

**AVON REPRESENTATIVE**

**X**  
**SUCCESS** **FILES**

*MakeUpInBusiness*



# *Getting Started*

1. Write your name and phone number on the order form or use printed labels with your details and circle around the day of collection – place in the brochure on a 'smelly' page or good offer page and deliver to the customer. Do not write your address on the form.
2. You may like to give your customers an incentive, such as `spend £20 get a free gift`. Keep a stock of cheap items from First Look Clearance, or items you have obtained for free for this purpose. This may greatly increase your sales...
3. Put 2 or 3 order forms in each book and ask your customer if she'd like to take the book into work or show it to a friend or two, this will get you more orders, each book could easily generate 3 or more orders! Offer a 10% discount on her personal order if she gets you a number of orders.
4. Allow at least 2-3 days between delivery of books and collection, as any shorter time will not give the customer sufficient time to look at the book.
5. When picking up your books check that each customer has written their name and address on the order form. This will save any confusion when it comes to delivery.
6. Take a pen and paper with you when picking up your books or record in your phones notes any books not collected, as you will need to go back again the next day, or whenever it is convenient, and if you have not written down which houses you have not picked the books up from, it is easy to get in a muddle.
7. Save all your old books for canvassing new territory. Even out of date books can be reused since offers come and go in all the brochures. If a customer orders a product whilst it is on offer but you cannot order it at that price, do not worry. Sometimes it is worth swallowing a slight loss for the sake of obtaining a new customer, as in the long run you will benefit. If there is a special offer on which can no longer be obtained then you should make it clear to the customer and possibly offer an alternative.
8. After collecting all your books, sort through the order forms and check that they have been filled in correctly, especially their name, and any colour, shade or fragrance required – for example if a customer just puts `lipstick` that is not very helpful to you when it comes to bagging up the order, as you could have dozens of lipsticks in your delivery box – how would you know whose was whose? You can find out by checking the product numbers on the invoice, but that can be rather time consuming. Also make sure they have totalled it up correctly and that the customer has understood that `buy 1 get 1 free` means they get the cheaper one free.

9. Remember that you can not only order from the current brochure, but also from the previous one. So always try to get the best deal for yourself when ordering. Sometimes you can `marry up` different customers` orders – e.g. if two customers both order only one item from a buy 2 get 1 free offer then you can claim the 3rd item for yourself to keep or resell. The same applies to the offer `spend over £15 and get a free bag...` you may find you have three customers ordering £5 each, which then entitles you to order the bag. Also a customer may order something from the current brochure, eg an aftershave, for £8, but it may be £4 in the previous book. If you order it in at the cheaper cost this will go towards the cost of your brochures Don` t forget you are a business not a charity! By constantly checking prices and ordering at the cheapest possible cost, you may be able to cover the cost of your brochures...

10. Ordering – the easiest way is to register online and order using the Avon website. If you order over the Internet then make sure you click on the little box with the campaign number next to the products if you want to order from the previous campaign. Your first order over £30 is free delivery, subsequent orders over £30 are £1.50 delivery. You can order any time in the three week selling window and get delivery in 3 to 5 days. Orders under £30 are £3.50 delivery. You can also phone your orders through on 0333 2345000.

11. Remember to order your brochures for 2 campaigns ahead, and that they come in packs of 5. So if you need 20 books you order 4 packs. If you order 20 you will be sent 100 books!! Five packs of brochures cost 26p each. You will make around £2.50 commission from each customer so that must be worth your 26p for the brochure. Take advantage of discount quantity pricing. Order more than 4 packs and additional packs are just 50p each. 1 pack; 5 brochures = £3.65 (73p each) 2 packs; 10 brochures = £4.60 (46p each) 3 packs; 15 brochures = (35p each) 4 packs; 20 brochures £5.90 (29p each).

12. Each order you place will be invoiced and you will have 13 days to pay, you can place orders up to your credit limit as shown on your representative screen. You can pay your bills 4 ways – make a payment at the Post Office by filling in the Giro slip, pay using the Pingit App, pay online by debit or credit card or pay over the automated phone service - 03332345000.

