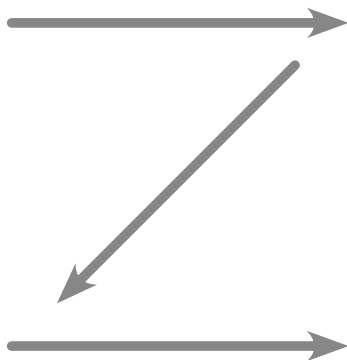


EFFECTIVE CALLS GUIDE

How to support your new Reps
through their Rep Success
Programme



CLICK ON A BOX TO FIND OUT MORE:



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GETTING READY FOR YOUR CALLS



BASIC STRUCTURE OF ALL AVON CALLS – IN 5 SIMPLE STEPS

FOLLOW THESE AND YOU WILL BE GREAT IN EVERY CALL...

LET'S LOOK AT EACH STEP
IN A BIT MORE DETAIL...

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STEP 1

IT'S ALL ABOUT THEM!



WHY YOU SHOULD ASK THEM LOTS OF QUESTIONS

THE MORE YOU KNOW ABOUT A PERSON, THE EASIER IT IS TO MATCH OUR EARNING OPPORTUNITIES TO WHAT THEY NEED

IF THIS IS THE FIRST TIME YOU'VE MET, YOU'LL WANT TO FIND OUT:

- What they need: it could be money, a hobby or to meet people?
- If it's money, what for and by when?
- How much time do they have free?
- Do they go out to work?
- How big is their family – do they have lots of friends?
- How do they use social media?

Asking questions shows that you are interested in them as a person and will help you to build a relationship with them.

IF YOU'VE MET THEM BEFORE, YOU SHOULD STILL DO THIS AT THE BEGINNING OF THE CALL.

- It continues to build your relationship with them
- Things may have changed since you last spoke
- You can find out how they are feeling (this is usually reflected in their business)
- If they're on top of the world, their business may be booming; however, if they are feeling the opposite their business may need a boost

Knowing this will help you match the call to their needs.

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STEP 1

IT'S ALL ABOUT THEM!



GOOD QUESTIONS TO ASK...

USE QUESTIONS WHICH CAN'T BE ANSWERED WITH A YES OR NO
– THIS MAKES IT EASY TO START CONVERSATIONS

“How long have you lived here?”

“How did you hear about Avon?”

“How many people work in your office?”

“How much spare time do you have?”

“How old are your children?”

“When did you last see an Avon brochure?”

“What other work are you doing at the moment?”

“What do you do with your spare time?”

“Where do your children go to school?”

“Tell me, what Avon products do you use?”

“Who do you know around here?”

“Where does your partner work?”

REMEMBER, THESE ARE CONVERSATION STARTERS – NOT QUICK-FIRE QUESTIONS.

Listen carefully to their answers and ask questions of your own to find out more, especially when you think something will be relevant to their business.

Remember these snippets of information so that you can match the rest of the call to what works for them.

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STEP 2

EXPLAIN WHY YOU'RE THERE



WHETHER IT'S FACE TO FACE OR ON THE PHONE,
ALWAYS FOLLOW THE 5 SIMPLE STEPS

Each call has key points that you want to cover – every call should be about doing the best for your Rep and helping them build their business online/offline or both.

APPOINTMENT

- How they can earn, what they have to pay for
- On and offline sales through brochure and digital options
- Customers
- Products

KIT ARRIVAL CALL

- Motivation and support
- Answer their questions

7-DAY CONTACT

- Check they have placed their first order
- Motivate them to earn more
- Rep Success programme progress
- Prepare for 1st delivery
- Training
- Customers

2ND CAMPAIGN CONTACT

- Recognition
- Training
- How to find more customers

SALES LEADER CALL

- Earning opportunity

PC CALL

- Benefits
- Customers
- On and offline sales through brochure and digital options

DEVELOPMENT CALL

- Increasing customers and sales

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STEP 3 CLOSE THE 'SALE'



ANSWERING QUESTIONS

WHATEVER THE REASON FOR YOUR CALL,
CLOSE THE SALE... SEAL THE DEAL.... MAKE SURE
YOU ARE BOTH HAPPY WITH WHAT YOU AGREE

MAKE IT A SUCCESS:

