



AVON
PATHWAYS



SELLING MORE

Increasing Your Number of
Customers and Their Order Size

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How to Use this Tool

There are only two ways to increase your personal sales, and thereby, your earnings: 1) **Sell to more Customers** and 2) **Sell more products to each of the Customers you have.**

This guide offers several tips and ideas for finding Customers and increasing the size of their orders.

If you are a Sales Leader, you can use ideas from this guide to train and mentor your Downline. For example, chose 1-3 ideas and conduct a small group training for anyone interested in growing their Customer base.

Increasing Your Number of Customers

Reinforce basic selling habits, such as:

- Keep accurate Customer service records
- Set daily sales goals and then achieve them
- Spend more hours each week selling
- Use the first week of each campaign (while waiting for your delivery) to find new Customers
- Use Saturdays and some evenings to contact those Customers who are hard to reach
- Use telephone selling the last days of the campaign to reach Customer from whom you haven't heard back

Increasing Their Order Size

Consider incorporating 2 to 3 selling ideas each campaign:

- Use brochures and promotions. See the ideas on the following pages for ideas
- Use personal testimonials and the Avon guarantee to sell additional products to existing Customers
- Leave a sample for each person in the household
- Sell related products, for example, shampoo, conditioner, hair brushes and hair spray
- Order 10 extra of one product and offer it to Customers "at no risk." After 1 week, if they don't like it, they can return it for credit. No one loses with Avon's guarantee
- Order extra products to have for instant selling (sun care products, SSS, hair care, gift items, etc.)
- Maintain a gift registry for Customers. You contact the Customer a month before the gift is due and suggest items to meet her need. (See the ideas about gift registries on page 9.)

Using Brochures

Brochures are your Avon store. To grow your business, you will want to invest in and use brochures. They are a way to add new Customers and help current Customers buy more.

Buy More Brochures and Use Them to Find New Customers

The more brochures you distribute, the more Customers you will get. Make an action plan each campaign to order 2 to 3 additional packs of brochures to use to find new Customers. And, the more brochures you invest in, the less you pay!

ENGLISH & SPANISH BROCHURE PRICING			
Order in Packs of 10. Buy More & Save More! Take advantage of discounted quantity pricing.			
Pack	# of Brochures	Cost Each	Total
1	10 Brochures	62.9¢	\$ 6.29
2	20 Brochures	43.5¢	\$ 8.69
3	30 Brochures	37.0¢	\$11.09
4	40 Brochures	33.5¢	\$13.39
5	50 Brochures	29.4¢	\$14.69
6	60 Brochures	26.2¢	\$15.69
7	70 Brochures	24.3¢	\$16.99
8	80 Brochures	22.9¢	\$18.29
9	90 Brochures	21.8¢	\$19.59
10	100 Brochures	21.0¢	\$20.99
*			
11 or more Packs: \$20.99 (for the first 10 Packs) + \$1.59 for each additional Pack			

Add a Note on a Brochure

The written word is a powerful way to add new Customers and contact existing Customers.

Make an action plan each campaign to:

- Add a personal note on a brochure to existing Customers. Highlight a product or a special offer that you think will appeal to her.
- Add an all-purpose note to new and existing Customers. Highlight an Avon benefit, a product or a special offer
- Add a targeted note to businesses, clubs, groups, and organizations. Focus on the value your Avon business offers

Note Suggestions for Existing Customers:

Hi, _____.
I know how much you enjoy (product).
This special offer means it's the perfect time to stock up and SAVE.
(Your name and phone number)

Note Suggestions for New and Existing Customers:

The (product) is one that most of my Customers love!
This special offer makes it the perfect time to try it.
(Your name and phone number)

Write one or more of these note suggestions on a label and attach it to the cover of the brochure. Customize the suggestion according to your market:

FREE PRODUCT when your order is
\$25 or more!

VISA, MASTERCARD, DISCOVER
Accepted.

