

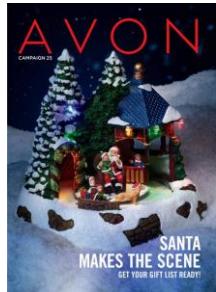
Elite Leaders-Session #2-Alternative Selling Methods

By: Emily Seagren - November 4, 2020

- 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.

Follow Avon & me on Social Media

Campaign 25 Important Dates



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



Campaign 26 Important Dates



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



Group by Avon USA Representative and Avon USA Learning and Development

Official Avon Representative Social Selling

Private group · 37.5K members

About Discussion Units Announcements Members Events Media Files

What's on your mind, Emily?

Photo/Video Tag People Feeling/Activity

About

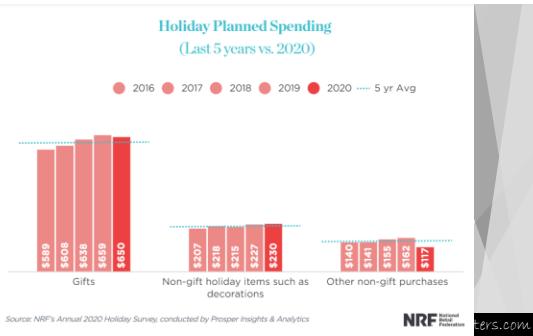
Private Only group members can see who's in the group and what they post

Visible Anyone can find this group

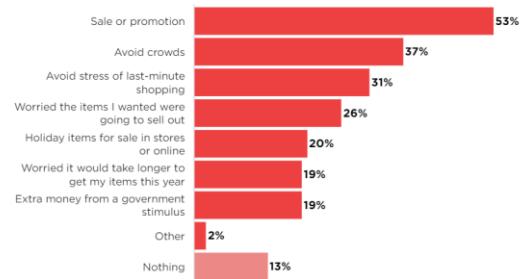
See All

Unread Announcements · 14

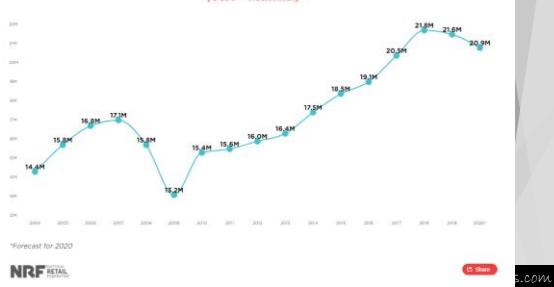
Emily S. D. D. V. X.

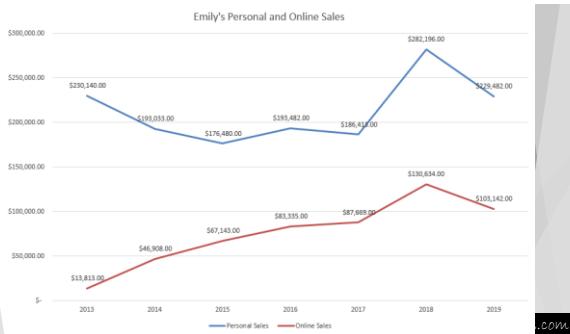
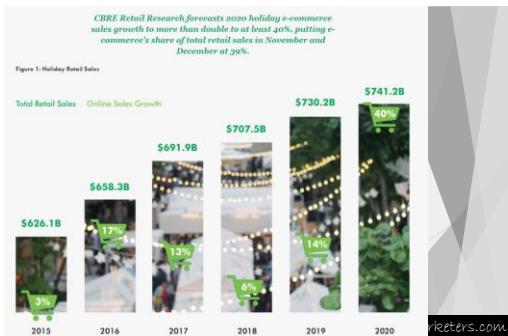


What would convince consumers to start shopping earlier than usual?



Retail imports 2004-2020





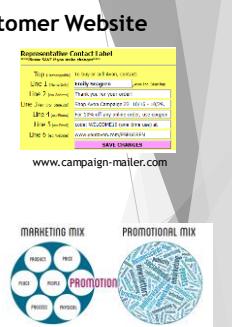
How to Promote your Customer Website

- 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.



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



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

www.makelupmarketers.com

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!

www.emilyseagren.com
www.makeupmarketers.com

Host a Holiday Open House!



