



AVON REWARDS



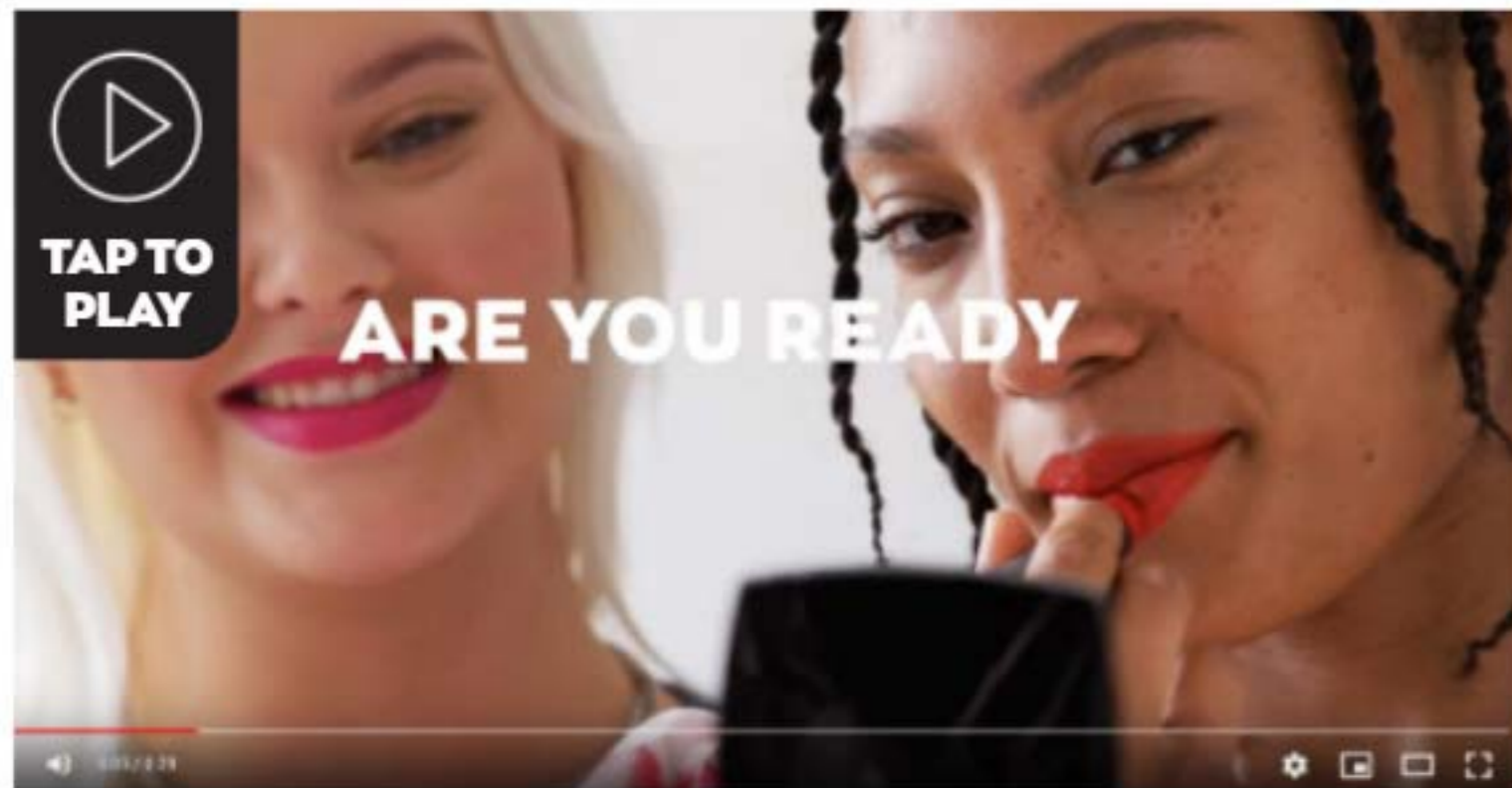
KICK
START

BEAUTY PACK TRAINING GUIDE

YOU'VE SMASHED IT!

Welcome to your digital guide to use alongside your exciting new beauty pack!

Whether you are a new Representative on your kickstart journey, or reaching for the stars with Avon Rewards, there is something in this guide for you. You'll find everything you need to help use your pack to grow your business even more. Not only is this guide full of hints and tips to increase those sales, you can remind yourself of what you need to do to keep those beauty packs rolling in.