- Be prepared – have everything you need ready before you go
- Relax and focus – it's "all about them", not your targets
 - Share your top tips and Avon experience
 - Answer their questions with confidence

HERE ARE SOME EXAMPLES YOU MAY HEAR:

"I haven't got time"

"Nobody I know uses Avon"

"I've just had a baby"

"I don't know anyone around here"

"I don't know anything about
social media"

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STEP 3 CLOSE THE 'SALE'



ANSWERING QUESTIONS

FEEL/FELT/FOUND FORMULA

“A lot of people say they FEEL they haven’t got any spare time

...but they soon FOUND it doesn’t take very long”

“New Reps often FEEL like that

...but they FOUND most of their friends were really keen to have a look at the brochure”

“The last lady I was with FELT like that when I first met her

...but she soon FOUND she enjoyed taking her baby out with her – the customers made such a fuss of her baby”

“I used to FEEL like that myself

...but within a few weeks I FOUND I had met most of the people on the estate”

“Before I started using Social Media, I FELT quite nervous

...I quickly got the hang of it and have FOUND Facebook and instagram really easy”

NOT ALL QUESTIONS ARE NEGATIVE – HOW WOULD YOU ANSWER THESE?

I want to earn more money – how can I do that as a Rep?

My employer is thinking of reducing my hours, can Avon fill that gap?

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STEP 4 TRAINING



“Time spent training is
an investment in the
future of your business”

TRAINING STARTS STRAIGHT AWAY ON APPOINTMENT. THE NEW REP MUST KNOW EXACTLY WHERE TO SELL AND WHO TO SELL TO.

FROM THIS CALL ONWARDS, IT'S ALL ABOUT INCREASING THEIR CUSTOMERS AND THE AMOUNT THOSE CUSTOMERS SPEND.

DON'T FORGET THE REP'S PERSONAL DEVELOPMENT – AS THEY ARE LOOKING FOR CUSTOMERS, SHOW THEM HOW TO LOOK FOR TEAM MEMBERS OF THEIR OWN.

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STEP 4 TRAINING



HERE ARE SOME BASICS THAT APPEAR IN EVERY CALL:

GET THEM EXCITED ABOUT THE BROCHURE

TALK ABOUT SHARING THEIR ONLINE STORE AND INSTANT BROCHURE

SHOW CURRENT PRODUCTS

SHARE TIPS FOR FINDING NEW CUSTOMERS – GUIDE THEM TOWARDS HAVING AT LEAST 20 CUSTOMERS ORDERING EVERY CAMPAIGN

ASK THEM WHAT TRAINING THEY HAVE COMPLETED - SHOW THEM WHERE TO FIND MODULES THAT INTEREST THEM

SHOW THEM HOW TO INCREASE THE AMOUNT THEIR CUSTOMERS SPEND:

- Link selling; for example, if a customer buys a nail enamel, remind them to order nail enamel remover
- Cross selling; for example, if a customer buys a nail enamel, suggest that they try a complementary eyeshadow
- Favourites; highlight to a customer when one of their favourite products is on sale
- Offers; draw a customer's attention to special offers that encourage them to spend more but get extra products in return
- Recommendations – encourage a customer to try something new by being enthusiastic about new products

ALL OF THESE ARE GREAT FOR BOTH ONLINE AND OFFLINE – HOWEVER, IF THEY'RE SEEING THEIR CUSTOMER FACE TO FACE, THEN DON'T FORGET THE BEST WAY TO BUILD SALES IS THROUGH DEMONSTRATION – JUST LIKE YOU DID WITH THEM!

Sometimes you can show your new Rep what to do, other times you'll need to tell them what to do – either way, make sure you ask them questions to check they understand.

“Where could you show this new perfume?”

“What would you post on Facebook about your favourite lipstick?”

“Which product would you suggest to go with this mascara?”

“People naturally copy what you do, so show them the best way every time”

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STEP 5

AGREE

NEXT STEPS



SO YOU'VE INVESTED YOUR TIME WITH THE REP, YOU'VE DONE WHAT YOU SET OUT TO DO WITH THE CALL, BUT HOW DO YOU KNOW YOU WERE SUCCESSFUL?

