

A photograph of two young women laughing heartily. The woman on the left is wearing a light-colored lace top and has her hair pulled back. The woman on the right is wearing a dark turtleneck and has long, straight hair. They are both smiling broadly, showing their teeth. The background is a solid, bright blue color.

**AVON
REWARDS**

SL

**CELEBRATING
SUCCESS AND
COMMUNICATING**

CELEBRATING SUCCESS AND COMMUNICATION

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BUILDING RELATIONSHIPS

Building meaningful relationships with your Representatives is essential to building your business.

As a Sales Leader, we know how much you love to celebrate your teams success. Celebrating success keeps your Representatives motivated, it makes them feel special, appreciated, and most importantly, valued. Plus, we know that those who experience all of these positive emotions stay with us for longer, which means more consistent sales for you in your network. The best way to celebrate success, is to do it consistently, through each quarter.

Each of your Representatives will have different goals and be at different stages of their Avon Rewards journey.

This guide will help you to understand who to contact, when, and with what key messages, so all your conversations are personalised and impactful.



PRIORITISING

To make the most of your time it's important to prioritise which Representatives you contact first, especially as your team size grows. We recommend your focus should be given to celebrating success and developing your Representatives to support them move up through the Avon Rewards levels, as suggested below.

1

Reps who have moved up a level

2

Reps who are close to moving up a level

3

Reps at Gold Star and above who are close to moving down a level or becoming inactive

4

Reps at Gold Star and above

5

Reps who have maintained Silver Star and below and Reps at Silver Star who are at risk of moving down a level or becoming inactive

6

Representatives at Bronze Star who could become inactive



"I like to celebrate Rewards with the team because it creates excitement, and results in motivation to achieve more".

Cathy Magee - Silver Ambassador

REPS WHO HAVE MOVED UP A LEVEL

WHO?

Representatives who have **moved up to the next level** in the latest quarter / qualification period.

WHY?

To **celebrate!** To provide personalised recognition to your Representatives who have achieved success, further establishing your relationship with them.

WHEN?

Contact your Reps **as soon as you can** once levels have been revealed. Ideally during the first week of a new qualifying quarter (Jan, Apr, Jul, Oct). Continue to celebrate success during the quarter, sharing their success and how they are doing it with the team.

WHAT?

- **Congratulate them** on their achievement. Recognise their hard work and efforts
- Ask them **what went well for them and what didn't**. Help them continue to learn and develop and reset goals.
- Ask them **what goals** they would like to achieve in this next quarter? Do they want to push for the next level?
- **Together, brainstorm 2 or 3 ideas** that they can work on.
- Ask, how you can **support and share** any Avon activities which may help E.G. incentives, training, etc.

HOW?

Check with your Representative how they would like to get together. **Encourage** them to have a video call, or face-to-face meeting, as you may find this more impactful.

REPS WHO ARE CLOSE TO MOVING UP TO THE NEXT LEVEL

WHO?

Representatives who are **close to moving up a level** in the next quarter.

WHY?

To **motivate and inspire** your Representatives to reach the next level, letting them know there is a strong network of support to help them.

WHEN?

Contact your Reps **throughout**. Start at the beginning of each campaign, ideally in the first week, so you can discuss what went well from the last campaign and set goals for the next. Check in with them as often as you can to celebrate wins.

WHAT?

- Congratulate them on their progress so far. **No matter how big or small**, a win is a win.
- **Excite and motivate** them to push for the next level
- Based on how many sales they have to do to reach the next level, **create a plan** for what they can do to get there.
- Ask how you can **support them in achieving their goals**. Have you, or your team, got any experiences to share?
- **Share any Avon activities** which may help E.G. incentives, training, etc.

HOW?

Check with your Representative how they would like to get together. **Encourage** them to have a video call, or face-to-face meeting, as you may find this more impactful.

REPS WHO HAVE MAINTAINED THEIR LEVEL

WHO?

Representatives who have **maintained their level** and are on track to stay the same in the next quarter.

WHY?

To **encourage and support** your Representatives. Make it personal to their needs – they may want to move up a level, or they might be happy at the level they're at.

WHEN?

