

# Training Guide

Shortcut to Success Onboarding Series



- New Representative Training > Onboarding Program: Shortcut to Success Introduction (5 minutes)**  
Jump right in to your Onboarding Experience with this overview of the Shortcut to Success training program and what's in store for you during Course 1.

## **Course 1 - Let's Get This Business Started (90 minutes)**

Learn the basic fundamentals of having an Avon Business such as Avon words, business tools, uncovering your why, placing your first order and Avon Finance.

- Top 10 Avon Words (5 minutes)**  
Here are the 10 Avon words that you just need to know right NOW! These definitions will prevent you from feeling a bit lost as you progress through your training.
- Tour of Your Biz Tools (5 minutes)**  
Avon offers you many tools to help you with your business. Take a quick tour of them now, and learn more about them later in your training.
- What's Your Why? (10 minutes)**  
Before we dive into selling, it's important to first uncover WHY you decided to start an Avon business.
- Build Your List (10 minutes)**  
Now that you know your WHY, let's build your list of people you can engage with and share your love of Avon.
- First Order Success (10 minutes)**  
The Daily Care collection features some of our customers' favorite Skin Care products and practically sells itself! Learn why this is a perfect item to buy in your first order.
- Place Your First Order (5 minutes)**  
You're ready to place your first order! Watch a "how-to" demonstration and see how to get your own order placed.
- Personalizing Your Online Store (10 minutes)**  
You'll see a "how-to" demonstration of the personalization you can make in your own Online Store.
- Share Your Love (5 minutes)**  
It's time to share the love of your new Avon business! Learn best practices from other Beauty Bosses.
- Avon Finance 101 - Getting Paid (5 minutes)**  
Learn how you will receive your earnings - the difference between the brochure price and the discounted price you pay.
- Avon Finance 101 - Paying Avon (5 minutes)**  
Learn how you'll pay for customer orders.
- Avon Finance 101 - Avon Credit (5 minutes)**  
Learn about the Campaign Credit Limit program that is offered to some Representatives.
- Avon Finance 101 - The KickStart Incentive Program (10 minutes)**  
You may have wondered about KickStart, which was mentioned in earlier activities. Wonder no more as we unveil this amazing incentive program.



## Course 2 - Building for Consistency (45 minutes)

Course 2 will show you how to have consistency in your Avon business. You will learn how to use the list you created in Course 1 and expand on it to find additional customers, how sampling can be a game changer for your business, and Avon Finance returns with shipping and returns.

### Introduction (5 minutes)

Ready to get your business off the ground and find customers? You'll learn how in Course 2!

### You Aren't In This Alone (10 minutes)

A Mentor is someone that you can rely on, that safe harbor of support who will help you spread your wings and increase your confidence.

### How Do I Find Customers? Use Your List (5 minutes)

Getting a new business off the ground is easier when you have the encouragement of your biggest fans. Learn how asking for support is easier than you might think.

### How Do I Find Customers? Brochure Strategy (5 minutes)

Learn ways you can effectively use brochures in your business.

### How Do I Find Customers? Reach Out! (5 minutes)

You sell amazing products that make life beautiful for so many people! Help others see the full benefits of what Avon has to offer.

### How Do I Find Customers? Ask for Referrals (5 minutes)

You may have mixed emotions when it comes to asking for referrals, but we are here to help you feel confident!

### Use Samples in Your Business (5 minutes)

Sampling is a fun and a great way to introduce Avon products and connect with customers.

### Following Up on Samples (5 minutes)

After you hand out the samples, your job doesn't end there! It continues with the follow up.

### Cross-sell with Samples (5 minutes)

The final piece of sampling is cross-selling, which can help you build orders and fulfill other needs your customers may have.

### Avon Finance 101 - Shipping and Returns (5 minutes)

Avon provides a generous offer of free shipping to qualified orders in your Online Store. Learn the details of our shipping and returns policies.



## Course 3 - Life as a Star Promoter (20 minutes)

Course 3 is about moving your business forward to achieve Star Promoter.

### Introduction (5 minutes)

Avon offers amazing perks as you advance up the Career and Compensation Plan ladder! Understanding the requirements and exciting benefits of the different ranks might spark some ideas for goals you hadn't even thought of a few weeks ago!

### Increasing Order Size (5 minutes)

Increasing customers' order sizes can help you reach your goals!

### Share the Avon Opportunity (5 minutes)

While you're focusing on selling our amazing products, you'll want to invite others to your team as a new Representative.

### Revisit Your Goals (5 minutes)

Goals can change once you have more experience or learn more about opportunities! Take a look at the goals you created earlier in your training. Based on what you know now, what might you change?

## Course 4 Is Bronze in the Air? (20 minutes)

Course 4 shows you the benefits of being a Bronze Leader and stretches your thinking and even your goals to achieve this title.

### Introduction (5 minutes)

Our business is all about reaching out and strengthening relationships. Let's shift our focus a bit to look at what happens when these relationships result in a larger team.

### Rewards of Being a Bronze Leader (5 minutes)

Becoming a Bronze Leader is the primary building block to grow your business bigger and faster and to promote.

### Rewards of Being a Silver Leader (5 minutes)

The Power of Duplication is teaching OTHERS to do what YOU do. When you help others grow their businesses, this in turn helps you grow your business.

### Outreach Techniques to Build Your Team (5 minutes)

How will you find people to invite to your team? It happens when you do some outreach!



## Course 5 Maximizing Your Earnings (25 minutes)

In Course 5 you will learn how to maximize your earnings through fundraising, team sales and more!

### Introduction (5 minutes)

In Course 5, you'll learn additional ways to sell our products and offer the Avon opportunity to others. We'll wrap up the onboarding series in the next series of activities.

### Fundraising (5 minutes)

Exciting benefits are available to you when you hold an Avon Fundraiser!

### Motivating Your Team (5 minutes)

You'll want to encourage your new team (or your future team!) to sell and to stay active in Avon. Learn ways you can keep everyone motivated.

### Reaching for the Stars (5 minutes)

You've learned about many opportunities Avon offers you to grow your business YOUR way. Perhaps this has sparked some new dreams for you!

### Accountability Buddy (5 minutes)

We can all talk ourselves out of doing things that make feel a bit uncomfortable, especially with goals that make us stretch. Learn about the power of an accountability buddy!

### Avon Finance 101 – Leadership Bonuses (5 minutes)

Review the bonuses that are part of the Leadership Compensation Plan.

### Onboarding Conclusion (5 minutes)

Take a moment to pat yourself on the back for a job well done! Let's recap what you've learned and see what your next steps are!

