

*****Golden Rules to Avon Customers*****

➤ **Finding them**

➤ **Networking**

Care homes, Kids clubs, Church, Schools, Neighbours, Work Place, Post Office, Local Shops, Hair dressers, Hospitals, Offices, Friends, Families, Nurseries, Social networking, Social Forums, Health Clubs, Slimming Clubs, Mother and Toddler groups, Sure Starts, Online advertising, local shop window ads. Show books at work, social events and clubs. Visit local businesses, industrial estates, office blocks and shops.

Ask existing customers to show their friends the brochure and offer a discount if they manage to get extra orders for you. Putting 2 or 3 extra order forms in each book you give out.

Increasing Customer spends: Use Avon samples & blue tack them into the book ONLY when they are on offer in the book. Give new products to Good customers & ask them to try it FREE for a week! Offer discounts and gifts for order over a certain amount £.....always promote the special offers in the brochure.

Order more books and leave them with your customers for longer

Flag the brochure pages that are scented, always use the Avon customer order Message box

➤ **Serving them**

➤ **Job Description, using the tools of the job**

20 X Books, 1 X Calling Book, 100 X Order Forms, Training Guides 1 & 2

5 X Books for Friends and Family members (allow 3 Order forms for each Book handed out)

1 X Book (At least) at 10 places from above with 2 Order Forms in each Book

5 X Books for Neighbours. Go and visit them, introduce yourself and make friends!

REMEMBER to include the following information on your Order Forms:

- **Dates you will pick up the Book**
- **Dates of Delivery of the order**
- **YOUR Contact Details**

You can follow these instructions on a weekly basis. Thus building a Solid Data Base of Regular Avon Customers. If you repeat this in one campaign you will have found over 60 customers. The average customer will spend £10.00 and 50% of your customer list will order each time! We highly recommend you REPEAT this process for your 1st 2nd and 3rd Campaigns as a rep. Once this is done you will become a P.C. Member in a very short time and become part of Avon's Elite Group of Representatives.

➤ **Keeping them**

➤ **Customer Service**

Reliability, Loyalty, Honesty, High Quality Service

Include these in your Approach to all your Avon Customers:

- 100% Money Back Guarantee
- Loyalty Cards
- Samples, Flagging
- Special Offers in the Book
- Your Special Offers, Free Gifts, from the clearance and HT Magazine
- Raffles
- Hold a Party

In Summary

You are now able to find between 60 and 180 customers dependent on YOU and how much you would like to earn as an Independent Avon Representative. Finding your very own customer base is the ONLY way to earn money with Avon. There are no short cuts to this part of the job!

Keep Organised, use all the tools and resources that Avon provides (Bags, Files, Pens, Avon Wallet, Order forms, calling books, ring sizers etc,) and don't forget to add YOUR touch to your Avon Business.

Treat your customers with the upmost respect, they deserve a great service from you and in return you will gain a loyal customer base and they will be the people that will help you BUILD your customer base with recommendations.