Share my brochure with friends & co-
workers and get **20%** of the total sales in
FREE AVON PRODUCTS.

SENIOR DISCOUNT: Ask about my
10% discount if you're over 55!

Note Suggestions for Businesses, Clubs, Groups or Organizations:

Use the following sample as a guide to write a cover note to a business, club, group or organization. Customize the suggestion according to your market.

*I'd like to introduce your (business, club, group, organization)
to my Avon store.*

*I can make shopping a breeze from the comfort of your home or office
24 hours a day/7 days a week!*

*Call me with your order or enter it via the my personal website.
I'll make an appointment to deliver at your convenience.*

*I offer variety — Avon's skin care and color products are excellent
and you also can choose from home and gift items, personal
care products, jewelry, intimate apparel and fragrances.*

*I offer confidence and peace of mind — I'll help you pick out the right
products, and give you a sample to try before you buy. And when you
buy, Avon's satisfaction guarantee means you can return an item.*

*I offer competitive prices at a terrific value —
each brochure has new products and bonus specials.*

*Please call me at _____
or e-mail me at _____
or visit my website _____*

to place an order or ask me any questions about Avon.

Thank you!

Avon Independent Sales Representative

Make and Use Lumpy Brochures

Lumpy brochures have samples, trial-size products or small products that you tape or attach to them. Lumpies are an extremely effective way to build Customer enthusiasm with specific products.

Make and use lumpy brochures to:

- Show appreciation to existing Customers
- Showcase new products
- Reinforce a specific product line

Lumpy Suggestions:

Consider a theme, seasonal or personal lumpy strategy, for example:

- **Theme:**
 - Attach skin care or Skin So Soft samples/trial sizes/minis to brochures and coordinate them with an Avon party (see Avon Party Plan Guide in your Pathways Training) that has a spa theme. Add an invitation to the lumpy brochure with the party details
 - Attach samples or inches of men's or women's fragrances to brochures just before Mother's Day or Father's Day.
- **Seasonal:**
 - Attach new product samples to brochures when the product is launched
 - Attach lip balms or trial-size hand lotions to brochures during cold seasons
 - Attach sample or trial-size Advance Techniques products at seasonal "stock-up" times
- **Personal:**
 - Attach trial-size products to existing Customers' brochures to show your appreciation for their purchases. Add a note with an additional discount (for that product) to say thank you for being a great Customer
 - Attach samples or trail-size products to existing Customers' brochures to highlight a new product that you want them to "be the first to see."
 - There are often 8-12 "scented pages in each brochure. Fold those pages to "flag" the samples. At the bottom of the page, fold the right-side page up from the bottom, right corner to the center spine. Continue to fold the same folded page in the same direction towards the center spine. This will result in a cone shape with a triangle that protrudes from the top of the brochure when it is closed.



Leave Extra Brochures with Existing Customers

Customers are often a terrific source of NEW Customers. Use the Power of 3 to ask Customers for referrals. Also encourage Customers to introduce Avon to their friends. An easy way to do this is to leave an extra brochure with their best Customers and encourage them to give it to someone else. Include a note or promotion in the brochure to encourage the Customer to use her brochure to sell to others.

Sample note and promotion suggestions:

*Want to save on your next order?
Give this Avon Brochure to a friend, family member or coworker,
and when they place an order, you'll get ___%
of their total off your next order.
(no Expiration)*

*Share your brochure with friends, family members or coworkers,
and call me with their orders.
You'll get a discount on your order for each person who places an
order of \$25 or more.*

*1 other person = ___% off your order
2 others = ___% off your order
3 others = ___% off your order
4 others = ___% off your order
5 others = ___% off your order*

*(Your name)
Your Avon Independent Sales Representative
Telephone: _____
E-mail: _____
(no Expiration)*

Promotional Ideas

Promotions are a great way to attract new Customers or to stimulate Customers to try a new product or buy more. You may want to develop a collection of promotional tools and use them while prospecting and selling, as a brochure insert, and with order deliveries.