The Beauty Packs were all available at time of redemption but have limited availability, so there may have been fewer options to choose from when ordering compared to what's listed in this guide.

SAMPLE PACKS

Tap on each one to see what's inside...

MYSTERY FRAGRANCE SAMPLE PACK



ANEW LIFTING DUAL EYE SYSTEM SAMPLE PACK



ANEW RENEWAL POWER SERUM SAMPLE PACK



ULTRA MATTE LIPSTICK SAMPLE PACK



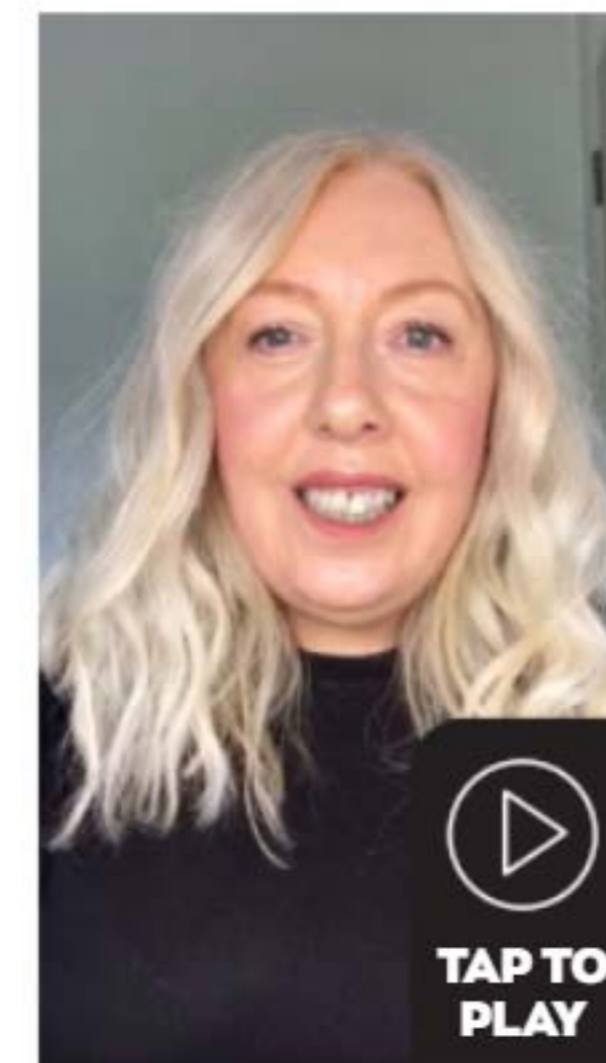
DID YOU KNOW?

Reps who buy samples to drive their business have average sales of up to **115% MORE!**

73% of consumers said they were likely to buy a product after trying it!

TOP TIPS FOR SAMPLING

Skincare, Fragrance and Make-up Consultations are a great way to build relationships and understand your customers needs. Offer them samples of products you think they will love and remember to follow up afterwards to get their feedback!



Let's hear from **Deb Llewellyn** on how she completes her skincare consultations and how they help **BOOST HER SALES!**



Remind your customers that Avon is the **NO.1 FRAGRANCE BRAND IN THE WORLD!***

We sell more fragrance than any other brand. Spray the fragrance pages of your brochure and add a note telling your customers which fragrance you have used, offering them a free sample!

Share your samples with your customers by popping them in with their orders. **Add a personalised note as to why they will love these iconic fragrances.**

Check out the **SAMPLING GUIDE** for more training tips on how to use samples to **REACH FOR THE STARS!**

TAP HERE



Let's hear from Kerry Pugh...



“ I absolutely LOVE using samples! They're great for giving my customers a little treat of new, and upcoming products. I pop one in with their orders and have always had great feedback. I also make up sample packs tailored to each customer so that no two packs are the same! These are great for prizes or a little thank you. **”**

*Avon sells the most fragrances measured by volume or units sold in 2019 globally. Source: GlobalData

BEAUTY PACKS

Tap on each one to see what's inside...

