

**AVON**

YOUR ONE STOP  
GIFTING DESTINATION

**TWICE THE JOY  
OF GIFTING**

**THE ULTIMATE GUIDE FOR  
ALL-YEAR-ROUND  
AVON GIFTING**

# GIFTS THAT GIVE BACK

There are many reasons why giving is important. It's a way to show appreciation, to say thank you, or to show someone you care. That's why gifting is so much more than one-and-done shopping for holiday or a birthday.

It's a **YEAR-ROUND JOY & EARNING OPPORTUNITY FOR YOU** and **ENDLESS FUN FOR YOUR CUSTOMERS!**



# ONE STOP GIFTING DESTINATION

With so much to choose from at Avon, there is a gift for everyone, that suits all tastes and budgets.

And what truly makes shopping at Avon unforgettable, is **YOU**. Helping your customers choose the right gifts, and personalizing them, is what makes you a true **GIFTING ADVISOR**, and your store - a perfect **ONE STOP GIFTING DESTINATION!**

*Enjoy the fun!*  
x



# TWICE THE JOY OF GIFT GIVING

You already enjoy sharing beauty tips with your customers, so why not become their **GIFTING ADVISOR** and maximize your earning opportunities:

- GROW YOUR SALES & EARNINGS BY 50%
- PLACE AT LEAST 1 ADDITIONAL ORDER IN THE CAMPAIGN
- INCREASE CUSTOMER LOYALTY AND ATTRACT NEW CUSTOMERS

FOLLOW THESE 3 STEPS TO FIND OUT HOW:

1



SPARK  
IT UP

2



WRAP IT  
WITH LOVE

3



SHARE IT  
WITH JOY



# 1 SPARK IT UP



SPARK UP A GIFT GIVING CONVERSATION WITH YOUR CUSTOMERS USING THE FOLLOWING STEPS

Although the holiday season is by far the busiest time for gift giving, you can show your customers that you care all year round.

When engaging with your customers, always have gifting in the back of your mind.

Think about the following steps to **MAXIMISE SALES AND EARNINGS.**

## 1 CREATE YOUR GIFTING CALENDAR



Create your yearly gifting calendar as a reminder for you and your customers. List down all gifting occasions you can think of on a monthly basis.

Don't forget about alternative reasons or occasions, or "just because" moments your customers may want to gift their friends, family or acquaintances.

Here are some examples:

- BIRTHDAYS
- CHRISTMAS
- MOTHER'S DAY
- FATHER'S DAY
- VALENTINE'S DAY
- EASTER
- ANNIVERSARIES
- CHINESE NEW YEAR
- RAMADAN
- EID
- DIWALI
- HANUKKAH
- THANKSGIVING
- HALLOWEEN
- WEDDINGS
- TEACHER TREATS
- THANK YOU
- GET WELL SOON
- THINKING OF YOU
- NEW HOME



# 1 SPARK IT UP



SPARK UP A GIFT GIVING CONVERSATION WITH YOUR CUSTOMERS USING THE FOLLOWING STEPS

## 2 IDENTIFY THE GIFTING PROFILE OF YOUR CUSTOMERS!



There are several different types of gifters. It's good to be aware of each type so you can tailor your approach to each, and give them the best service you can.

### TYPE A: THE THOUGHTFUL SURPRISERS

These gifters think long and hard about what to buy. You can help them by asking the right questions and understanding the recipient as much as they do. You can then recommend the gift you think fits best.



### TYPE B: THE "HAVE BEEN TOLD WHAT TO BUY" GIFTERS

These people have asked the recipient what they want and have been told to buy a particular product. You can help them by showing them how to buy the gift they have chosen, and also be recommending "extra" gifts to go alongside the "main" gift.