Before:

- Determine your date and create your invitation list.
- Order wider Compuls Products for Cash & Carry Table.
- Invitations: eCards and Postcards (on your AVON.com); can also use social media event invitations or posts.
- Consider items from around your home that you can use for display such as: Artificial tree or wreath, sporting event or similar. Test final reminders.
- Consider items from around your home that you can use for display such as: Artificial tree or wreath, jewelry looks nice on mirror tiles from a home improvement store or wrap a full roll of paper towel with black fabric felt on the roll and pin it to a wall.
- Make sure your table is clean and organized.
- Make sure the entrance to your location is clean and clear.
- Have batteries in anything that lights up or plays music.

Avon Store Rockford, Illinois
 621 S. Freeport Rd.
 Rockford, IL 61108
 Locally owned and operated since 2009.
 You're invited to come Avon Holiday
 Shopping at the Avon Store Rockford, IL.
 2018 Get your Christmas shopping
 done at the Avon Store Rockford, IL.
 We have gifts for everyone on your list.

Complimentary gift with purchase November 14-18.
 November 10-18, 2018
www.youravon.com/escagren
 Call or 815.227.5990.

During:

- Be a walking demo with head to toe Avon – Fashion, Jewelry, Fragrance, Makeup.
- Make sure your location smells good – Burning the Avon holiday scented candles would be a great way to do this.
- Keep your display areas clean and organized.
- Keep your checkout area clean and organized.
- Refresh snacks and beverages as necessary.

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www.makeupmarketers.com

Avon Event Marketing

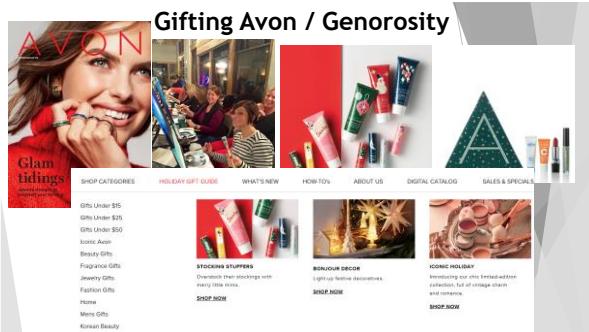


Book Holiday Events

- 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, Glittersticks, etc.



Gifting Avon / Generosity



Avon Black Friday / Cyber Monday

Representative Exclusive: Black Friday Presale Nov. 15 – Nov. 20



This year's Black Friday sale is back and you and your customers can take advantage of it beginning on Wednesday, November 14 through Tuesday, November 19 through Tuesday, November 20. Your customers and friends can shop through your Online Store for these amazing offers when they use code AVONBLACK.

- 420+ orders = Free Shipping
- 84+ orders = Free Shipping + 20% off
- 10+ orders = Free Shipping + 20% off + Holiday On-the-Go Set (\$40 value—includes Joyful Makeup Case, Skin So Soft Sensual Body Wash mini, Anne Clean Cream Cleanser mini, Wide Awake Mascara in black, True Color Lipstick, Avon Power Serum)

Spread the news so everyone you know can take advantage of this amazing Black Friday sale. Share the code AVONBLACK for sparkling holiday sales. This sale opens to the public on Wednesday, November 14.



1. Blog
2. Email
3. Text
4. Mail
5. Call
6. Events
7. Contests
8. Giveaways
9. Facebook
10. YouTube
11. Live Video
12. Pinterest
13. Twitter
14. LinkedIn
15. Instagram
16. Google+

Trends

Compare your contact growth over time.

During the past 12 months, you had

+591 net new contacts

Your contacts growth is looking up!

Current total contacts



Help Customers Earn Free Products with Book Parties

AVON "BOOK" PARTY!

This will be the Avon party you've ever had!

Your "Book" Party package contains: The \$25 Avon brochure, ten (10) order forms, one (1) customer information sheet, one (1) Avon Book Party brochure, one (1) Avon Book Party hostess guide, one (1) Avon Book Party hostess gift, one (1) Avon Book Party hostess gift.

Please have your party participants pay you. If they write checks, have them make out to "Avon Book Party". Please do not accept cash or checks for payment.

Hostess Name: _____

"Book" Party sharing date: _____

A non-refundable delivery date will be discussed with you at the time this Party packet is given to you. Please do not accept cash or checks for payment.

