

*Mentoring for*  
**SUCCESS**



# AVON



## *Mentoring for* **SUCCESS**

Hello Mentor!

We're so excited to support you in your new role as mentor. Effective mentoring means success for you, and others.

Remember when you started your Avon business? Having the right answers, inspiration and guidance were key to getting motivated and embracing an opportunity that was meant for you.

Now your experience and expertise can do the same for others just joining the Avon experience. You'll also be eligible for your own incentives and rewards, just for being a great Mentor and helping your Representatives grown their own Avon businesses.

Because we know that early encouragement is essential for long term commitment and rewards, we want our new Representatives to experience success during their first 90 days. This is when she'll begin to believe in herself and start to really see the amazing potential of her Avon business.

This guide will help guide YOU through the mentoring experience. As an accomplished salesperson, this will probably come naturally to you.

You'll soon see that being a proactive and positive leader will make all the difference in your team's success. And that success will also bring you a whole new level of satisfaction, plus, personal and professional rewards. Sounds exciting? It is!

Warmly,

A handwritten signature in cursive script that reads "Betty".

Betty Palm  
President of Social Selling

# EVERYTHING YOU EVER WANTED TO KNOW ABOUT BEING A MENTOR

Mentoring means you get to partner with new Representatives who will look to you for support, inspiration and motivation as they launch their business.

A Mentor can be a Sales Leader, or a Representative, anyone who recruits a New Representative.

If a new Representative recruits a friend, it is appropriate for that new Representative's Mentor to step in and demonstrate how to mentor.

Mentoring can go from a partner to partner experience to an entire team support system. This go-to guide is designed to take you through some of the tips and techniques of successful mentoring.

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## BUILD RELATIONSHIPS

The key to a strong team is building solid relationships with individual team members. Understanding their passions and motivation – their WHY – for starting their Avon business is key to supporting and guiding to success



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## SHARE YOUR EXPERTISE

Don't forget to share what you know and love about your Avon experience. New team members will benefit from hearing your personal success stories and all about the products and people that feed your passion. Remember that as you're supporting and empowering them through this new experience, you're also a role model for now and later - when they might become Mentors themselves.

- 1 Share ideas and excitement on how to promote new business through social media and gatherings with friends.
- 2 Show how to post success stories and all about the Avon opportunity on social media
- 3 Review product features and benefits, and how to sample and demonstrate for customers.

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## SOLUTIONS

When a team member looks to you for help, be ready to brainstorm and help guide her to the training tools that will help her succeed.

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## CELEBRATE EVERY SUCCESS

When a team member looks to you for help, be ready to brainstorm and help guide her to the training tools that will help her succeed.

Now, that you have the basics, here are the keys to great mentoring. We've provided all the details so this is easy as 1-2-3.

### 3 KEYS TO GREAT MENTORING:

#### *1 - Connect and Engage*

with your new Representative

#### *2 - Teach and Inspire*

others to do what you do

#### *3 - Coaching*

to grow their business

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### *1 - Connect and Engage*

To help you with this kickoff communication, Avon has created an entire plan that includes the emails we send to new Representatives, and additional information she should hear from you. You can access the following helpful support on the New Rep Center:



*1* Complete communication from the Avon home office to new Representatives

*2* Suggestions for what you can say as a mentor – and how to say it:

- Readymade templates for both SMS and email
- Suggested timing of all communications

We encourage you to give her a call as soon as she's enrolled (within 24 hours) and schedule a Get Together to review her Getting Started Booklet and Avon Starter Kit. Here are some things to cover:

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Talk about her *WHY*

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Set goals

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Create her Contact List

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Teach her how to use her Starter Kit

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Review her KickStart Program

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Reinforce how to sell and network

New Representatives can find helpful tools to boost their skills on each of these topics. During your first connection, get online and help her navigate these training tools.



## 2 - Teach and Inspire Others to do What You do

People who are great at mentoring others have certain skills in common. Here are some:



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|---|--|---|--|
| 1 | Communicate information in a clear and accessible way  | 4 | Be open to learning from your team   |
| 2 | Energize others with excitement, positivity and caring | 5 | Encourage everyone to contribute to the team with ideas, leading meetings, and sharing on training calls |
| 3 | Build a team culture where everyone matters            | 6 | Have FUN helping others  |

### Communicating, Training, and Influencing Your Team

- ☐ Get together in person or on Skype/video chat with your new Representative
- ☐ Set up a Team Page on Facebook and post:
  - Positive thoughts
  - Congratulatory call outs to Representatives with high sales and recruiting
  - Recognition and shout outs for milestone victories
  - Links to training
- ☐ Hold a group training with your team member and her new Representative
  - Use this Mentor Guide and the recorded Train the Trainer webcast available on YourAvon.com
- ☐ Send a personalized text or email to motivate and congratulate
- ☐ Brainstorm with your own Mentor to share ideas, tools and new ways you can influence and recognize your team
  - Use your reports to understand, analyze and help plan the success of your team's business. By looking at real numbers, you can quickly track real accomplishments and monitor activity to better support team members.

Remember, mentors are there for guidance, but you don't have to have all the answers, you just have to be willing to share what you know and inspire others with your own unique knowledge and experience. Coaching should create an environment where you are able to guide your new team member to find the answers, and more importantly, where the new Representative becomes the expert.

You have all the support you will need right at your fingertips. For information on specific topics and questions; i.e. credit, returns, complete 90 day training and more – go to [YourAvon.com](http://YourAvon.com).

### 3 - Coaching to Grow Their Business

#### Why is coaching so important?

- It's all about building relationships through a one-on-one connection
- It helps keep goals clear and team members accountable for making them happen.
- You're there to guide, redirect and cheerlead, as needed. Pay attention to questions and concerns

#### What do coaches do?

- Ask open-ended questions
- Listen A LOT. Follow the 80/20 rule (80% listening, 20% talking)
- Support, encourage and inspire to achieve goals, and create new ones

#### How often do I coach?

Schedule a Mentor coaching call weekly (first 4 weeks, then as often as needed). Calls could be as short as 15 minutes and should be fun and all about strengthening your relationship.

Before your call:



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| <input type="checkbox"/> Check her sales and recruiting numbers – See campaign and KickStart results on YourAvon.com >Downline Manager for Sales Leaders | <input type="checkbox"/> Take notes on every call so that you can refer back to them                                    |
| <input type="checkbox"/> Set up calls on the same day and time of the week   | <input type="checkbox"/> Ask for permission before you give feedback. Always start with a compliment/something positive |

**Coaching on your call:** The outline below will help make your calls easy and effective.

- ☐ Review results from last week's goal, recognize accomplishments (big or small) and something she learned from the experience
- ☐ Talk about goals for the coming week – Does she have all the resources she needs, or does she need some specific training or guidance?
- ☐ What sales/training activities will she be doing to help her meet her goal?
  - The Onboarding program is set up for just in time training that provides bite-size pieces so it feels achievable. No need to overwhelm her with all the info all at once
  - Her goal is to achieve the KickStart program. Your goal is to help her understand the need to secure more customers, get referrals, increase customers she serves each campaign and provide great service to all her customers
  - Take a look at the Income Producing Activities training piece at YourAvon.com for some suggested activities
- ☐ Confirm day and time for next call and share your excitement about next week's update

“We all need someone who can inspire us to do better than we know how.”

- Anonymous