AGREE WITH THE REP:

- What they are going to do
- How they are going to do it
- When they will have it done by
- What it will mean to them when they have done it

FINALLY, MOST IMPORTANT OF ALL...

Agree with the Rep:

- When you will make contact with them again
- How you can support them again once they have achieved this new goal

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TRAINING CALLS



APPOINTMENT

Don't go into too much detail – just follow the Set-Up Guide and match what you tell them with what they want!

ALLOW APPROX. 1 HOUR

This call should always be conducted face to face - either in person or virtually - which ever way is best for the new Rep.

- Uncover their “why”
- My Avon Store – open and shared
- Generate excitement around Starter Kit
- Sharing of Instant Brochure
- Background to Avon
- Benefits of being a Rep
- Finding customers in person and online – where do you go, who do you know?
- What they could earn and what they need to pay for
- Promote the New Rep Success Programme

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TRAINING CALLS



APPOINTMENT CHECKLIST

✓ DID YOU...

- Spend time on a fact finding chat and match the kit to their needs?
- Discuss, then watch them open and share their My Avon Store?
- Make sure the Rep knows what to do when their kit arrives?
- Ask them to message you when their kit arrives?
- Show them how to send the Instant Brochure to 20 contacts a day?
- Discuss the paper brochure?
- Show the Rep how to download the online calling book?
- Link the opportunity to the information you found out in the fact finding chat?
- Agree a goal using an average new Rep Customer Spend?
- Check that the goal you agreed was realistic?
- Set the expectation that they would place an order within their first week?
- Agree a date for the next meeting?
- Check that they have submitted a safe location for order delivery?
- Show your new Rep where to find their kit videos?
- Bookmark the Rep Hub in their favourites
- Tell them that they can earn more by finding others who want to sell Avon?
- Direct them to "First Steps" training?



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TRAINING CALLS

BY NOW YOUR NEW REP SHOULD HAVE AT LEAST 5 ORDERS



KIT ARRIVAL CALL

It is recommended this call be conducted face to face - either in person or virtually - which ever way is best for the new Rep.

- **Fact finding chat**
- **Review progress so far**
 - What plans have they made to share their Starter Kit
 - How many potential customers have they found?
 - How many times did they share their online store?
 - Who did they share their Instant Brochure to?
- **When will they be placing the first order of the campaign?**
- **Did they complete “First Steps” training?**

KIT ARRIVAL CALL CHECKLIST

DID YOU...

- Encourage them to keep sharing the Instant Brochure every day to more contacts?
- Leave the Rep feeling motivated?
- Offer support?
- Check how many customers will they have, both on and offline?
- Answer any questions they have?
- Confirm the date of your 7-day contact?
- Encourage them to start “Essentials Training”

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TRAINING CALLS

BY NOW YOUR NEW REP SHOULD HAVE AT LEAST 10 ORDERS



7-DAY CONTACT

ALLOW APPROX. 30 MINUTES

TIMING: One week after Appointment.

OBJECTIVE: This is a face to face meeting, to help the Rep find customers, both online and offline, and encourage them to use flexible ordering for regular earnings.

- Fact finding chat – use information gained on Appointment and revisit their goal
- How many customers placed their order through their online store & Instant brochure?
- Ask what the Rep has been doing with their Starter Kit - congratulate and/or re-motivate
- Review My Avon Store activity and ask the Rep how they are promoting it. Show them how to increase customers using social media
- Analyse digital calling book for paper brochure orders:
How many homes were called on?
How many customers/potential customers?
Compare to agreed goal – congratulate and/or re-motivate
Friends and family customers/orders/sales
Agree target for the rest of the campaign

- Look through the next brochure together and discuss how they could use samples
- Talk about investing in brochures
- Look through First Look and talk about the new products
- Show them a product and then talk about how the Rep can do the same with her customers
- Show Rep how to order bags, etc.
- Discuss what makes a great Avon Rep
- Book a date and time for the 2nd Campaign Call
- Discuss what training they have completed in Essentials and which modules they should look at next

