



A-Z of Party Recruiting

- A **Ask** everyone! Then ask them who they know - have **AIMS** – tell everyone yours! Develop – have you shown them the benefits of joining as a Representative recently?
- B **Build** your personal line up – Remember every Party **booking**/retailing opportunity is a recruiting opportunity.
- C **Consistency** is the key! Consistently generating leads will lead to consistently presenting the business opportunity, which will lead to consistent recruiting! Create opportunities at **colleges** with **career evenings** (especially with beauty course students). They have spare evenings to do the course – would they like to turn those spare evenings into **CASH**!
- D **Don't forget** that “No” doesn't mean NEVER – **develop** those leads into Hostesses or customers; that way you can easily stay in touch and revisit them to see if circumstances have changed and you'll be there when the time is right for them to join.
- E **Enthusiasm** is the best recruiting tool – show that you love what you do and everyone will want a piece of the action.
- F **Focus** on recruitment - at your Avon Parties, at every opportunity - bookings and sales will follow. **Follow up** is crucial – always follow up your leads quickly.
- G **Generate** at least two leads/opportunity presentations from every Avon Party.
- H **Hostesses preparation** – always offer your Hostess the opportunity – ask who they know who they can invite to their Party. Hostesses make great Representatives! Give her an incentive to pass you a referral.
- I **Identify** what you want to achieve from introducing new Representatives – a great way to quickly increase your team and earnings!
- J **Jewellery** – have you revisited previous leads/applicants who felt uncomfortable with Skin Care/Cosmetics to let them know about these fabulous opportunities? Offer to show them over coffee as you would welcome their feedback. Suggest they may like to invite a couple of friends

at the same time – if the time is still not right for them – one of their friends may be interested.

- K **Keep good records** – index cards for each lead/interview – relevant information and an agreement to call them back in an agreed period of time.
- L **Look and listen** – to your guests, customers, Hostesses. Conversations may indicate a need for additional income – they may have been made redundant or hate their job etc. Look for those **ladies** who love the products, but only order a few – those ladies who are helpful and enthusiastic about the products. Offer to give a presentation at **Ladies' Clubs** (e.g. the WI).
- M **Mums** need flexibility and make great Representatives – where can you **meet them** to promote the opportunity - **mother and toddler groups**, NCT groups, leisure centre's (especially whilst the children's swimming lessons are being held).
- N **Never go out without recruiting literature** – brochures, prospecting cards/leaflets, **you never know** who you might meet or have an opportunity to open a conversation with!
- O **Opening talk** at your Parties. Sow the seeds to find the leads. Share why you joined and highlight examples of why others join - could be to pay off credit cards, buy a new car, pay for a holiday etc. Guests will be able to relate to this and you will have planted your first seed
- P **Present the opportunity** at least five times every week. **Pioneering** – identify the areas you would like to recruit in and visit the area using surveys to raise awareness and **promote yourself** and the Avon opportunity
- Q **Questions** asked at Avon Parties are an indication that the guest would like to know more – offer to pop around for coffee to explain how Avon works and invite them to give you their feedback.
- R **Remember R.I.T.A. 'Recruiting is the answer'** – it brings new life into your business and generates fresh excitement and enthusiasm.
- S **SuperStar/SmartStart Representatives.** The more you recruit the closer you'll be to achieving your higher status and the rewards that go with it!
- T **Talk to everyone. Tell everyone** what you do – share the Avon opportunity.
- U **Understand** the law of averages – record your results and work with these to identify how many people you need to see to generate the required Recruits. Are you seeing enough people?
- V **Visual aids** – Have a recruiting corner with your business presenter personalised with your story – display £150 in specimen notes – this is

what they could earn for three evenings a month – why not turn their spare time into ££££'s

- W **Who** do you know? Ask two people every day; who do you know who is looking for part time additional income? Make it a habit and you will generate leads. **Wedding fairs** – brides-to-be and mothers of the bride may need to earn additional income to pay for the wedding!
- X **Xtra money!** Who do you know who is looking for part time additional income? This will mean **extra £££'s** for you and a win-win situation.
- Y **YOU!** Remember: if it's to be it's up to ME!
- Z Don't **Zzzz** - get recruiting! Recruit 2. Double the score by recruiting 4 and so on!

Good Luck!!