13. Orders under £30 will incur a charge of £3.50. Your first regular campaign order over £30 is free delivery, subsequent orders over £30 in the same campaign are £1.50 delivery. You can place as many orders as you wish in the three week selling window but be aware of delivery charges. (presidents club members get free delivery on all orders over £30.) Orders are delivered in 3 to 5 days. Express delivery is £5 for any size order and will be delivered in 1-2 days.

14. In your first campaign as a representative you will earn 20% discount on all orders. In your second and following campaigns the order values are MOV (minimum order value) £87 to get 20% commission and £160 to get 25% commission. Whatever discount level you achieve in your current campaign will be carried over to the next campaign and you will earn this level of discount on orders placed.

15. When your order arrives on the appointed day a useful tip is to open the boxes from the bottom- not only will it save your nails, but it will enable you to reuse the boxes especially if you need to return something.

16. Check items and prices against your invoice – any missing products should be reported immediately to Avon. If by any chance you forgot to order something don't tell Avon that – just say it didn't turn up and they will send it out to you free of charge.

17. Bag up your customers' products and include a new brochure and order form. Place in the bag the top copy of her previous order form and retain the bottom copy for your own reference. Sometimes a customer will tear off the top copy herself when placing her order. This is incorrect, as it means you will not have the bottom copy to refer to because you will have to put it in the bag with her order.

18. When delivering the goods UNDER NO CIRCUMSTANCES LEAVE THEM WITHOUT RECEIVING PAYMENT. I cannot stress this too much. Sometimes even the most honest person, who may even be a personal friend, may promise to pay you 'next week' and forget. You are responsible to Avon for the products sent to you and you are responsible to Avon for payment. I always say 'Avon won't let me leave the order without receiving payment', which strictly speaking is not true, but it saves embarrassment on both sides. Cash is preferable, but if the customer wants to pay by cheque it is at your risk and it should be made out to you not Avon. Avon are unable to receive individual customer cheques.

19. Put together a `float` of small change and a couple of fivers. I usually take out £20 with me as there is nothing more infuriating than someone giving you a £20 note and you haven't got any change!

20. Returns- everything may be returned if not suitable except opened cd's, dvd's, videos (unless faulty). Before returning, Avon must be notified by going through the appropriate procedure on the internet or fast track. Returned goods must be accompanied by the top copy out of the returns book or a printed returns form and a returns bar code label (found with your invoice) must be attached to the returns bag. The driver will scan the barcode and sign your copy of the returns form. If he does not do this, and the goods go astray you are unfortunately answerable to Avon and they will recharge you.

21. When a customer orders a bra I generally order 3 different sizes, as sometimes they come up either too small or too big. Sometimes the customer does not really know what size she is and will often guess wrong. In that case you are more likely to make a sale as you will have another size available for her to try on – if you cannot offer her an alternative, Marks and Spencer will! The ones which don't fit can be returned.

22. If you fail to put in an order 3 campaigns in a row your account will be closed, although you can reactivate it for free any time in the next twelve months. If for any reason you cannot put in a normal order then just order something small for yourself or even just a pack of order forms which are free!! This will keep your account active.

23. Any problems you have with your Avon account must be referred to Avon directly. I can only advise on personal account queries.

24. From time to time items may fail to arrive and you don't know why. Try not to stress out over this. These things happen. Tell the customer it is arriving next order and make a note to order the item next time.

25. Customers can order through your online store for representative delivery and direct delivery. If they choose direct delivery then Avon will send the order straight to them and credit your discount earned, minus a small handling fee, to your representative account. I send a thank you for your order email to my direct delivery customers to keep in touch with them and if they have any problems or queries they can email me directly.

## *Retailing Tips*

Pick three products from your brochure to promote to customers. Use the special message box on your customer order forms for this.

Give your customers two brochures and ask them to hand one to a friend. Let your customers keep hold of their brochures. You will be surprised at how many people will get to see your brochure when it's just lying around your customer's home. Five packs of brochures cost 26p each. You will make around £2.50 commission from each customer so that must be worth your 26p for the brochure.

