

Maximum Orders = Maximum
Earnings

Sales Leader Roadshows 2008

Agenda

- Retention
- Impact
 - Sales Leader
 - Representative
 - Customer
- How you can help
 - Planning & Technology
 - Initial Training
 - Contact
- Future Actions
- Summary

Retention

Team Members

Customers

Not placing an order - Impact

- Sales Leader
 - Earnings
 - Team Size / Status
- Team Member
 - Earnings
 - Customer dissatisfaction
- Customer
 - Lose faith in Avon
 - May not order again

Not placing an order – Financial Impact

Average earnings of an Advanced Sales Leader with 25 in First Generation

(assuming average order of £150)

% of Team Active	No of orders placed	Earnings
92%	23 orders	£160
80%	20 orders	£144
72%	18 orders	£133
60%	15 orders	£117
52%	13 orders	Loss of Status

How can you help?

- Planning
 - Reports / Technology
- Initial Training
 - Setting Expectations
 - Goal Setting
- Contact
 - When
 - What to say
 - Methods

Planning

- Mailplans
- Order Dates

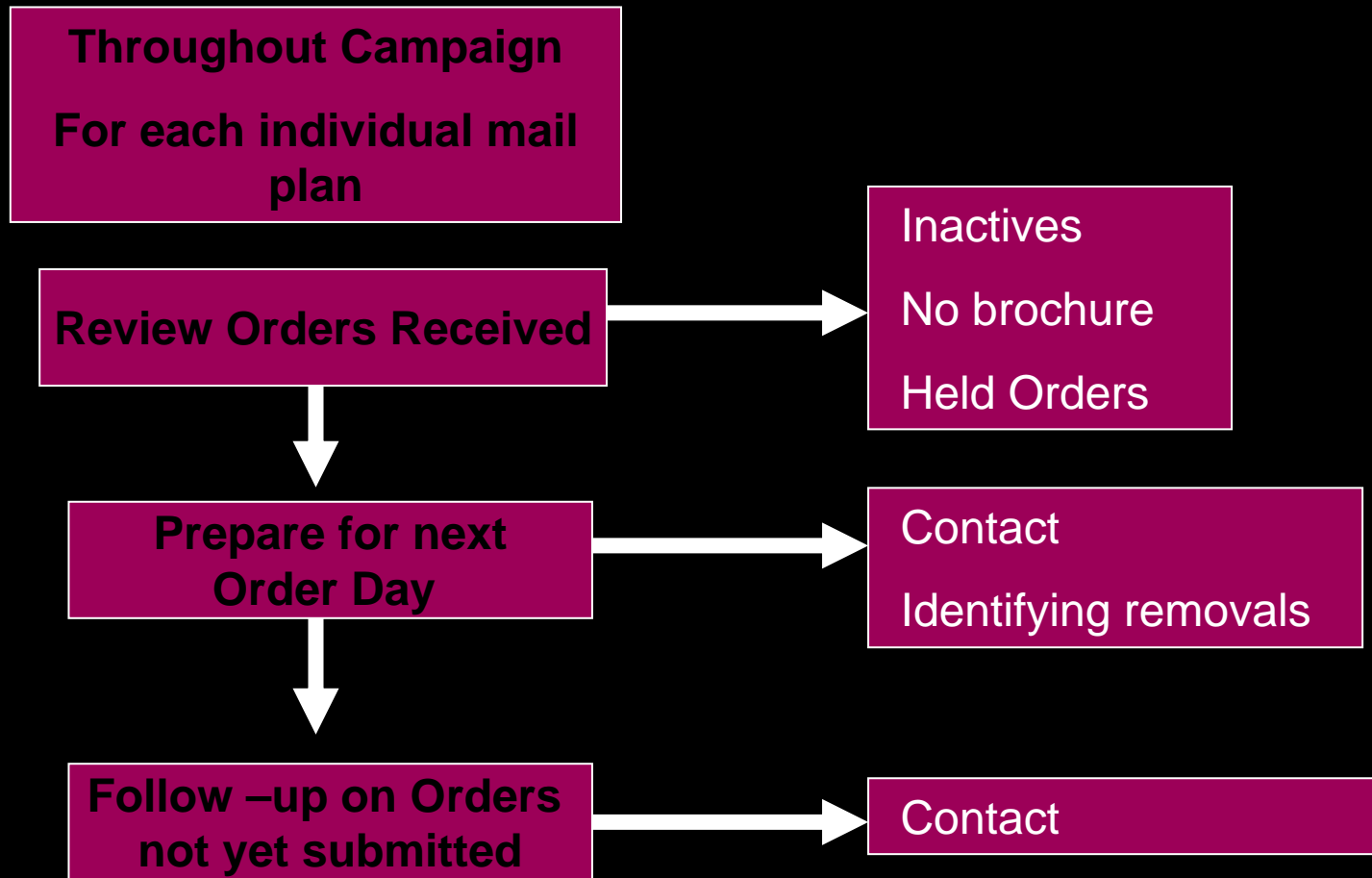
Technology

- Alpha Listing / Statement
 - Download from the website
 - Identify Inactives – contact to reactivate or identify if they are leaving
 - Identify Removals – Arrange replacement calls
- Order Management Reports
 - Not placed an order

Initial Training

- Set clear expectations on Appointment of an on-time Order every Campaign
- Help new Representatives understand the potential impact to their business - loss of earnings
- Goal set on every contact – re-visit
- Demonstrate and encourage internet ordering

Contact - When



Techniques for overcoming objections

Ask open ended questions:

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

Reply:

Felt / Found, Suppose

Use closed questions when you need a specific answer:

Did? Do? Have? Will? Could?

Contact – What to say

Objection Scenario 1

- “I haven’t collected all my orders yet”

Response:

- How many orders do you have?
- What is the value of your orders so far?
- We need to ensure on time delivery. Let’s place what you have at the moment. When you collect the rest you can back order them.

Suggest Solution:

- Suppose you tell your customers you need the order 2 days earlier than you do to ensure they are all in on time.

Contact – What to say

Objection Scenario 2

- “I don’t have enough customers”

Response:

- How many orders do you have?
- What is the value of your orders so far?
- We need to ensure you place your order so you don’t let your customers down

Suggest solution:

- Where do you find your customers?
- How do you feel about re-canvassing?

Wait for response:

- Some of our other Representatives felt like that but found lots of new customers. Why not ask everyone you know to show a friend? How many of your customer s work? Could they take a book in for you?

Contact - Methods

- E-mail
- Telephone
- Text
- Letter / Card

Activity

Talk to the person on either side of you

Share experiences of gaining orders so far and ideas on gaining maximum orders in future

Record 1 key action in your notebook

Summary

- Make your life easier by gaining maximum orders from your team
- Be proactive
- Contact, Contact, Contact
- Only you can make it happen

Maximum Orders = Maximum Earnings!