

AVON

10 Ways to SELL and EARN



- 1 Wear It!** The easiest way to sell a product is simply by using it yourself! You will be able to speak to the product benefits based on your own experience and every compliment you receive can result in a sale!

- 2 Use the Store Map!** Check out the Store Map in the *What's New* for information on the top offers of the Campaign and great tips that will help you sell and earn!

- 3 Always Carry Brochures!** The brochure is your store. Every time you give a Customer or prospect a brochure you are opening up a new store. Keep all of your stores open by giving your Customers a new brochure every Campaign!

- 4 Give out Samples!** Attach a sample to every brochure or order you deliver to generate new and repeat sales. Don't forget - THE FORTUNE IS IN THE FOLLOW UP - call your Customer to see what she thinks of the product and to confirm her order!

- 5 Order Demos!** Do you want to be the first one to see and try the newest Avon products? Buying demos is just that. Excite your Customers and secure future sales by always carrying demos with you and letting Customers try them as you are giving them the new brochure!

- 6 Use Social Media!** Expand your business using social media. Everything you need is available on yourAvon.com. From a personal website and Avon Apps, to a personal blog manager to promote your business. All this is free and just a click away!

- 7 Share How-to Videos!** Wondering how to create the Smoky or Cat Eye look? Access Avon's YouTube channel at YouTube.com/Avon for helpful tutorials featuring Avon's celebrity makeup artists. Share the videos with your Customers, knowing that you have the products they need to try the looks themselves.

- 8 Use Web Office Tools!** Great Customer service is made easy with the Customer Management feature in your web office. Create Beauty Profiles for your Customers and store their anti-aging regimen and other products that need to be replenished often, like Foundation and Mascara. Check it regularly and follow up when it's time for Customers to replenish.

- 9 Look for Avon in the News!** Visit <http://pinterest.com/avoninsider/in-the-news>, <https://www.facebook.com/Avon>, www.youtube.com/user/AvonProductsInc, <http://instagram.com/avoninsider#>, <https://twitter.com/AvonInsider> and <http://avoninsider.tumblr.com>, to learn the latest news and participate in the conversation!

- 10 Sell Smart!** Use these techniques to build your Customers' orders:

 - a. Suggestive / Add on Selling Before finalizing an order, suggest a Customer try a top selling product that is at a special price this Campaign. *"This hand cream is one of our top selling products and is now at a very good price. Would you like me to add one to your order?"*

 - b. Cross Category Selling To your Customer who has just purchased makeup, suggest a jewelry piece to complement her new look, or a skincare product to ensure a beautiful foundation.

 - c. Replenishment Every Campaign check with your Customers to see if they need to replenish any personal care, makeup or skincare products in their daily regimens.

 - d. Sell Complete Looks To truly meet the needs of your Customers and maximize your earnings potential, sell the complete makeup look or build a complete skincare regimen. With lipstick, suggest to your Customer the appropriate lip liner and lip gloss; with a face cream – suggest the appropriate cleanser and moisturizer and see your sales grow!

For more product and sales knowledge go to Avon Pathways under the Training tab on yourAvon.com