Check your Reps brochure. Remember you can save up to 80% on prices in the First Look.

Show your customers what you have bought and it will increase sales.

More brochures mean more customers, which leads to more sales and more money. Promote free gifts, they increase your sales. These gifts can be obtained from your link at a discount price before they appear in the brochure.

Give your customers samples of products. People tend to buy more expensive products if they can try them first.

Wear Avon jewellery and scents on a daily basis. Many people notice this and ask where you got it. Give them a brochure and they tend to order it and more. Give your customers incentives for higher sales. I.e. spend £20 in this brochure and receive a free gift.

Ask your customers when delivery is convenient for them. You may get your delivery one day and they may not get paid till the next. Let them know that you will deliver it then. This means that they can order more as it will be delivered on their payday.

Encourage your customers to phone in their orders. That way, if they miss you, they know they can phone their order in.

Keep good customer records, the products they tend to buy. Try to get their phone number or email. That way you can text them to see if they want an order and you can text them if you are unable to make the delivery date that you have stated. Your customers will appreciate this.

Never leave products with a customer unless they are paid for. Even if they are family and friends. If they do not pay and you have given them the products then you have to pay for the products.

Don't forget your customers who give you little orders. They are always regular and every campaign.

Get familiar with the products you are selling. Try them yourself. If you have sensitive skin, allergies etc, then get a friend or family member to do it. That way when a customer asks what a product is like, you will have a good knowledge.

Try holding an Avon party at home or online. All underwear and jewellery can be used for demonstration purposes and then returned. (Customers must not try on underwear) Buy a few things from your First Look book that they can try, some from while stocks last as prizes and then buy some samples that the customers can try on the night. These parties do not cost a lot to do. Everyone has different friends so you will get the sales and pick up a few extra customers.

Carry an Avon product with you at all times, especially when you are delivering orders. Your customers love to see and touch Avon products - and trying means buying. Always leave one of the current brochures and one of the previous brochures by the phone. That way when a customer phones with their order, you can check it, find codes, prices etc

Any other brochures left in your home are not working and therefore are not making you money.

Talk to three different people every day about Avon. By doing this you will become known in the community and you will find that people will come and ask you for a brochure.

Always carry at least one brochure with you and either a calling book or a pad to write down whom you have given the brochure to. You will pick up many new customers from the streets if they know you are an Avon rep.

The more you sell the more you earn. Show a brochure to every customer every time. There are 18 brochures each year. Aim to find at least one new customer every campaign.

Leave brochures with your customers for 1-2 days to give them a chance to place their order. Any longer than this and you will lose brochures and potential customers.

Re-use your old brochures to find new customers or contact family and friends who you missed last time. Remember you can back order for one campaign.

Protect your earnings and try to sell your entire return products. You will usually find one of your customers will be interested. This is where a good customer list is very useful.

Always be positive. A good order in one campaign does not always mean that it will be the same every campaign, prepare for this and find new customers. That way your sales will always improve.

## *Resources*

Join us on Facebook <https://www.facebook.com/groups/avonrepsteam/>

Representatives Selling Hints and Tips Email Course - <https://eepurl.com/cR3jjv>

Representative Getting Started Online Booklet -

<https://www.makeupinbusiness.co.uk/mib-representative-booklet/>

Representative Resources Page, visit our team resources page to find a wealth of information - <https://www.makeupinbusiness.co.uk/mib-reps-team-page>

Password - TEAMMIB

Avon and Everywoman Workbook guide - official Avon guide to working from home running your own business -

<https://cosmeticrepsuk.files.wordpress.com/.../avon-and-every...>

Visit the MakeUpInBusiness Blog for more Representative Hints and Tips -

<https://www.makeupinbusiness.co.uk/.../representative-hints-.../>

FAQ for Representatives - <http://bit.ly/FAQ-Ebook-2018>

How to use the Avon Social Media Centre, share professional content created by Avon to your social media accounts - <https://youtu.be/dDpQgVKNXclgroups/avonrepsteam/>

*So now you've had a look at how to sell Avon using the brochures we can look at selling online with your personal My Avon Store and Social Media.*



# *My Avon Online Stores*

If you've not opened your store yet then login to [www.avon.uk.com](http://www.avon.uk.com), click 'Open My Store' and follow the simple instructions.