Set up the page format to print on label paper or business card sheets. You can purchase the label paper, business card stock or even colored paper at Office Depot (using your Representative Discount.) See your AVON.com>Community Tab>Avon Advantage.

A description and samples of promotions are shown here and on the following pages.

Buy This and Get This Free (or at a Discount) Promotion

Buy This and Get This Free (or at a Discount) promotions enable you to expand your selling efforts in a specific product category, or to reward existing Customers who have purchased a specific product.

Two examples of this type of promotion include:

**Buy one Anew product
and get 20% off any
Color product.
Call me:**

(Avon Independent
Sales Representative)

expires with C____

**Buy any watch
and receive a FREE
Moisture Therapy
hand cream.
Call me:**

(Your Avon Independent
Sales Representative)

expires with C____

Multiple Unit Sales Promotions

Multiple Unit Sales promotions enable you to offer graduated discounts for multiple sales of products.

An example of this type of promotion is:

The more you buy, the more you save!
Buy 1 or 2 items at brochure price
Buy 3 or 4 at a ____% discount
Buy 5 or 6 at a ____% discount
Buy 7 or 8 at a ____% discount
Call me:

Expires with C____ only from your Your Avon Independent Sales Representative

Gift Baskets or Bundle Promotions

Gift baskets or bundles of products encourage Customers to purchase more. Steps to creating gift baskets or bundles include:

- Choose 3 or more skin care products
- Show Customer the cost if purchased individually
- Offer your own special lower cost if 3 or more products are purchased together



Referrals

Reward customers who refer other customers or recruits to you with a product, a specific amount or a discount on their next order.

An example of this type of promotion is:

Convert this list into a DISCOUNT!
List 3 people you think will enjoy the Avon Shopping experience.
Then take ___% off your next order!

Name: _____ **Phone:** _____
Name: _____ **Phone:** _____
Name: _____ **Phone:** _____

(Your Avon Independent Sales Representative)

Birthday Promotions

Birthday promotions allow you to offer a discount to your Customer on her birthday. The discount can be the Customer's age on a specific product or a fixed discount.

An example of this type of promotion is:

Happy Birthday!
Enjoy a discount of _____ on any
product you order during your birthday month.
Call me:

Your Independent Avon Representative

Creating a Gift Registry for Customers

A gift registry is a collection of notes about a Customer based on her birthday, anniversary or other occasion (Valentine's Day, Easter, Mother's Day, Father's Day, etc.). Here's how it works:

Ask your Customers to fill out cards with the name of each person, the type and date of their occasion, and the approximate amount the Customer would spend on the person for the occasion.

Example:

Avon Gift Registry

Recipient's Name: _____

Occasion: _____ **Date:** _____

Customer Name: _____

Relationship to Recipient: _____

Amount to spend: _____

Purchase History (Items purchased for this recipient):

Date and items purchased: _____

File the cards by month and review them at the beginning of the month before the occasion. Before calling your Customer, select 2 to 3 product suggestions from the brochure. Contact the Customer and recommend gifts in the price range. (If you contact the Customer in person, you should bring samples or demo products.) When the Customer places the order, you can offer free gift wrapping.

After the sales call, note what the Customer purchased and then file the card in the appropriate month so you will be ready to contact the Customer the next year.

Another Gift Registry option would be to have each Customer create her own "Wish List" of favorite products from your brochure. For her birthday, wedding anniversary, Mother's Day or other gift giving holiday, you can contact her spouse or other family members with gift suggestions.

Rewarding Frequent Buyers

Many successful Representatives have created Loyalty Clubs for their best Customers. When the Customer buys a predetermined amount, you reward that Customer with a special deal — either a free product or a discount. You determine the criteria for the frequent buyer and create a card to track the Customer 's purchases.

