



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."