Choose your store name and pop in your contact details so customers can get in touch.

Choose your free delivery area radius.

Add a friendly photo of yourself to encourage customers to connect with you.

Click save and start sharing your store!

The Avon Online Representative Stores are a new shopping experience for Avon customers. You can personalise and promote your individual store. Avon orders can still be delivered personally, with the added option now though of having Avon delivered by courier or pick up from a parcel shop ... so you don't have to be local to your customers.

A customers first step is to find a representative to shop with. They do this by visiting [www.avon.uk.com](http://www.avon.uk.com) and click 'Find a Representative'. They have two options now – 'search your location' by entering their postcode and a list of the local reps will appear or if they know who they would like to shop with then they can 'search by name or contact details'.

When they find a local rep they would like to shop with they click the 'shop with me' tab and will be taken to their Online Store. You can personalise and recommend products in your store, so watch out for items marked 'I recommend this.' If your customers prefer an online version of the current brochure then they can click 'online brochure'.

They add items to their shopping bag and when they've finished, click 'Shopping bag' in the top right, check their items and 'go to checkout' ... complete their email address and delivery details.

Now comes the great bit!! How would you like to get your order?? Representative Delivery, Courier Delivery or Pick up at Parcel Shop? If they opt for courier or parcel shop they have the option to pay online by credit/debit card or Paypal. Representative delivery will be payment on delivery of goods. If they aren't sure where your nearest parcel shop is just click on 'pick up at a parcel shop' and it will give you details.

Make sure you have a nice profile pic and description and update your order and delivery dates every campaign.

Times when your online store comes in handy – you can confirm orders on the go, from your mobile or tablet. Share from your sofa to reach new and existing customers.

Open anytime, so customers can shop when they like. If customers opt for direct delivery then the order will get sent straight out from Avon and the commission will be paid direct to your reps account.

Check where you are in the search by going to [www.avon.uk.com](http://www.avon.uk.com) and scroll to the bottom of the page.....type in your postcode and press search.

Get a rating - Have you got a star rating for your online store? ★★★★★ it will mean you go to the top of the find a rep search results.

Getting a rating is easy....get a customer or family member who is registered as a customer and has placed an order with you in your online store to log into your store and click the top right link that says 'hello.....' then select my representative and leave a ★★★★★ rating.

Avon create professional content that we can share on Social Media, this can be accessed through the Avon Social Media Centre found in your Online Store dashboard, watch this video tutorial - <https://youtu.be/dDpQgVKNXcl>

## *Facebook Pages*

Facebook pages are a great way to reach new customers and engage current customers. To create a Facebook page go to -

[https://www.facebook.com/pages/create/?ref\\_type=bookmark](https://www.facebook.com/pages/create/?ref_type=bookmark)

They are a great way to advertise but if you're not posting at least every other day, preferably daily, then people won't follow you and think you're not in business!!!

There are many resources you can get posts from;

The social media centre in your online store dashboard

Avon Beauty Connects

Facebook page - <https://www.facebook.com/Avonuk>

Youtube Avon UK - <https://www.youtube.com/channel/UCLj9EwCe1lditbhXsR3AZsw>

<http://beautyforapurpose.avon.com/>

Pinterest - find quotes, makeup tips and tutorial infographics <https://uk.pinterest.com/>

Your own blogs if you do one - <https://wordpress.com/> is easy to use, there are others though.

Create your own quotes on <https://www.canva.com> or wordswag (app)

Have a look at this quick video guide on finding content to use in your social media posts that will engage your audience and bring you sales in -

<https://youtu.be/8SSnfNU8l3o>

Start building a catalogue of posts that you can reuse.

You need to build up likes and engagement, especially if you want to use sponsored ads, the more credible your page the cheaper your ads will be.

If you don't promote your page, then no one will know it's there!! Share to your profile, invite friends to like it, ask friends to share it, share it to local selling groups.....

