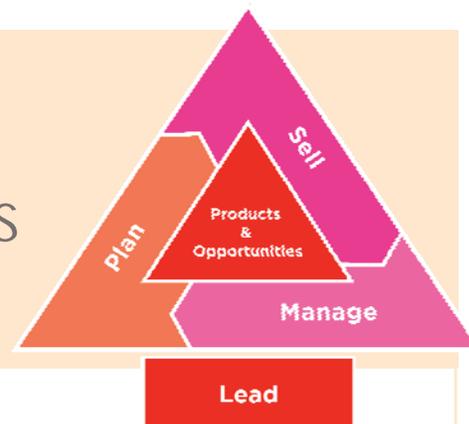


GLOSSARY

Avon Success Competencies



Plan

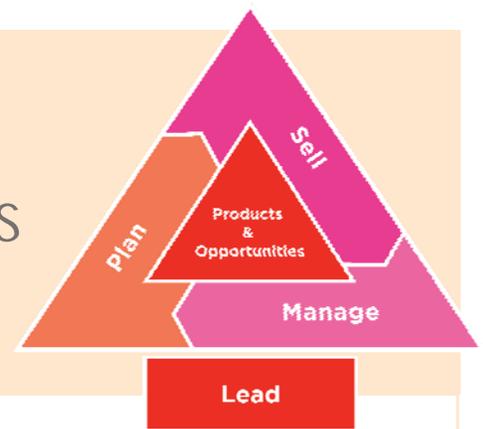
- **Goal Setting** – Involves the development of S.M.A.R.T. goals designed to motivate and guide individuals to a successful outcome. (Specific, Measurable, Achievable, Relevant, and Timely)
- **Creating Strategies** – The identification of specific best practices and activities required to execute your established goals, empower your downline and realize your dream.
- **Analyzing** – Gaining better understanding of results through research, observation and digging into the numbers.
- **Prioritizing** – Focusing effort towards the Avon activities and individuals that will have the highest impact or create the most value.
- **Action Planning** – A sequence of steps that must be performed for a strategy to succeed. Action plans require a specific task (what), an assigned owner (who), and a defined deadline (when).
- **Meeting Planning** – Achieving collaborative and productive meetings by clearly outlining key objectives, what will be covered and how it will be covered, who will attend, and questions that need to be asked.

Sell

- **Networking** – Interacting with people in order to identify and meet potential customers or recruits.
- **Discovery** – Researching, questioning, listening and engaging in thoughtful dialogue for the purpose of uncovering the needs and desires of a potential customer or recruit.
- **Communicating Value** – The ability to understand an individual's needs in a way that allows you to articulate features, benefits, and ultimately the most appropriate and relevant solution to meet their need(s).
- **Storytelling** – Leveraging your Avon Story in a way that is both relevant and relatable so that others can see your success as something they might be able to achieve.
- **Closing** – Getting a customer to purchase Avon products or gaining commitment from an Avon recruit to become an Avon Representative.
- **Social Selling** – Using social media to create a digital persona that increases your own credibility and communicates value to a broad network of individuals.

GLOSSARY

Avon Success Competencies



Manage

- **Time Management** – Optimizing the time you’ve dedicated to Avon by identifying, delegating, scheduling and prioritizing tasks that will strategically grow your business.
- **Onboarding** – Dedicated time to ensure new hires have role clarity and a baseline understanding of important processes, tools, and Avon’s suite of products.
- **Team Meeting Execution** – The product of effective preparation, effective team meeting execution is achieved by restating the meeting’s objectives, fostering open lines of communication and dialogue, and optimizing the time reserved by sticking to the agenda.
- **Team Communications** – Writing communications that are relevant, inspire and motivate team members to act based on their hearts and dreams.
- **Customer Service** – A skill that continues to place the customer at the center of your universe before, during, and after each sale.
- **Business Acumen** – Examining performance real time, via observation, and after the fact, via reporting, in order to determine if and how to adjust behavior in order to ensure success.

Lead

- **Building Trust** – Occurs when the intent for every engagement is to be real, relatable, and reliable.
- **Coaching** – Developing trusted relationships through intentional interactions designed to build competence through inspiring a person’s heart.
- **Inspiring/Motivating** – The ability to connect actions to the achievement of an individual’s dream.
- **Managing Conflict** – The process of reducing or eliminating the negative aspects of conflict by understanding the needs and perceptions of those we engage.
- **Influencing** – The capacity to inspire others to act for the individual’s own benefit or on behalf of both parties.
- **Recognition** – Awareness and acknowledgement of an achievement, service, or ability.