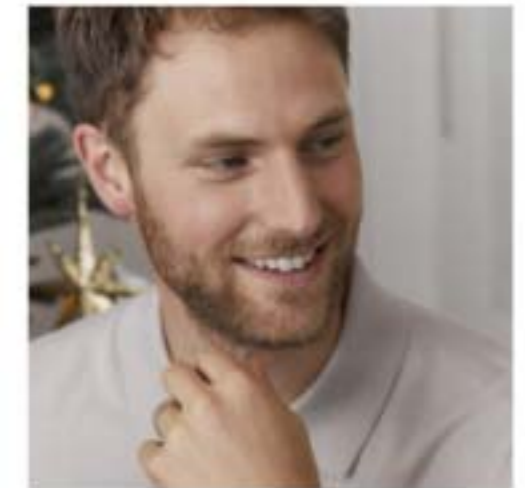
### TYPE C: THE PANICKERS

These people have no idea what to buy. They would love to be able to buy all their gifts from one place and get it over and done with. Find out about each person they are buying for and help them narrow down the choice. The who, who and you sales technique is perfect for this type of customer.



### TYPE D: THE LAST MINUTE GIFTERS

These people just need something and need it quick. A top seller or new launch would be a good option for this gifter. In this instance, it's all about you making decisions for them.



Send your customers a fun Quiz to learn their Gifting profile.  
[\*\*CLICK HERE TO SEE THE QUIZ\*\*](#)

# 1 SPARK IT UP



SPARK UP A GIFT GIVING CONVERSATION WITH YOUR CUSTOMERS USING THE FOLLOWING STEPS



## 3 ENGAGE YOUR CUSTOMERS INTO CONVERSATION



Use the “**WHO, WHO, YOU**” technique as a memory jogger and method to plant a seed of gift giving throughout the year. Follow these steps:

### STEP 1

**FIND OUT WHO THEY ARE BUYING A GIFT FOR?**  
Listen to their needs so you can recommend the right product

### STEP 2

**THEN ASK “WHO ELSE DO YOU NEED TO BUY A GIFT FOR?”**  
This may prompt them to remember another occasion for which they need a gift.

### STEP 3

**FINALLY ASK “AND WHAT ABOUT YOU?”**  
It would be nice to treat yourself after you have just bought all those gifts for other people.”

## 2 WRAP IT WITH LOVE



HELP YOUR CUSTOMERS IN GIFT SELECTION  
AND PERSONALIZATION

How nice is it when you receive a gift that seems perfect for you, one that you can tell that person giving has thought about it and wanted to make special for you? There is a saying that it's not how much we give, but how much **LOVE** we put into giving.

At Avon, your customer has so many gifting options to choose from and the opportunity to personalise. Give your customer the following suggestions to help them choose the perfect gift...





