

AVON



**HOW TO
MAXIMISE
THE PAPER
BROCHURE**

HOW TO USE THE PAPER BROCHURE

The paper brochure is one of your go-to-tools for sharing your business. Remember, you can sell through the paper brochure, digital brochure and through social media.

You should always ask your customer which form of brochure they would prefer to shop from.

Let's take a look at how the paper brochure can help you build your customer base and boost your earnings.



SHARE YOUR BUSINESS WITH THE PAPER BROCHURE

The first thing to remember, when looking for customers, is to **always treat other Reps and their customers with respect.**

The following tips on sharing your business in our '**Etiquette Guide**' will get you off to a good start.

TAP TO DOWNLOAD

ETIQUETTE GUIDE

ALWAYS TREAT OTHER REPS AND THEIR CUSTOMERS WITH RESPECT!

SHARING YOUR BROCHURE



When sharing your brochure with a new household it's important to understand if the potential customer already has an Avon Rep.

You should not try to persuade them to order from you instead. If nobody is home, you could drop a Canvassing Card through the door to introduce yourself which you can download from your [Rep website](#). If they get in touch to say they already have a Rep, you shouldn't try to persuade them to order from you, but do ask them to keep your details in case they ever find themselves without one.



If you see a current brochure that is not yours on a doorstep, please do not collect it, it belongs to another Rep who has paid for them to build their own business.

When you are collecting your brochures, if you inadvertently collect an order with another Rep's details on the form, **please contact that Rep and pass the order on to them.**



Ask your new customer how they would like to see the brochure.

Do they want one through the door, would they prefer to go digital? Send them your store link and they can order direct delivery or get free delivery from you.

REMEMBER...

When you find any new customers, the best way to ensure their loyalty is to provide them with excellent service.



Visit [Avon Connect](#) for training on how to build a successful business.

AVON

TOP TIP

When you're out and about, always carry some spare brochures with you as you never know who you'll bump in to, and introduce the Avon brand.

MAKING AVON WORK AROUND YOU



The great thing about Avon, is that you can fit it into your lifestyle when it suits you. Working with the paper brochure can require more of your time than using the digital brochure, as you need to physically go out to drop, pick-up and deliver. So, before you start delivering brochures, work out how much time you can dedicate to your business on a weekly basis. You'll be surprised at how much spare time you actually have! Remember, you can devote as much time as you want. Take a look at our weekly planner below as an example;

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
8am	SCHOOL RUN						
9am							
10am						KIDS SPORTS CLUBS	
11am			WORK				
12pm						SORT DELIVERIES	
1pm							FAMILY TIME
2pm							
3pm			SCHOOL RUN				
4pm	PICK UP 50	DROP 50	BANKING	PICK UP 50	DROP 50	DELIVERIES	
5pm	DINNER						
6pm		PLACE ORDERS	CUSTOMER CALLS	HOUSEWORK	FOOD SHOP		
7pm	GYM		GYM		GYM		
8pm	CHILL TIME						

* YOUR AVON BUSINESS TIME

This is an example. Make the weekly planner fit around your personal circumstances.

THE BLENDED APPROACH

Using a blended approach to your business means using both the paper, and the digital brochure, to maximise all avenues and offer customers different ways to shop with you. If you're considering a blended approach, take a look at this monthly planner on how you can plan each week. We've also added in an example of how this approach can boost your sales;



