

## Elite Leaders-Session #2-Alternative Selling Methods

By: Emily Seagren - November 4, 2020

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## Who is Emily Seagren?



- Wife, Mother, Entrepreneur
- 2015 Avon Woman of Enterprise, 2018 Spirit of Albee, Team Momentum Gold Leader, President's Inner Circle
- Rep since January 2008
- Why listen to me?
- 2019 Personal Sales: ~ \$300,000
- 2019 eSales: ~ \$103,000
- 2019 Team Sales: ~ \$2.5 million
- Avon Team Momentum Mission: To help transform lives by teaching team members how to build a successful Avon business through sales, team building, and leadership development.




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## Follow Avon & me on Social Media



- Facebook: [www.facebook.com/avonusarepresentatives/](https://www.facebook.com/avonusarepresentatives/)
- YouTube: [www.youtube.com/user/AvonUSARep](https://www.youtube.com/user/AvonUSARep)
- Instagram: [www.instagram.com/avoninsider/](https://www.instagram.com/avoninsider/)
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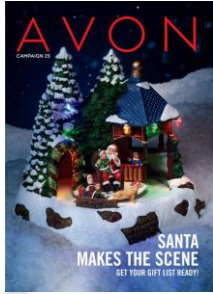
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## Campaign 25 Important Dates



Flexible Face-to-face Ordering: Wednesday, November 11 - Tuesday, November 24  
Online Store: Tuesday, November 10 - Monday, November 23




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## Campaign 26 Important Dates



Flexible Face-to-face Ordering: Wednesday, November 25 - Tuesday, December 11  
Online Store: Tuesday, November 27, 2018 - Monday, December 8




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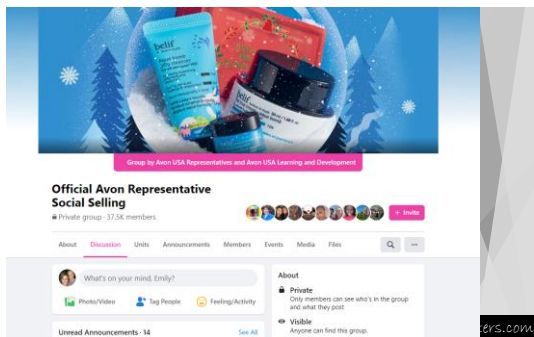
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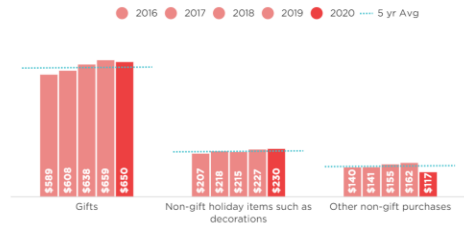
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### Holiday Planned Spending (Last 5 years vs. 2020)

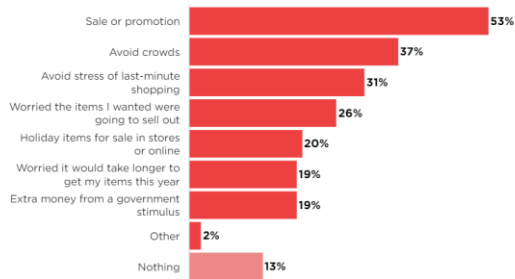


Source: NRF's Annual 2020 Holiday Survey conducted by Prosper Insights & Analytics

NRF  
National  
Retail  
Federation

pros.com

### What would convince consumers to start shopping earlier than usual?



### Retail imports 2004-2020 (TEU - Millions)

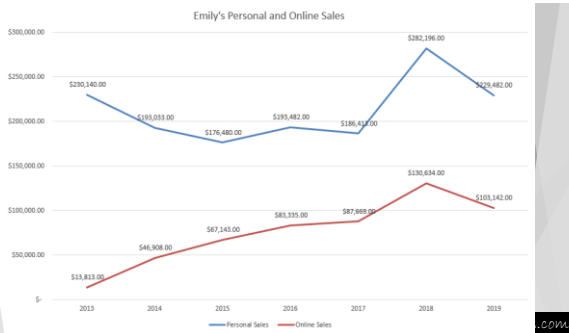


\*Forecast for 2020

NRF  
Retail

15.8M

pros.com



### Traditional vs Online (2019 Trends)



- For holiday shopping, my online store is outpacing our retail store.
- \$481 online vs \$429 per day.
- 10 vs. 19 transactions per day.
- \$53 avg order vs. \$24 avg order.
- Sales by Product type:
  - Makeup – 27%
  - Bath & Body – 26%
  - Skin Care – 17%
  - Fragrance – 12%