# 2 WRAP IT WITH LOVE



HELP YOUR CUSTOMERS IN GIFT SELECTION AND PERSONALIZATION

## 1 SHARE AVON'S BROCHURE

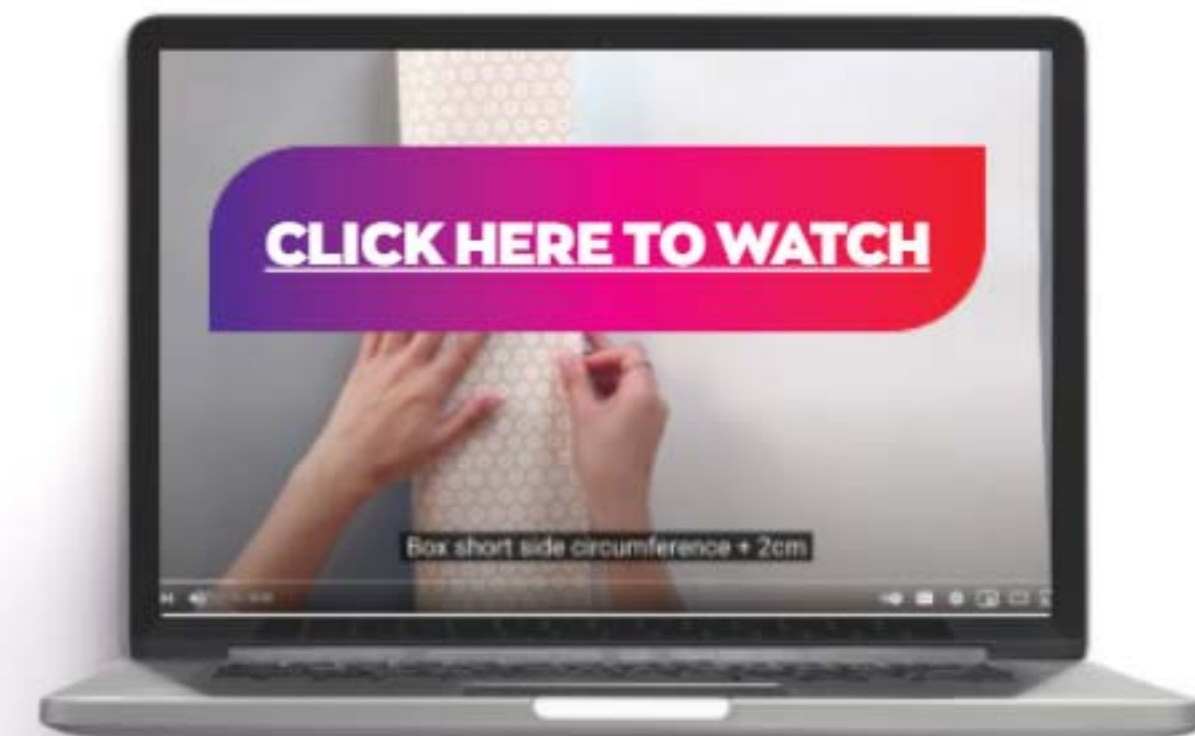
with your suggestions to help them choose the perfect gift. Share both printed and digital versions of the brochures, including the Bonus Brochure and Christmas Gift Guide.



## 2 LOOK FOR READY TO PACK GIFT BAGS IN AVON BROCHURES OR GET INSPIRED WITH VIDEO TUTORIALS ON YOUR REP SITE FOR MEMORABLE GIFT WRAPPING.



Gifts for her	Gifts for him	Gifts for the kids	Gifts for female teenagers
Gifts for male teenagers	Gifts for a female friend	Gifts for a male friend	Christmas stocking fillers
Thank you gifts	New mum gifts	Bridesmaids' gifts	Choose your budget gifts



# 3 SHARE THE JOY



SHARE THE JOY OF GIFT GIVING AND  
AVON AS THE ONE STOP GIFTING DESTINATION

**THE ACT OF GIVING,  
NO MATTER HOW BIG OR SMALL,  
MAKES US FEEL GOOD.**

You should be proud to promote Avon as a true gifting destination and share your enthusiasm with your customers. Behaviour breeds behaviour and your enthusiasm is contagious!

As with everything, sell the idea of gifting across multiple channels, both online and offline to maximise your opportunities



# 3 SHARE THE JOY



SHARE THE JOY OF GIFT GIVING AND AVON AS THE ONE STOP GIFTING DESTINATION

## 1 SET GIFTING CALENDAR REMINDERS TO YOUR CUSTOMERS



Use a monthly diary reminder to post gift ideas and personal recommendations. For special occasions, like Christmas, you can create a 12 weeks Festive calendar of gift ideas for friends and family.

## 2 CREATE YOUR OWN VIDEO TO SHOW SOME "HANDMADE" GIFTS.



Show a selection of products you have put together and explain why you have chosen these. Share the benefits of products chosen and show how you can package them up beautifully. You can create a fun, speeded up tiktok video as well, to give your followers some gift ideas.

## 3 HOST AN ONLINE PARTY



You can create an online party each month to give your guests some gift ideas for the upcoming period. Follow your Gifting diary calendar and prepare in advance with gift recommendations and fun content for your party.

## 4 ENGAGE YOUR FOLLOWERS



Ask them who they have on their gifting list, who else do they need to buy for and what about treating themselves to a gift...? Encourage your customers to share their gift ideas and how much their recipient loved their gift on your Social Media channels.



*Shine bright*  
**LIKE A STAR**  
**#avonwatchmenow**