

# How to Order Samples

You can order samples when you are placing your order for other products.

In AvonNow, click Products > Samples. You'll see samples are very reasonably priced!

The image shows two screenshots from the AvonNow website. The top screenshot displays the main navigation menu with 'PRODUCTS' circled in pink. A dropdown menu is open, and 'Samples' is circled in pink with a mouse cursor pointing to it. The bottom screenshot shows the 'Samples' product page. The left sidebar has 'Fragrance' circled in pink. The main content area shows two product listings for 'Absolute Parfum Vial-on-Card Sample - Pack of 5'. The first listing shows a price of \$1.50 (regular price \$2.25) and a 'QUICK SHOP' button. The second listing also shows a 'QUICK SHOP' button.

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## Samples

SORT BY All Products

Absolute Parfum Vial-on-Card Sample - Pack of 5

**\$1.50** Regular Price ~~\$2.25~~

QUICK SHOP

Absolute Parfum Vial-on-Card Samples - Pack of 5

QUICK SHOP



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## Why Offer Samples?

Customers love to try new things and statistics tell us that sampling works! Over 81% of consumers purchasing products after trying a sample.

Think about the last time you went to the cosmetics department at your local department store. Their employees are experts on product sampling because the store sees the benefits. The same applies in the Avon business model...sampling is how you create an emotional connection to the product for your customers.

The key is to keep the conversation natural and not forced. The more you practice, the more natural it will become.

## Sampling Conversation

Here's how a sampling conversation could go.

Product: Bug Spray Samples

Scenario: Representative is attending an outdoor activity. While there, she is listening for others talking about bug bites.

Representative to Prospect: I couldn't help but overhear you talk about how many mosquitoes we have out here today.

*(Allow for response)*

I have the best bug spray that I sell at my store. It keeps away the pesky bugs. I have a sample here that you can have to use to protect you family.

Actually, I'm hosting a kickoff to summer party where the entire collection will be on hand to sample. What is your phone number and I will text you the invite along with a link to my online store.

*(Allow for response)*

Great! I will send you the text now and send me a reply once you receive it. I will follow up with you in two days to see what you think!

## More Sampling Tips

Let's review other ways that you can introduce samples to your customers:

- Include product samples with your customers' purchases such as lipstick, Vitamin C, or Espira.
- Offer a goodie bag of samples for referrals.
- When you meet new potential customers, ask questions to get to know them. Provide samples based on what they told you by matching a product to the need.