Non-refundable delivery date will be determined by you. Please do not accept cash or checks for delivery to you.

What you can earn:**

• \$25.00 in sales = \$2.00 in free products

• \$50.00 in sales = \$4.00 in free products

• \$75.00 in sales = \$6.00 in free products

• \$100.00 in sales = \$8.00 in free products

• \$125.00 in sales = \$10.00 in free products

• \$150.00 in sales = \$12.00 in free products

• \$175.00 in sales = \$14.00 in free products

• \$200.00 in sales = \$16.00 in free products

• \$225.00 in sales = \$18.00 in free products

• \$250.00 in sales = \$20.00 in free products

• \$275.00 in sales = \$22.00 in free products

• \$300.00 in sales = \$24.00 in free products

• \$325.00 in sales = \$26.00 in free products

• \$350.00 in sales = \$28.00 in free products

• \$375.00 in sales = \$30.00 in free products

• \$400.00 in sales = \$32.00 in free products

• \$425.00 in sales = \$34.00 in free products

• \$450.00 in sales = \$36.00 in free products

• \$475.00 in sales = \$38.00 in free products

• \$500.00 in sales = \$40.00 in free products

• \$525.00 in sales = \$42.00 in free products

• \$550.00 in sales = \$44.00 in free products

• \$575.00 in sales = \$46.00 in free products

• \$600.00 in sales = \$48.00 in free products

• \$625.00 in sales = \$50.00 in free products

• \$650.00 in sales = \$52.00 in free products

• \$675.00 in sales = \$54.00 in free products

• \$700.00 in sales = \$56.00 in free products

• \$725.00 in sales = \$58.00 in free products

• \$750.00 in sales = \$60.00 in free products

• \$775.00 in sales = \$62.00 in free products

• \$800.00 in sales = \$64.00 in free products

• \$825.00 in sales = \$66.00 in free products

• \$850.00 in sales = \$68.00 in free products

• \$875.00 in sales = \$70.00 in free products

• \$900.00 in sales = \$72.00 in free products

• \$925.00 in sales = \$74.00 in free products

• \$950.00 in sales = \$76.00 in free products

• \$975.00 in sales = \$78.00 in free products

• \$1,000.00 in sales = \$80.00 in free products

• \$1,025.00 in sales = \$82.00 in free products

• \$1,050.00 in sales = \$84.00 in free products

• \$1,075.00 in sales = \$86.00 in free products

• \$1,100.00 in sales = \$88.00 in free products

• \$1,125.00 in sales = \$90.00 in free products

• \$1,150.00 in sales = \$92.00 in free products

• \$1,175.00 in sales = \$94.00 in free products

• \$1,200.00 in sales = \$96.00 in free products

• \$1,225.00 in sales = \$98.00 in free products

• \$1,250.00 in sales = \$100.00 in free products

• \$1,275.00 in sales = \$102.00 in free products

• \$1,300.00 in sales = \$104.00 in free products

• \$1,325.00 in sales = \$106.00 in free products

• \$1,350.00 in sales = \$108.00 in free products

• \$1,375.00 in sales = \$110.00 in free products

• \$1,400.00 in sales = \$112.00 in free products

• \$1,425.00 in sales = \$114.00 in free products

• \$1,450.00 in sales = \$116.00 in free products

• \$1,475.00 in sales = \$118.00 in free products

• \$1,500.00 in sales = \$120.00 in free products

• \$1,525.00 in sales = \$122.00 in free products

• \$1,550.00 in sales = \$124.00 in free products

• \$1,575.00 in sales = \$126.00 in free products

• \$1,600.00 in sales = \$128.00 in free products

• \$1,625.00 in sales = \$130.00 in free products

• \$1,650.00 in sales = \$132.00 in free products

• \$1,675.00 in sales = \$134.00 in free products

• \$1,700.00 in sales = \$136.00 in free products

• \$1,725.00 in sales = \$138.00 in free products

• \$1,750.00 in sales = \$140.00 in free products

• \$1,775.00 in sales = \$142.00 in free products

• \$1,800.00 in sales = \$144.00 in free products

• \$1,825.00 in sales = \$146.00 in free products

• \$1,850.00 in sales = \$148.00 in free products

