2	O	I2	N	H2	M	G2	L	F2	K
13th December			J2	O	I2	N	H2	M	G2	L
14th December					J2	O	I2	N	H2	M
15th December							J2	O	I2	N
16th December									J2	O

Representatives and Sales Leaders can earn every 2 weeks during the short campaigns.

Campaign 2

Date	Internet		OM Day		10am cut-off		Results available		Delivery	
13th December	A	F1								
14th December	B	G1	A	F1						
15th December	C	H1	B	G1	A	F1				
16th December	D	I1	C	H1	B	G1	A	F1		
19th December	E	J1	D	I1	C	H1	B	G1	A	F1
20th December	F2	K	E	J1	D	I1	C	H1	B	G1
21st December	G2	L	F2	K	E	J1	D	I1	C	H1
22nd December	H2	M	G2	L	F2	K	E	J1	D	I1
23rd December			H2	M			F2	K	E	J1
28th December	I2	N			G2	L				
29th December			I2	N	H2	M	G2	L	F2	K
2nd January	J2	O					H2	M		
3rd January			J2	O	I2	N			G2	L
4th January					J2	O	I2	N	H2	M
5th January							J2	O	I2	N
6th January									J2	O

Encourage your Representatives to make sure every one of their customers has the opportunity to “visit our Sale”.

Campaign 3

Date	Internet		OM Day		10am cut-off		Results available		Delivery	
3rd January	A	F1								
4th January	B	G1	A	F1						
5th January	C	H1	B	G1	A	F1				
6th January	D	I1	C	H1	B	G1	A	F1		
9th January	E	J1	D	I1	C	H1	B	G1	A	F1
10th January	F2	K	E	J1	D	I1	C	H1	B	G1
11th January	G2	L	F2	K	E	J1	D	I1	C	H1
12th January	H2	M	G2	L	F2	K	E	J1	D	I1
13th January	I2	N	H2	M	G2	L	F2	K	E	J1
16th January	J2	O	I2	N	H2	M	G2	L	F2	K
17th January			J2	O	I2	N	H2	M	G2	L
18th January					J2	O	I2	N	H2	M
19th January							J2	O	I2	N
20th January									J2	O

Campaign 4

Date	Internet	OM Day	10am cut-off	Results available	Delivery
17th January	A				
18th January	B	A			
19th January	C	B	A		
20th January	D	C	B	A	
23rd January	E	D	C	B	A
24th January	F	E	D	C	B
25th January	G	F	E	D	C
26th January	H	G	F	E	D
27th January	I	H	G	F	E
30th January	J	I	H	G	F
31st January	K	J	I	H	G
1st February	L	K	J	I	H
2nd February	M	L	K	J	I
3rd February	N	M	L	K	J
6th February	O	N	M	L	K
7th February		O	N	M	L
8th February			O	N	M
9th February				O	N
10th February					O

Train consistently and plan carefully for successful short campaigns.

November Planner

Day	Date	C	OM	Del	Plans
Tue	1st	17	J	G	
Wed	2nd	17	K	H	
Thu	3rd	17	L	I	
Fri	4th	17	M	J	
Sat	5th				
Sun	6th				
Mon	7th	17	N	K	
Tue	8th	17	O	L	
Wed	9th	18	A	M	
Thu	10th	18	B	N	
Fri	11th	18	C	O	
Sat	12th				
Sun	13th				
Mon	14th	18	D	A	
Tue	15th	18	E	B	
Wed	16th	18	F	C	
Thu	17th	18	G	D	
Fri	18th	18	H	E	
Sat	19th				
Sun	20th				
Mon	21st	18	I	F	
Tue	22nd	18	J	G	
Wed	23rd	18	K	H	
Thu	24th	18	L	I	
Fri	25th	18	N	J	
Sat	26th				
Sun	27th				
Mon	28th	18	M	K	
Tue	29th	18	O	L	
Wed	30th	1	A/F1	M	

December Planner

Day	Date	C	OM	Del	Plans
Thu	1st	1	B/G1	N	
Fri	2nd	1	C/H1	O	
Sat	3rd				
Sun	4th				
Mon	5th	1	D/I1	A/F1	
Tue	6th	1	E/J1	B/G1	
Wed	7th	1	F2/K	C/H1	
Thu	8th	1	G2/L	D/I1	
Fri	9th	1	H2/M	E/J1	
Sat	10th				
Sun	11th				
Mon	12th	1	I2/N	F2/K	
Tue	13th	1	J2/O	G2/L	
Wed	14th	2	A/F1	H2/M	
Thu	15th	2	B/G1	I2/N	
Fri	16th	2	C/H1	J2/O	
Sat	17th				
Sun	18th				
Mon	19th	2	D/I1	A/F1	
Tue	20th	2	E/J1	B/G1	
Wed	21st	2	F2/K	C/H1	
Thu	22nd	2	G2/L	D/I1	
Fri	23rd	2	H2/M	E/J1	
Sat	24th				
Sun	25th				
Mon	26th				
Tue	27th				
Wed	28th				
Thu	29th	2	I2/N	F2/K	
Fri	30th				
Sat	31st				

January Planner

Day	Date	C	OM	Del	Plans
Sun	1st				
Mon	2nd				
Tue	3rd	2	J2/O	G2/L	
Wed	4th	3	A/F1	H2/M	
Thu	5th	3	B/G1	I2/N	
Fri	6th	3	C/H1	J2/O	
Sat	7th				
Sun	8th				
Mon	9th	3	E/J1	A/F1	
Tue	10th	3	E/I	B/G1	
Wed	11th	3	F2/K	C/H1	
Thu	12th	3	G2/L	D/I1	
Fri	13th	3	H2/M	E/J1	
Sat	14th				
Sun	15th				
Mon	16th	3	I2/N	F2/K	
Tue	17th	3	J2/O	G2/L	
Wed	18th	4	A	H2/M	
Thu	19th	4	B	I2/N	
Fri	20th	4	C	J2/O	
Sat	21st				
Sun	22nd				
Mon	23rd	4	D	A	
Tue	24th	4	E	B	
Wed	25th	4	F	C	
Thu	26th	4	G	D	
Fri	27th	4	H	E	
Sat	28th				
Sun	29th				
Mon	30th	4	I	F	
Tue	31st	4	J	G	

February Planner

Day	Date	C	OM	Del	Plans
Wed	1st	4	K	H	
Thu	2nd	4	L	I	
Fri	3rd	4	M	J	
Sat	4th				
Sun	5th				
Mon	6th	4	N	K	
Tue	7th	4	O	L	
Wed	8th	5	A	M	
Thu	9th	5	B	N	
Fri	10th	5	C	O	
Sat	11th				
Sun	12th				
Mon	13th	5	D	A	
Tue	14th	5	E	B	
Wed	15th	5	F	C	
Thu	16th	5	G	D	
Fri	17th	5	H	E	
Sat	18th				
Sun	19th				
Mon	20th	5	I	F	
Tue	21st	5	J	G	
Wed	22nd	5	K	H	
Thu	23rd	5	L	I	
Fri	24th	5	M	J	
Sat	25th				
Sun	26th				
Mon	27th	5	N	K	
Tue	28th	5	O	L	

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 leads can you generate through social media?
Everyone will be posting pictures of family and friends
– what a great time to chat to them.



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

A V O N