### 2020 Trends

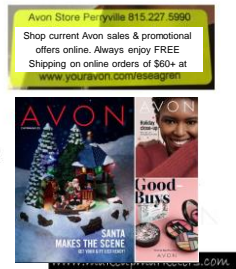
- Overall sales are down 7% ytd over 2019
- Online sales are down 9% ytd over 2019
- Sales by product type:
  - Bath & Body: 31%
  - Makeup: 24%
  - Skin Care: 21%
  - Fragrance: 12%

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## How to Promote your Customer Website

- Use the digital catalog and promotional tool to create special offers for your online customers.
- Start building an email / text / mail list.
- Give samples to all paying customers.
- Do email and text marketing.
- Post consistently on Social Media (3-5 times per day).
- Analyze your traffic sources to figure out where it's best to spend your time.




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## How to Promote your Customer Website

- Use the digital catalog and promotional tool to create special offers for your online customers
- Start building a mailing list and email list
- Consistently send catalogs to face-to-face and online customers
- Give samples to all paying customers
- Do email marketing
- Post consistently on Social Media (3-5 times per day)
- Analyze your stats to figure out where it's best to spend your time




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### Emily's Online Tips

- Share links from your Avon website
- Share your blog links
- Use the Social Media share buttons from product pages
- Get images and ideas from Avon Social Selling Group
- Get images and ideas from Avon Corporate

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## Avon Q4 Selling Tips

- Campaigns 22 – 26 are hot with Christmas sales.
- Campaign 2 begins our new cycle and will be your last campaign before Xmas.
- Sales Tips for Q4
  - Buy more catalogs / books
  - Make sets up for easy shopping
  - Offer free gift wrap
  - Host holiday open house events – invest in demos
  - Keep books on hand at all times
  - Free gift with purchase
  - Do craft fairs
  - Stock up on Stocking Stuffers
- Get social and post real pics!
- Nashville Wraps
- Dollar Tree
- VistaPrint

Happy Holidays!

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## Host a Holiday Open House!



4" x 8" postcard - standard glossy front. Back side

Avon Store Rockford, Illinois  
 621 S. Knoxville St.  
 Rockford, Illinois 61108  
 Locally owned and operated since 1988.  
 You're invited to our Avon Holiday  
 Parties - Nov. 10-18, 2018. 10AM-5PM  
 (10AM-5PM) Get your Christmas shopping  
 done early and have the ready, set, go!  
 Have gifts for everyone on your list.  
 Free gifts with purchase on Nov. 10-18.  
 (10-18) Get your Christmas shopping  
 done early and have the ready, set, go!  
 Have gifts for everyone on your list.  
 www.youravon.com/eseagren  
 Call us at 815.227.5990.

### Before:

1. Determine your date and create your invitation list.
2. Order and/or Create Products for Cash & Carry Table.
3. Invitations: eCards and Postcards (on yourAVON.com), can also use social media event invitations or posts. You may even consider putting postcards on community bulletin boards.
4. Consider ways to increase attendance: Bring a friend/Gift a gift, host before or after a family event, sporting event or similar. Text final reminders.
5. Consider items from around your home that you can use for display such as: Artificial tree or wreath, holiday ornaments, colored fabrics, picture frames, various sized bowls to give height to your display. Jewelry bowls use on mirror tiles from a home improvement store or wrap a full roll of paper towel with black velvet or felt on which you can pin necklaces or bracelets.
6. Compile your table: Order forms, pens, delivery bags, change bag and extra credit card slips.
7. Plan a simple menu: cookies and coffee, appetizers and punch.
8. Make copies of the Door Prize Tickets and use a holiday gift bag to collect them.
9. Make sure the entrance to your location is clean and clear.
10. Have batteries in anything that lights up or plays music.

### During:

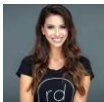
1. Be a walking demo with head to toe Avon - Fashion, Jewelry, Fragrance, Makeup.
2. Make sure your location smells good - burning the Avon holiday scented candles would be a great way to demo them.
3. Keep your display areas clean and organized.
4. Keep your checkout area clean and organized.
5. Refresh snacks and beverages as necessary.

