

How to Increase Order Size

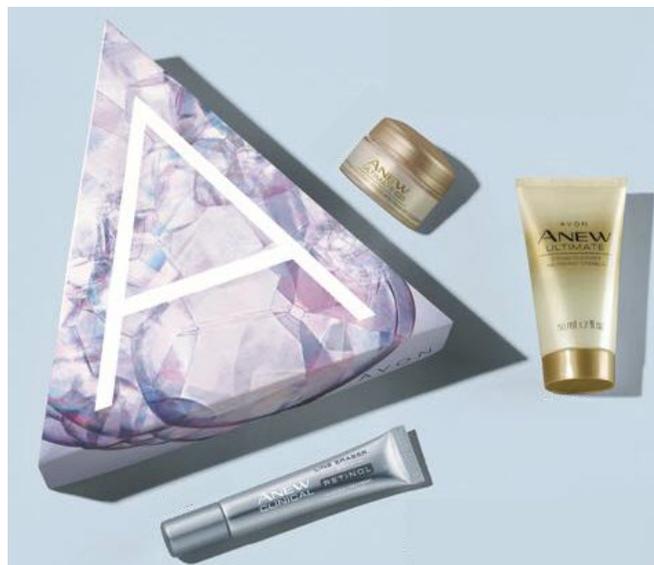
Here is an example of how to increase order size to \$40 so that the customer is eligible to purchase the A Box for just \$10. Increasing order size is also known as upselling.

Your customer wants to order the Anew Vitamin C Warming Peel (\$26).

You show her the demo A Box you purchased in advance of this campaign. You saw the A Box (and other products) that would be highlighted in this campaign when you studied the What's New magazine.

You tell your customer that she can get the A Box for only \$10 with a \$40 order...and that she's only \$14 away from \$40. When she sees that the value of the products included in the A Box is much more than the \$10 price, she wants one!

You suggest that she add the Anew Vitamin C Antioxidant Lip Treatment for \$14 to her order...and the \$10 A Box! With a few simple suggestions, you now have a \$50 order!



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Tools for Increasing Order Size

You can see in this example that knowing your products will help you suggest items that work well with the products your customer is purchasing. Take time to learn about the different product lines that Avon offers by reading **product information** in the brochures and on AvonNow.

Also in the example above, we mentioned ordering a demo A Box from **What's New**. A **demo** (or demonstration product) is an item available only to Representatives - at an additional discount - two campaigns in advance. This allows you showcase the products in the upcoming campaign.

As we mentioned, the **A Box** is a selection of Avon beauty products that we offer as an add-on for only \$10 with any \$40 brochure purchase. It can be used to entice current customers to try new favorites or to introduce prospects to Avon beauty must-haves.

What's New is a magazine-style guide for Representatives that provides you with a sneak peek of an upcoming campaign and brochure with sales tips and product features. A copy is provided to you free of charge with your order. It's also available online in AvonNow. It highlights new and key products you can buy early at a discount.



Consider adding a demo A Box to your campaign orders so that you can show your customers how it is a great value!