GLIMMERSTICK EYELINER BEAUTY PACK



ULTRA MATTE LIPSTICK BEAUTY PACK



ANEW LIFTING DUAL EYE SYSTEM BEAUTY PACK



ANEW SKINCARE BEAUTY PACK



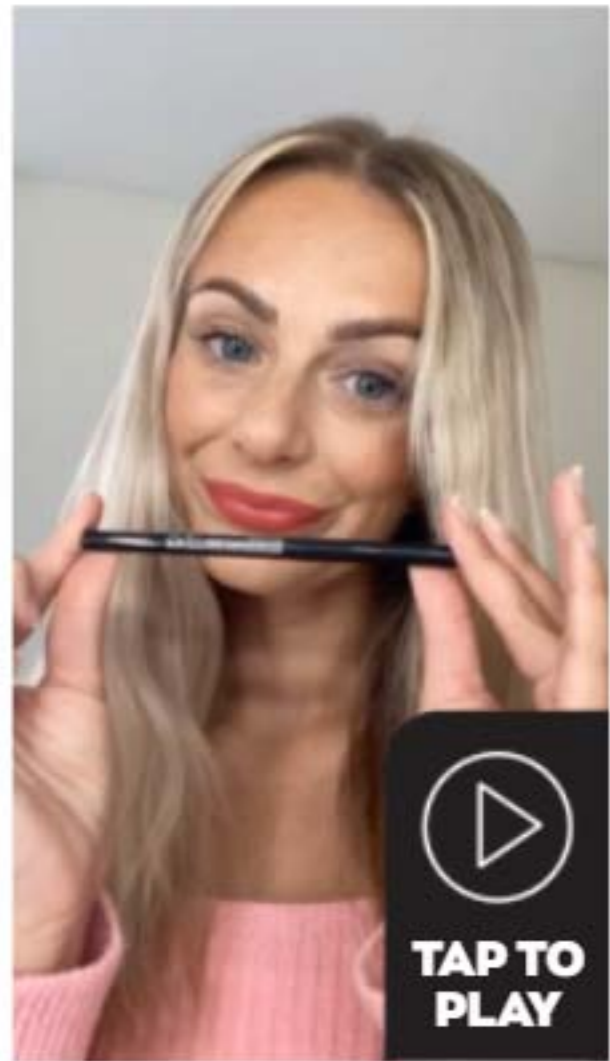
ATTRACTION FRAGRANCE BEAUTY PACK



LEGENDARY LENGTHS MASCARA BEAUTY PACK



TOP TIPS FOR SELLING



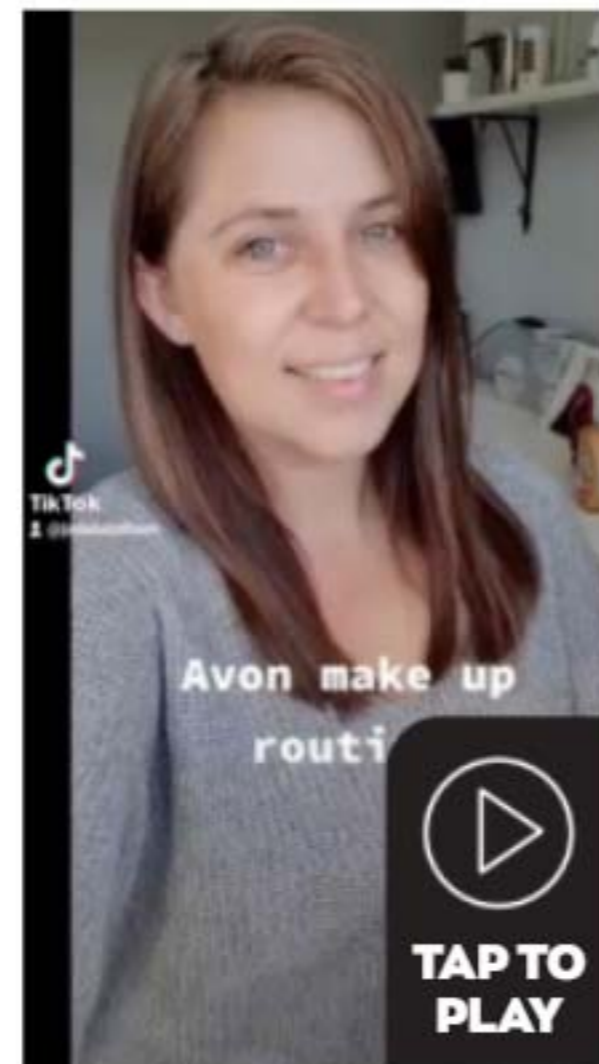
Create a video showing how to use the Glimmerstick and the amazing results that can be achieved!