Contact your Reps **throughout**. Start at the beginning of each campaign, ideally in the first week, so you can discuss what went well from the last campaign, and set goals for the next. Check in as and when they need, so you can celebrate wins.

WHAT?

- **Recognise the efforts and wins** your Representative has achieved so far this quarter.
- **Ask them** what their next goal is. Are they happy at their current level, or do they want to move up a level?
- **Together**, brainstorm ideas to achieve their goals.
- **Pick 2 or 3 ideas** which they can focus on in the next few weeks over the campaign.
- Ask, how you can **support and share** any Avon activities which may help E.G. incentives, training, etc.

HOW?

Check with your Representative how they would like to get together. **Encourage** them to have a video call, or face-to-face meeting, as you may find this more impactful.

REPS WHO ARE CLOSE TO MOVING DOWN A LEVEL

WHO?

Representatives who are **close to moving down a level** or becoming inactive.

WHY?

To **encourage** them and **support** them to maintain their level. To understand what support they might need to get back on track.

WHEN?

Before campaign end. Contact your Reps, ideally no later than the third week of the campaign, so they have plenty of time to place an order.

WHAT?

- **Review** the campaign and/or quarter so far. **Remind them** of the benefits they are currently achieving.
- **Ask** them what their goals are and **what's stopping them** from reaching that goal. What do they want to achieve?
- **Together**, brainstorm ideas to achieve **their** goals.
- Ask, **how you can support** and share any Avon activities which may help E.G. incentives, training, etc.
- **Plan** in your next call so you can **follow up** with them and support further if needed.

HOW?

Check with your Representative how they would like to get together. **Encourage** them to have a video call, or face-to-face meeting, as you may find this more impactful.

RECOGNITION AND CELEBRATING SUCCESS

WHY?

Recognition and celebrating success keeps your Representatives **motivated**, makes them **feel special** and **appreciated**, and most importantly, **valued**. It's key to building an effective relationship.

Examples of success to recognise and celebrate

Moving up a level for the first time

Progress in sales from the previous campaign

Moving up a level before quarter end

Highest campaign/quarter sales in your downline

Placing multiple orders

Supporting any of our Avon causes/charities

Anniversary and birthday

Becoming a blended Rep

Facebook group activity

Opening their Avon online store

HOW?

Check with your Representative **how they would like to get together**. It can be nice to celebrate success as a group, so Reps can take inspiration from each other, and learn some top tips on how to achieve their own success.

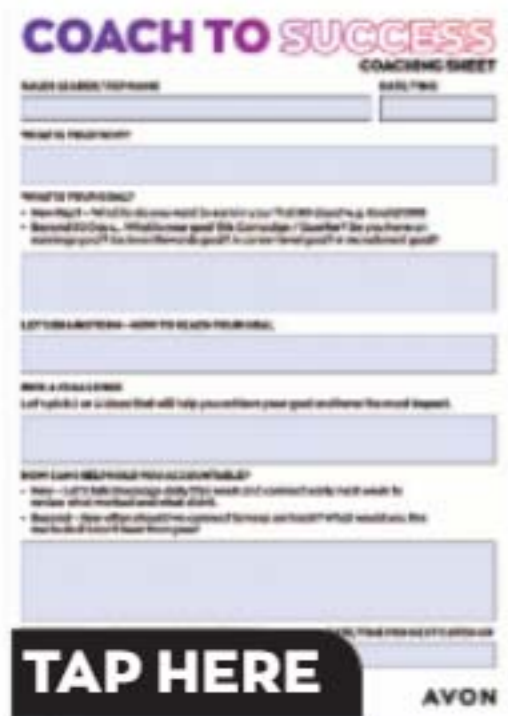
TOOLS TO SUPPORT YOU AND YOUR REPRESENTATIVES



Avon Rewards Training Card



Avon Rewards Trackers



Coach To Success Sheet



Avon Rewards Goal Sheet



THE BEST TIME TO CELEBRATE, IS WHENEVER YOU CAN!

Check out the Training Academy on [Avon Connect](#). Training dedicated for Representatives at THEIR level, with top tips and inspiration to boost and maintain sales, from Silver Star and above.