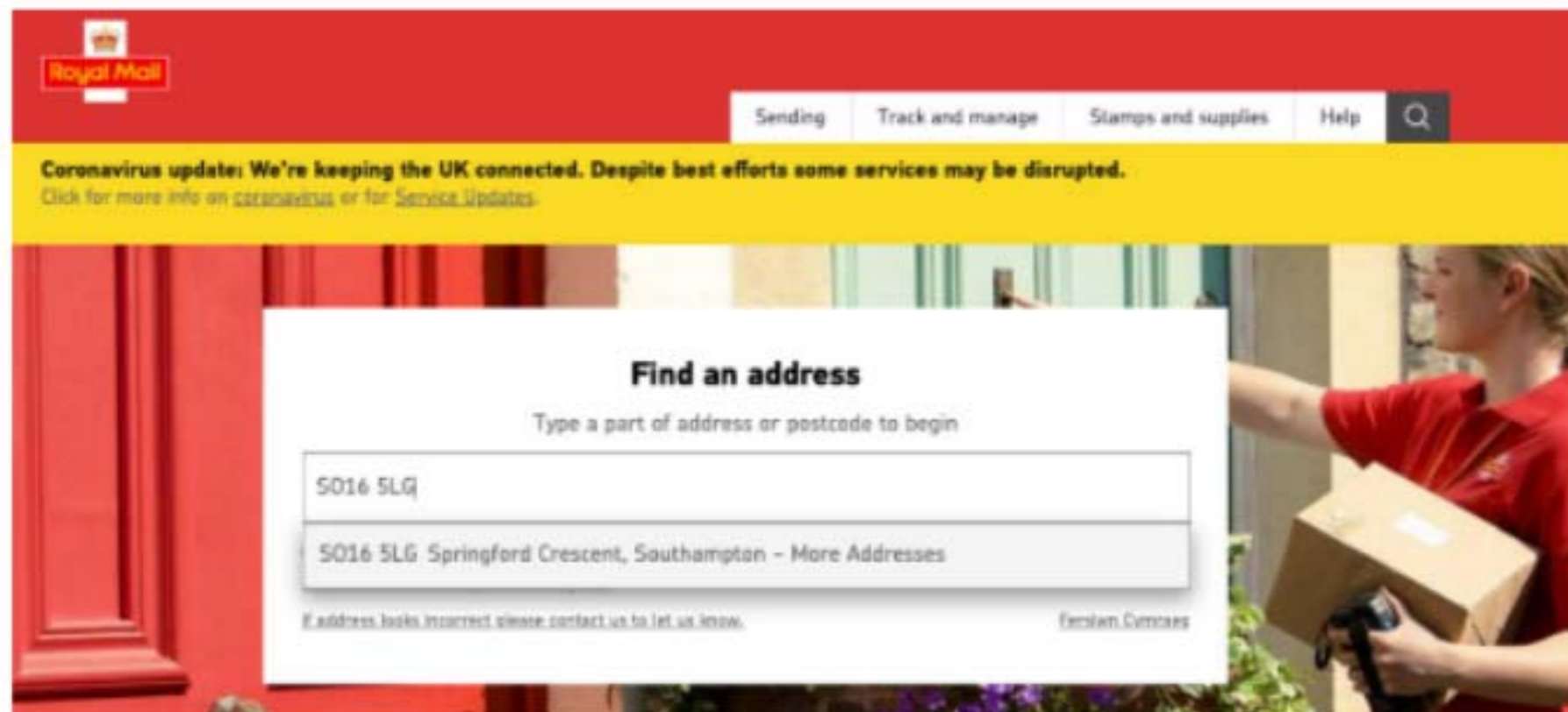
You can search 'How to Maximise your Sales' on Avon Connect to view and download the flyer.

MAKING THE MOST OF YOUR MONTH

	WEEK 1	WEEK 2	WEEK 3	WEEK 4	SALES EXAMPLE		
	Show Digital Brochure 	Order from current Campaign Brochure and order Brochures for next Campaign 	Unlock Bonus Brochure by placing a current Campaign order before 10th (no need to order these) 		£150 BROCHURE SALES		
	Show Digital Brochure 	Receive your Avon delivery (no Bonus Brochures) 	Place additional orders 	Deliver orders with Bonus Brochure and current Campaign Brochure again 	£100 DIGITAL BROCHURE SALES		
	Show Digital Brochure 	Receive your Avon delivery (no Bonus Brochures) 	Deliver orders with Bonus Brochure and current Campaign Brochure again 		£200 BROCHURE & BONUS BROCHURE SALES		
	Show Digital Brochure 	Receive your Avon delivery (no Bonus Brochures) 	Deliver orders with Bonus Brochure and current Campaign Brochure again 		£50 DIGITAL BROCHURE SALES		
KEY	BROCHURE	BONUS BROCHURE	DIGITAL BROCHURE	PLACE ORDER	UNLOCK BONUS BROCHURE	DELIVER ORDER TO CUSTOMER	AVON DELIVERY
					TOTAL CAMPAIGN COMMISSION LEVEL CAMPAIGN EARNINGS TAP TO DOWNLOAD		

