

# G.R.O.W.ing Your Business

Leader Name: \_\_\_\_\_

## G – Get to Know the Person and Her Needs

Plan to start conversations during Chance Encounters

CONVERSATION STARTER #1	EXAMPLE	YOUR CONVERSATION STARTER
Chance Encounter Location	Anywhere	
1. Compliment her and ask a question	“Wow, you look sharp. What do you do?”	
2. Ask another open-ended question	“How do you like it?”	

CONVERSATION STARTER #2	EXAMPLE	YOUR CONVERSATION STARTER
Chance Encounter Location	High school football game	
1. Find common ground	“Wow, is your son in the band? My daughter is, she plays trumpet.”	
2. Ask another open-ended question	“How do you handle being a band Mom?”	

Plan open-ended questions to get her talking

Why? What? How? Who? When? Tell me.

Example	If you could create the life you dream about, what would that life look like? What do you want, need, or desire?
Question 1	
Question 2	
Question 3	

Come up with some additional needs or wants you might uncover

Need	More money	Need
Need	New friends	Need
Need	Flexibility	Need

Memorize these follow-up questions and come up with one more

**TIP:** Be sure to Listen with Questions

1	Why is <b>making new friends</b> important to you?
2	What would more <b>flexibility</b> mean to you?
3	What would more <b>money</b> mean to your family?
4	

Be prepared to role play a Chance Encounter with your Coach during the 1:1 Coaching Call

## G.R.O.W.ing Your Business

### R - Recommend the Right Avon Solution

- Think about a past recruiting conversation
- Use the following to position the Avon opportunity

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given your need and/or want for

(Insert Name of Potential Team Member)

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I really think you should consider becoming an Avon Representative, and here's why...

(Insert Need or Want)

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(Insert Benefit #1)

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(Insert Benefit #2)

### O - Offer Relatable Stories that Demonstrate Your Belief

**Scenario:** You meet a soccer mom named Joni. You connect with her and ask some open-ended questions. You learn that she needs to make some money because her husband was laid off recently. She also has a disabled son who needs her at home. Joni doesn't get out much except to take him to doctor's appointments. You recommended the Avon opportunity; now you want to share your story to demonstrate your Belief.

- What would you say to Joni to share your relatable story (go back to Your Belief on your *Kick-Off Application Guide*)—write down your actual words

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### W - Work to Establish Next Steps

- Write down 2 options for how you might ask someone to join Avon as a Representative

Example	Honestly, I would love for you to join my team. How can we make that happen?
Option 1	
Option 2	

- Identify 2 more **next steps** that you might recommend if she is not sure that the Avon opportunity is right for her

Example	Connect her with one of your team members that she can relate to the best
Next Step 1	
Next Step 2	

- Be prepared to role play G.R.O.W. with your Coach during the 1:1 Coaching Call

### Your Call to Action

Practice your conversational selling in the next 2 weeks with 2 prospects or chance encounters.

Who will you practice with?	1.	2.
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