



# SUGGESTED PHONE SCRIPT #3

## Presentation Script Outline

Be sure to cover these points when you conduct a fundraising presentation over the phone.

*"Hello, this is \_\_\_\_\_. I am an Avon Representative and am currently offering organizations in your area the opportunity to raise funds by selling Avon products. If you have a few minutes right now, I'd like to tell you about Avon fundraising."*

If she/he doesn't have time, say:

*"I understand. What day next week works best for you?"*

To set an appointment, follow Suggested Phone Script #2.

Ask the following questions. Enter the answers on your Contact Worksheet.

*"Now I'd like to know about your organization's needs."*

- *"When are you planning to hold your next fundraiser?"*
- *"What is the monetary goal for your next fundraiser?"*
- *"How many participants are usually involved in your fundraisers?"*
- *"What types of fundraisers have you had in the past? Were they successful?"*
- *"What did you like and dislike about them?"*

Share a success story of a similar organization.

- The name of the organization and the date of the fundraiser.
- The amount the organization made.
- If you haven't sold an Avon fundraiser, go to YourAVON.com, then Community, then Bulletin Boards to choose a success story.

Next, highlight Avon fundraising.

*"While I'm sure you've heard of Avon, you may not know that..."*

- *Avon is one of the world's top beauty companies."*
- *last year, over 30 million Americans bought Avon."*
- *all Avon products have a money-back guarantee."*
- *Avon has been successfully involved in fundraisers all over the country."*

Set up an appointment.

*"I'd like to show you the Avon fundraising materials. What is your availability next week?"*

If you are unable to set up an appointment, offer to mail a Presentation Package. Enter the address and date mailed on your Contact Worksheet.

*"Avon fundraising sounds perfect for your organization. I look forward to meeting with you soon."*