← Check out BDM Sophie Cadmore's video.

Use the **Glimmerstick Eyeliner Pack** to create a dramatic smoky eye. Demo it in a video or share a selfie afterwards, making sure you let everyone know which products you've used.

Watch how Jade Bentham uses her Avon make-up on Tiktok to **REACH FOR THE STARS!**

Complete the [Make-Up Essentials Training](#) on Avon Connect! Reps who complete this training have earnings of up to **99% MORE!**



Complete the [Fragrance Essentials Training](#) on Avon Connect to help increase your sales by up to **115%!**

Here are some tips from Kirsty Turner about how to sell fragrance...

“ My top tips are to buy samples and place them in with the new brochure- highlighting which fragrance sample you have enclosed and which page it's on. I always wear the latest/newest fragrance. My customers and friends always comment on mine. I have numerous favourites to suit different days! And finally, **DO THE FRAGRANCE TRAINING AVAILABLE IN AVON CONNECT!** It really is worth its weight in gold! ”



WHY NOT HOST A FRAGRANCE PARTY?

Either virtually or in person, an Avon party is a great way to bring your customers together and boost your sales too! Check out the **NEW Party Guide** for great tips on how to host your own!

The power of Protinol™ is in the **RESULTS!**
 Ask your customers to share a photo of their before and after results and a testimonial for you to share on your social media.



Download the **Anew Skin Reset Plumping Shots Product Guide** and check out the **Product Knowledge Community** on Avon Connect to boost your knowledge and sales!

Meet the newest member of the Protinol™ family, **ANEW RENEWAL POWER SERUM!**

Check out **Kimberley Walsh** showcasing the **7 powerful skin benefits** this wonder serum delivers in **just 7 days**. Remember to use Avon ON and share the amazing assets with your customers.



WHAT HAPPENS NEXT?

If you're still within your first 3 campaigns, head to Avon Connect and search '**Kick Start Rewards**' for all the info you need on what happens next.

If you are reaching for the stars with Avon Rewards, you can find your exclusive training module for your star level on **Avon Connect**.

REACH FOR THE STARS AVON REWARDS

It's time to reach for the stars, embrace the power of beauty and reap the rewards. Whether you are reaching for Bronze Star or VIP Star, check out all that's on offer to reward and celebrate YOU every step of the way. Earn this quarter and reap the rewards the following quarter.

	BRONZE STAR	SILVER STAR	GOLD STAR	PLATINUM STAR	VIP STAR
Next quarterly sales	£1-£249	£250-£549	£550-£1,299	£1,300-£1,999	Over £2,000
Next quarterly commission	5%	20%	30%	35%	35%
Next Rewards Hub*	100 points	300 points	500 points	1,000 points	2,000 points
Next delivery date**	1	2	3	4	5
Structure discount					
Ready to reach?†	1 Sample Pack	2 Sample Packs	1 Product Pack	2 Product Packs	3 Product Packs
Avon Social Plan†			1 month Free subscription	1 month Free subscription	3 month Free subscription
Special next day delivery**					
Next level recognition**					

*Special time-limited offers available at each level - see your Rep or Sales Leader website for full details.

†Ready to reach?† with next delivery date and program criteria.

‡Special next day delivery** and program criteria.

§Next level recognition**.

HALL OF FAME We'll your name be in our Hall of Fame with our top sellers to earn even more!

TOOLS FOR SUCCESS
 For support and inspiration on how to reap the rewards in style, speak to your Sales Leader or Business Development Manager

DIGITAL GUIDE
 Check out this digital guide to share how to reap the rewards at each level. Simply take a picture of this QR code to open it up on your device.

TRACKERS
 Reach for the stars and track your way to success, using these handy trackers. Each tracker can be downloaded from Avon Connect. Check it out in the Avon Rewards section.

AVON CONNECT
 Hit the Avon Rewards module on Avon Connect and grab a certificate along the way, to show off your knowledge and skills!

TRAINING CALLS
 Join training calls aimed at supporting you to develop your business to thrive. To see the latest calls and times available, visit the Avon Rewards section on Avon Connect.

TAP HERE



AVON REWARDS



KICK
START