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TRAINING CALLS



7-DAY CONTACT CHECKLIST

- ✓ **DID YOU...**
- Find out if the Rep has enjoyed their first week?
- Check the Rep achieved the goals agreed?
- See that the Starter Kit is being used to find new customers
- Remind the Rep to check and accept customers and orders through My Avon Store?
- Ask if there were any more contacts they could send the Instant Brochure to?
- Discuss providing excellent customer service online & offline?
- Check how many brochures were ordered?
- Make sure the Rep knows where to look to check their credit limit and balance?
- Ask which training modules they have watched?
- What have they tried since watching the training?
- Review their progress of New Rep Success Programme?
- Book in the 2nd campaign call?
- Demonstrate any products?
- Discuss how to promote demo/samples to customers?
- Agree a product target?
- Agree a My Avon Store customer target?
- Ask them if they could show others how to do what they do?

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TRAINING CALLS

BY NOW YOUR NEW REP SHOULD HAVE AT LEAST 20 ORDERS



2ND CAMPAIGN CONTACT

FACT FINDING CHAT

- Review progress and achievement during their first campaign. Relate back to the goal agreed in appointment. Call and congratulate your Rep.
- Money management – prompt payment of invoices within 13 days. Remind them to check their website.
- Finding more customers – promote products and selling tips
- Review what they have been doing with their Starter Kit
- Review their flexible ordering pattern
- Check they know where to find current Instant Brochure link
- What demo to order this time and how to use it
- Sales ideas and selling tips – talk through link, bundle and cross-category selling
- Promote My Avon Store website and all tools available to them
- Can they show others how to be a Rep
- Check they are completing the Essentials Training and suggest other relevant topics
- Book a further date (if appropriate)

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TRAINING CALLS



2ND CAMPAIGN CHECKLIST

- ✓ **DID YOU...**
 - Ensure the Rep has started to deliver their customers' orders?
 - Discuss how to get the most out of My Avon Store, the Instant Brochure and their Starter Kit?
 - Check that the Rep is still motivated to continue?
 - Discuss ideas for:
 - Finding more customers
 - Encouraging repeat orders
 - Promoting products to customers
 - Confirm they have been completing the Essentials Training?
 - Review their progress in the New Rep Success Programme?
- ✓
 - Agree goals?
 - Discuss actions to move their business forward?
 - Encourage a specific product to sell?
 - Discuss what further contact you will have?
 - Mention the date of the next meeting?
 - Discuss finding and teaching others how to be a Rep

PLEASE THINK ABOUT THE FOLLOWING:

WAS THERE ANYTHING THAT
THE REP DID NOT ENJOY?

IF THIS REP LEFT, WOULD YOU KNOW
WHO TO APPROACH TO SERVE THEIR
CUSTOMERS?



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BUSINESS CALLS



DEVELOPMENT

HAVE YOU IDENTIFIED ANY POTENTIAL SALES LEADERS
OR POTENTIAL PRESIDENT'S CLUB REPS?

Go straight to Page 23 for the new Trainee Sales Leader checklist

USE YOUR REPORTS AND REP INFORMATION TO FIND OUT THE FOLLOWING TO HELP YOU ON YOUR CALLS:

- Number of online customers from My Avon Store
- Sales so far – sales increasing/decreasing
- Average Rep Sales – above/below average?
- Number of customers – more/fewer than average?
- Potential for re-canvassing both online and offline
- Number of brochures ordered
- Whether demonstration products are usually ordered
- Sales needed to achieve President's Club

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BUSINESS CALLS



DEVELOPMENT

BUSINESS-BUILDING IDEAS FOR YOU TO SHARE

FINDING MORE CUSTOMERS:

- Make sure My Avon Store is set up and being shared regularly
- Send Instant Brochure to all contacts every campaign
- Extra customer order slips for existing customers
- Networking – asking customers to find more customers
- Selling at work
- Ordering more brochures
- Leaving two brochures with good customers
- Taking brochures into local shops/schools/factories/clubs/pubs/hospitals, etc.