### After:

1. Clean up your location.
2. Complete and Deliver all of the orders.
3. Include a Thank You note in each order.
4. Count your earnings!

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## Avon Event Marketing



## Party your way... to Selling Success!

### VERY MERRY EARNINGS!

Check out that and unique party ideas to help everyone you know avoid last minute holiday shopping stress, stressed stores and long lines. Make fun while you spend!



### HOLIDAY HELPERS!

Increase your earnings quickly with helpers to assist you with holiday selling.



### To find helpers, look for people who:

- Want you to be successful in your business
- Are not interested in buying products themselves
- Are not interested in your business
- Are well-networked in their community, active on social media or with a business with many employees
- Will be busy this holiday season with social gatherings... and are excited to share your business and give out great products

### Benefits of using helpers:

- You gain immediate, positive new Customers through your helpers' families, friends and coworkers
- Your potential earnings opportunity is greatly increased through an expanded Customer base and additional orders
- Assistance in taking and delivering orders—a real time saver!
- It's always fun to partner with others and support each other

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DOLLAR TREE

## Avon Gift Sets

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## Make Avon Holiday Gift Bundles!









DOLLAR TREE







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[www.makeupmarketers.com](http://www.makeupmarketers.com)

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## Book Holiday Events

- Materials:
  - Avon catalogs
  - Promo for new website customers
  - Contact forms – drawing entry
  - Fundraising flyers
  - Recruiting flyers
  - Samples and demos
  - Signage (Avon table cloth)
  - Pens, calculator, and business cards
  - Change (plenty of small bills & coins)
  - Bank bag
  - Products for sale
  - Gift bundles
  - Popular items / brands: Skin So Soft, Moisture Therapy, deodorants, hand creams, bubble bath, Glimmersticks, etc.

**Enter to Win!**

Name \_\_\_\_\_

E-mail \_\_\_\_\_

Phone \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

☐ I'd like to learn about the Avon opportunity

☐ I'd like to drop down products

☐ I want to visit a Avon store (will deposit \$1000 on-site fee)

**THIS IS  
ROSS LIFE**  
AVON

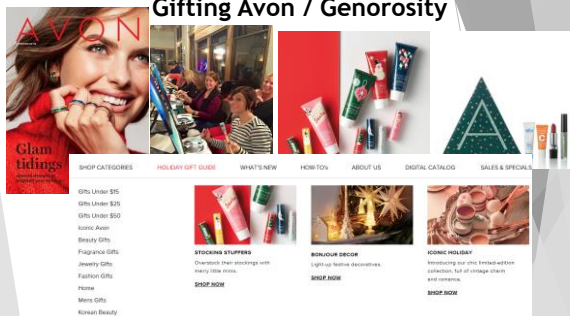
One entry per person. Must be 18 or older to enter. The prize is awarded on a random drawing. Odds of winning are 1 in 100.



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## Gifts Avon / Generosity

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## Find Avon Holiday Helpers – Offer 20% Off




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## Find New Avon Team Members!




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## Offer Free Gift with Minimum Purchase




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## Orenthia Ricketts' Top 10 Fragrance Tips

1. Get educated.
2. Talk to customers.
3. Decide what to show.
4. Sample the scent.
5. Try on wrist.
6. Present the bottle.
7. Offer whole set.
8. Be confident.
9. Follow up.
10. Fragrance is giftable.

Bonus tip! Don't forget the men!



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## Order Samples

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## Order Sales Flyers

Order brochures early.



C1 Flyer  
\$1.45

**QUICK SHOP**



C2 Brochure  
\$6.49

**QUICK SHOP**



C2 Brochure - Spanish  
\$3.99

**QUICK SHOP**



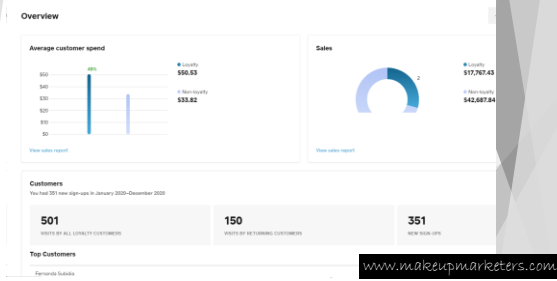
C2 Flyer  
\$1.45

**QUICK SHOP**

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## Loyalty Program & Gift Cards on Square




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