• \$1,875.00 in sales = \$150.00 in free products

• \$1,900.00 in sales = \$152.00 in free products

• \$1,925.00 in sales = \$154.00 in free products

• \$1,950.00 in sales = \$156.00 in free products

• \$1,975.00 in sales = \$158.00 in free products

• \$2,000.00 in sales = \$160.00 in free products

• \$2,025.00 in sales = \$162.00 in free products

• \$2,050.00 in sales = \$164.00 in free products

• \$2,075.00 in sales = \$166.00 in free products

• \$2,100.00 in sales = \$168.00 in free products

• \$2,125.00 in sales = \$170.00 in free products

• \$2,150.00 in sales = \$172.00 in free products

• \$2,175.00 in sales = \$174.00 in free products

• \$2,200.00 in sales = \$176.00 in free products

• \$2,225.00 in sales = \$178.00 in free products

• \$2,250.00 in sales = \$180.00 in free products

• \$2,275.00 in sales = \$182.00 in free products

• \$2,300.00 in sales = \$184.00 in free products

• \$2,325.00 in sales = \$186.00 in free products

• \$2,350.00 in sales = \$188.00 in free products

• \$2,375.00 in sales = \$190.00 in free products

• \$2,400.00 in sales = \$192.00 in free products

• \$2,425.00 in sales = \$194.00 in free products

• \$2,450.00 in sales = \$196.00 in free products

• \$2,475.00 in sales = \$198.00 in free products

• \$2,500.00 in sales = \$200.00 in free products

• \$2,525.00 in sales = \$202.00 in free products

• \$2,550.00 in sales = \$204.00 in free products

• \$2,575.00 in sales = \$206.00 in free products

• \$2,600.00 in sales = \$208.00 in free products

• \$2,625.00 in sales = \$210.00 in free products

• \$2,650.00 in sales = \$212.00 in free products

• \$2,675.00 in sales = \$214.00 in free products

• \$2,700.00 in sales = \$216.00 in free products

• \$2,725.00 in sales = \$218.00 in free products

• \$2,750.00 in sales = \$220.00 in free products

• \$2,775.00 in sales = \$222.00 in free products

• \$2,800.00 in sales = \$224.00 in free products

• \$2,825.00 in sales = \$226.00 in free products

• \$2,850.00 in sales = \$228.00 in free products

• \$2,875.00 in sales = \$230.00 in free products

• \$2,900.00 in sales = \$232.00 in free products

• \$2,925.00 in sales = \$234.00 in free products

• \$2,950.00 in sales = \$236.00 in free products

• \$2,975.00 in sales = \$238.00 in free products

• \$3,000.00 in sales = \$240.00 in free products

• \$3,025.00 in sales = \$242.00 in free products

• \$3,050.00 in sales = \$244.00 in free products

• \$3,075.00 in sales = \$246.00 in free products

• \$3,100.00 in sales = \$248.00 in free products

• \$3,125.00 in sales = \$250.00 in free products

• \$3,150.00 in sales = \$252.00 in free products

• \$3,175.00 in sales = \$254.00 in free products

• \$3,200.00 in sales = \$256.00 in free products

• \$3,225.00 in sales = \$258.00 in free products

• \$3,250.00 in sales = \$260.00 in free products

• \$3,275.00 in sales = \$262.00 in free products

• \$3,300.00 in sales = \$264.00 in free products

• \$3,325.00 in sales = \$266.00 in free products

• \$3,350.00 in sales = \$268.00 in free products

• \$3,375.00 in sales = \$270.00 in free products

• \$3,400.00 in sales = \$272.00 in free products

• \$3,425.00 in sales = \$274.00 in free products

• \$3,450.00 in sales = \$276.00 in free products

• \$3,475.00 in sales = \$278.00 in free products

• \$3,500.00 in sales = \$280.00 in free products

• \$3,525.00 in sales = \$282.00 in free products

• \$3,550.00 in sales = \$284.00 in free products

• \$3,575.00 in sales = \$286.00 in free products

• \$3,600.00 in sales = \$288.00 in free products

• \$3,625.00 in sales = \$290.00 in free products

• \$3,650.00 in sales = \$292.00 in free products

• \$3,675.00 in sales = \$294.00 in free products