SELLING MORE TO EXISTING CUSTOMERS:

- Samples
- Using demonstration products
- Highlighting special offers
- Keeping records of customer orders to promote special offers
- Promote bundle selling and Letterbox Looks

FINDING PEOPLE WHO THEY COULD SHOW HOW TO BE A REP:

- Do any of their family and friends need to earn some extra money (having driving lessons/getting married/having a baby)
- Do they know anyone who may want to do it to keep active (recently retired)
- Anyone recently moved and wants to get to know their neighbours
- How many customers get orders from other people
- Someone who loves Avon but has stopped ordering as they are short of money

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BUSINESS CALLS



DEVELOPMENT CALL

IF YOU MEAN BUSINESS, BE BUSINESS-LIKE... BOOK THE CALL IN!



ALLOW APPROX. 30 MINUTES



- Complete all call preparation before your visit

“Hello, this is [your name], your Avon Manager/Sales Leader, how are you?”

It would be great to have a proper catch up with you, when & how would be best for you?”

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BUSINESS CALLS



DEVELOPMENT CALL

FACT FINDING CHAT

Establish rapport and find out current circumstances
– time available, other commitments, attitude to Avon

CONGRATULATE

Summarise performance and achievements so far

SELL BENEFITS OF SALES LEADERSHIP

show them our colourful joining pages

SELL BENEFITS OF PRESIDENT'S CLUB

Discounted brochures and other rewards

GAIN COMMITMENT

Relate to fact finding chat; ensure Rep wants
to do more

UPDATE CUSTOMER LIST

Could any of the customers be potential team members?

AGREE GOALS TO ACHIEVE

Be specific in what your first steps together will be

DISCUSS 'HOW TOS'

What are the options: SALES LEADERSHIP

Finding new team members

Bring customers to a This Is Avon event

Opening a conversation

Aiming for cash rewards

DISCUSS 'HOW TOS'

What are the options: PRESIDENT'S CLUB

Finding new customers – use My Avon Store

Increasing customer spend

Re-canvass existing homes

Send Instant Brochure to all contacts

TRAINING

Show them all the training available online

BOOK FOLLOW-UP CALL

Get a date in both your diaries

MONITOR PROGRESS

Check campaign results



BUSINESS CALLS



DEVELOPMENT CALL CHECKLIST

- ✓ **DID YOU...**
- Prepare customer/brochure uptake/online customers/sales information thoroughly before the call?
 - Have everything you needed with you?
 - Check that their Avon store is open and being shared?
 - Update the customer list?
 - Analyse the calling book (if used)?
 - Discuss options for:
 - Sales Leadership?
 - President's Club?
 - Did you agree future goals?
 - Arrange a follow-up call/another visit?
 - Show and promote the latest products?
 - Guide them towards our training modules?
 - Monitor the result of this call?
 - Invite them to bring customers / friends to a This is Avon event?



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BUSINESS CALLS



NEW TRAINEE SALES LEADER CHECKLIST

✓ DID YOU...

- Find out their why?
- Ask how much they want to earn?
- Work out how much time they have?
- Work with them to find potential team members?
- Invite them to bring customers / friends to a This Is Avon event?
- Recommend they order a Starter Kit to demo?
- Plan in recruitment activities?
- Show them where to find their training videos on My Avon Training
- Book your next training session?



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ACTIVE MANAGEMENT



REPLACEMENT CALLS

FACT FINDING CHAT

Ask a few open-ended questions to build rapport and confirm current circumstances – what has changed?

SAY THANK YOU

For contribution to Avon –
Establish goodwill for the Rep to continue as a customer.

ESTABLISH REASONS FOR LEAVING

Offer an opportunity to stay as a Personal Shopper.
If they are not earning enough, offer business building tips or discuss Sales Leadership.

Invite them to bring customers / friends to a
This Is Avon event?

OFFER OPPORTUNITY TO COME BACK

Agree when you may re-contact.

ARRANGEMENTS FOR CLOSING ACCOUNT

Be specific in agreeing final campaign/payment/returns.

UPDATE CUSTOMER LIST

Review customers served. Highlight best customers as there may be potential for them to take over. “Tell me about this customer”; “who used to place large orders?”; “who ordered every time?” Take addresses/phone numbers.

REPLACEMENT

Ask for suggestions for replacement. Can the Rep ask as she delivers her final orders?

RE-CONTACT

Either with a view to coming back, or for ‘names’. Who has asked you about Avon since you left?



ALLOW APPROX. 15 MINUTES

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