How to Boost Face Facebook Posts, this costs a £1 a day and you can specify the area you want your Online Store adverts to show in, or go Nationwide and build up your direct delivery customers -

<https://www.facebook.com/ZoeDaviesAvon/videos/g.134538650023077/10210005405026073/?type=2&theater>

# *Useful Apps and Websites*

Pixabay - royalty free images to use in advertising - <https://pixabay.com>

Canva - graphic design program - <https://www.canva.com/>

Wordswag - Ipad only - great for creating your own quotes/memes - <http://wordswag.co/>

Zoom video calling - easy platform to use - <https://zoom.us/>

Wordpress - blogging and website platform - <https://wordpress.com/>

The Girls Mean Business - online business school for women - [thegirlsmeanbusiness.com/](http://thegirlsmeanbusiness.com/)

Enterprise Nation - information on running a small business - <https://www.enterprisenation.com/>

Kim Garst - information on using digital and social media in marketing online – <http://kimgarst.com/>

Digital Duchess - online digital marketing school - <http://www.digital-duchess.com/>

## *Social Media Platforms*

Social Media posts can be links, photos, videos, status updates – see which of your posts get the most engagement. You can schedule posts using <https://hootsuite.com/> or <https://buffer.com/>, I've found the best times to post are 7am to 8am and 7pm to 8pm.

List your profile usernames below for each social media site, if you aren't on any of them then click the link and create an account.....

a. [www.facebook.com](http://www.facebook.com) : \_\_\_\_\_

b. [www.youtube.com](http://www.youtube.com) : \_\_\_\_\_

c. [www.instagram.com](http://www.instagram.com) : \_\_\_\_\_

d. [www.pinterest.com](http://www.pinterest.com) : \_\_\_\_\_

e. [www.linkedin.com](http://www.linkedin.com) : \_\_\_\_\_

f. [www.twitter.com](http://www.twitter.com) : \_\_\_\_\_

g. <https://plus.google.com> : \_\_\_\_\_

From now on, include your social media links on all of your printed and online marketing materials. Some examples of where to include it are: email signature, social media profiles, business cards, the bottom of blog posts, about me website pages / blog posts, social media posts, flyers, advertisements, labels, etc. The more social you are with your audience, the more likely they are to engage with you. Take the time now to update the places where you think your social media profiles should be listed.

# *Online Parties*

Everyone likes to attend a party. Sometimes though our lives get in the way of going to the real deal so a Facebook Avon Party is perfect.

There are many benefits to having an online party -

Increase sales

Wintery weather is not a problem

No childminders to find

Easy to set up

No house too clean

No demo products to buy

No food to prepare or drinks to buy

It can be as large or small as you wish

Great opportunity to showcase Christmas products

## **Setting up your Online Party -**

Schedule your Facebook Avon Online party and create an event on Facebook with your Avon Online Store link in the description. Schedule your party for 1-2 hours long. Invite family and friends to it. Encourage your friends and family to share the event for you and invite their friends. (Make sure your event is public and check that anyone can invite people to it.) If you are messaging people too then I would advise to personally message them rather than starting a group message.

Create your agenda in advance, use photos and videos of products, fun infographics and some of the games listed below. You can schedule the Facebook posts or use Hootsuite.

Ask everyone "Who's here?" Introduce yourself with your name and a small description about yourself. Introduce a light game.

Post 2-5 pictures of Avon Products with the price and a small description on it..... remind people of the different ways to order - your online store or rep delivery with you. Remind them of how to pay – Cash, Credit/Debit Card (online), or PayPal (if you have it).

Post some fun infographics. For games simply Google 'Online party games'

Finish all the items on your agenda and thank them for attending your party. Let them know you can take orders at your party, through your messenger or they can order at online store.

## **Avon Games**

How many Avon Jewellery Pieces do you have? Take a picture and share with us. (If you are doing a point system, you can give them 1 point for each piece they have. Plus, 10 extra points for the person who has the most.)

For more ideas visit this great Facebook page -  
<https://www.facebook.com/avonvirtualpartyideas/>