• \$3,700.00 in sales = \$296.00 in free products

• \$3,725.00 in sales = \$298.00 in free products

• \$3,750.00 in sales = \$300.00 in free products

• \$3,775.00 in sales = \$302.00 in free products

• \$3,800.00 in sales = \$304.00 in free products

• \$3,825.00 in sales = \$306.00 in free products

• \$3,850.00 in sales = \$308.00 in free products

• \$3,875.00 in sales = \$310.00 in free products

• \$3,900.00 in sales = \$312.00 in free products

• \$3,925.00 in sales = \$314.00 in free products

• \$3,950.00 in sales = \$316.00 in free products

• \$3,975.00 in sales = \$318.00 in free products

• \$4,000.00 in sales = \$320.00 in free products

• \$4,025.00 in sales = \$322.00 in free products

• \$4,050.00 in sales = \$324.00 in free products

• \$4,075.00 in sales = \$326.00 in free products

• \$4,100.00 in sales = \$328.00 in free products

• \$4,125.00 in sales = \$330.00 in free products

• \$4,150.00 in sales = \$332.00 in free products

• \$4,175.00 in sales = \$334.00 in free products

• \$4,200.00 in sales = \$336.00 in free products

• \$4,225.00 in sales = \$338.00 in free products

• \$4,250.00 in sales = \$340.00 in free products

• \$4,275.00 in sales = \$342.00 in free products

• \$4,300.00 in sales = \$344.00 in free products

• \$4,325.00 in sales = \$346.00 in free products

• \$4,350.00 in sales = \$348.00 in free products

• \$4,375.00 in sales = \$350.00 in free products

• \$4,400.00 in sales = \$352.00 in free products

• \$4,425.00 in sales = \$354.00 in free products

• \$4,450.00 in sales = \$356.00 in free products

• \$4,475.00 in sales = \$358.00 in free products

• \$4,500.00 in sales = \$360.00 in free products

• \$4,525.00 in sales = \$362.00 in free products

• \$4,550.00 in sales = \$364.00 in free products

• \$4,575.00 in sales = \$366.00 in free products

Find Avon Holiday Helpers – Offer 20% Off

Find New Avon Team Members!

Offer Free Gift with Minimum Purchase

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!



www.emilyseagren.com
www.makeupmarketers.com

Order Samples



www.makeupmarketers.com

Order Sales Flyers

Order brochures early.



	C1 Flyer \$1.45	QUICK SHOP
	C2 Brochure \$0.49	QUICK SHOP
	C2 Brochure - Spanish \$3.99	QUICK SHOP
	C2 Flyer \$1.45	QUICK SHOP

Skincare Sample Mailing

New Customer History		TOP Icons Orders by Item	
To view your customer history, use the search options to return what you need. Search by Customer, Product or by product by a specific customer.			
Customer Search	and/or by Product		
All Customers			
Generics			
Most Recent 9			
		Customer	
		Jerome	
25	127050	Avon UltraClean Cream Cleanser	
25	411023	Avon Ultra Multi-Performance Night Cream Travel Size	Joyce
26	911686	LinkedIn Edition Jersey Ave UltraMois Multi-Performance Day Cream Broad Spectrum SPF 20	Jayne
26	117197	Avon Power Serum	Jayne
24	169591	Avon Ultra Multi-Performance Day Cream SPF 25	
24	151174	Avon Ultra Multi-Performance Night Cream	
24	503492	Avon Clinical Absolute Even Skin Corrector	Carol A.

www.makeupmarketers.com

Customer Follow-Up - Book? Text?

The cover of the AVON Christmas 2013 catalog. It features a winter landscape with a small, cozy house with a blue roof and a reindeer standing in the snow. The AVON logo is at the top, and the text 'CHRISTMAS 2013' is at the bottom.

CUSTOMER NAME	ORDER DATE	EMAIL
Tracy Green	08/10/2020	tracy@tracy.com
Paula Johnson	08/10/2020	paula@paula.com
Leon Sheldon	08/10/2020	leon@leon.com
Vickrey Headley	08/10/2020	vickrey@vickrey.com
Elizabeth Portillo	08/09/2020	elizabeth@elizabeth.com

www.makemarketers.com

Project Broadcast

Business Messaging with a Personal Touch

www.maleendmarketers.com

Customer Segmenting on Constant Contact

www.makeupmarketers.com

Loyalty Program & Gift Cards on Square