- The card usually remains with you
- For each purchase that meets the criteria you set, you write your initials over the appropriate box (or punch a hole, affix a sticker, etc.)
- You keep a record of each Customer's purchases

Examples of criteria:

- If a Customer buys ___ pieces of jewelry in a specific price range, she will receive a free piece of jewelry within a set price range. Optional: The Customer must purchase the jewelry within a specific time frame
- If a Customer buys 5 Anew products within a specific time frame, she will receive a free Anew product. An example of a Loyalty card is shown here:

Six different Loyalty Cards like these can be found on yourAVON.com>Campaign Tools>Selling Tools.

Create Your Own Customer Loyalty Program

- Make multiple copies of the cards below and cut them out
- Keep a copy of every card you hand out.
- Write down the Customer's name and start date.
- Add an expiration date, too.
- Keep track of all purchases by marking the dots on both cards.
- Keep your promise. Make sure your Customer gets her reward! This, more than anything else, builds loyalty.

AVON | MAKEUP

Customer's name & phone number or e-mail _____

YOU'LL GET...

...WHEN YOU BUY A COMPLETE FACE

<input type="checkbox"/>										
LIPSTICK	LIP GLOSS	LIP LINER	EYESHADOW	EYE LINER	MASCARA	FOUNDATION	POWDER	CONCEALER	MAKEUP REMOVER	

Expires _____

AVON | HAIR CARE

Customer's name & phone number or e-mail _____

YOU'LL GET...

...WHEN YOU BUY ADVANCE TECHNIQUES

<input type="checkbox"/>										
SHAMPOO	CONDITIONER	HAIR TREATMENT	HAIR COLOR	STYLING TOOL	SHAMPOO	CONDITIONER	HAIR TREATMENT	HAIR COLOR	STYLING TOOL	

Expires _____



Look for more tips and ideas Job Aids on yourAVON.com>Avon Pathways: "I Spy New Customers;" "How to Increase Customers;" "How to Increase Average Order;" and more...

Helpers/Fundraisers/Suggestive Selling

Helpers

Helpers are Customers who love Avon and are not interested in becoming Avon Representatives, but are willing to share one or more brochures with friends and acquaintances. They are generally rewarded with a % of their total sales in FREE Avon products.

Example: Helper sells \$150 worth of Avon for you – you give her 20% which would be \$30 worth of FREE products. When you purchase her products it will only cost you “your cost” on the \$30. If you’re at 40% earnings, your actual cost would only be \$18 in exchange for the \$150 that she brought you in sales!

Target Audiences to approach for Helpers:

Good Customers who might like to receive FREE products

Former Downline Members who are no longer selling Avon

Temporary Helpers – someone who just wants to take orders during the holidays

Fundraisers/Home Parties

Fundraisers and Home Parties are an excellent source of new Customers. Clubs, groups, and organizations can EARN by taking orders from friends and family. AND, invite your customers to EARN free products by hosting a party with those same people.

Learn more about [Avon Fundraising](#) at [yourAVON.com>Earning Opportunity Tab>Fundraising](#). The [Party Planning Guide](#) is available on [yourAVON.com>Campaign Planning>Selling Tools](#).

Add-On/Suggestive/Cross-Category Selling

You’ve probably heard the phrase “would you like fries with that” at your local fast food restaurant. This is an example of “add-on selling.” Enticing the Customer with one last small thing.

Add-On Selling: Suggesting a complementary product.



“Using the matching shower gel and body lotion will really make your new fragrance last longer. Would you like me to add them to your order for only \$10?”

Suggestive Selling: Recommending small products such as the back page of the brochure.



“I didn’t want you to miss the Shower Gel sale on the back cover. For only \$1.69, they would be great thank you gifts for your baby shower guests.”

Cross Category Selling: Suggesting a complementary product from a completely different product category.



“A Footworks Overnight Treatment and a new spring nail enamel color would go perfectly with the darling flip flops that you ordered.”



No matter what tip, technique or idea you try, remember that your fortune is in the follow up. Whenever you give out a brochure, ask for the contact information or try a cross directory like [whitepages.com](#) to find the phone number of an address where you left a brochure