CHOOSING WHERE TO SHARE YOUR BROCHURE

Before you begin putting your brochure packs together, you might want to use a postcode checker, like the one at www.royalmail.com/find-a-postcode



It will tell you how many addresses there are in the street that you're about to target so you know how many brochures to prepare. **To make this more achievable, try focusing on 50-100 houses at a time.**

PREPARING YOUR PRINTED BROCHURES

Here's a checklist of what you'll need;

- Airtight clear zippy bag to place everything in.
- Latest Brochure (make sure this is visible and not blocked by other forms inside the bag).
- Canvassing Card (complete with a label with your personal details on).
- Order Form (with your details on).
- Bookmarks (to place inside the brochure to highlight a specific product).
- Tick list (many Reps create their own tick list when canvassing new customers to understand if they are interested in purchasing Avon, or if they already have a Rep. Take a look at our example on the next page).
- Sample (if you would like to drive a particular product. These can be purchased from the First Look digital brochure which can be accessed on your Rep Website or Via Avon On).
- For regular customers, you may wish to add a section of samples every few months to showcase products they haven't tried before.
- Friendly note (once they become a regular customer).

REMEMBER,
first impressions last, so make sure you present your business in the best possible light.



SALES TOOLS

BOOKMARK



CANVASSING CARD



BROCHURE PACK (EXAMPLE)



ORDER FORM

FIRST LOOK DIGITAL BROCHURE



TICKLIST (EXAMPLES)

Please leave the sealed bag on your doorstep and I will collect on
Thursday afternoon
 I will not knock so as not to disturb you.

PLEASE TICK ANY THAT APPLY:

- I have placed my order today
- I would like to receive future brochures (no obligation to buy)
- I do not want to receive any more brochures
- I already purchase Avon from someone else
- I would like to find out more about how I can earn with Avon

You can also text or Whatsapp me your preferences and/or order.

Many thanks,
 Cheryl
 07123 1234567

Becky Connor

Tel: (your number)
 Email: (your email)

I will collect your catalogue on
MONDAY

Want to earn extra? **JOIN AVON TODAY!**
 Text AVON to (your number)

If you already have an Avon Rep, or you do not wish to receive another brochure, please tick here

TO ACCESS THESE TOOLS,
 check out the 'Sales Tools' section on your
[Rep website.](#)

DOOR TO DOOR

Once you have chosen the area you would like to target, make sure you keep a record of the houses that you leave books with so you know where to go back to. Only leave the brochures with people for 2-4 days at a time, and go back on the date and time you stated as this shows you're reliable. Using the record sheet, that you recorded which houses you put brochures in, make a note if they have left the book out, their preference off the tick sheet or if they get a Calling Card from you.



If the book isn't left out for you to collect, pop a Calling Card through the door letting them know you've called, and when they should leave the book out for you to collect next time.

HI, I'M YOUR INDEPENDENT AVON REP



I DROPPED BY TODAY TO:



- PICK UP YOUR BROCHURE (leave it on your doorstep if you like!)
- DROP OFF YOUR GORGEOUS NEW PRODUCTS

I'LL POP BACK:

Tomorrow	Mon	Tues	Weds	Thurs	Fri	Sat	Sun
<input type="checkbox"/> AM <input type="checkbox"/> PM	<input type="checkbox"/> AM <input type="checkbox"/> PM	<input type="checkbox"/> AM <input type="checkbox"/> PM	<input type="checkbox"/> AM <input type="checkbox"/> PM	<input type="checkbox"/> AM <input type="checkbox"/> PM	<input type="checkbox"/> AM <input type="checkbox"/> PM	<input type="checkbox"/> AM <input type="checkbox"/> PM	<input type="checkbox"/> AM <input type="checkbox"/> PM

Fancy something new? Order directly with me, or through my online store at:

AVON
WATCH ME
NOW

INTRODUCING YOURSELF

If you have some time on your hands, a great way to build relationships with new customers quickly is to introduce yourself. Rather than posting the brochure through the door, have a go at knocking the door instead.

- Knock the door, stand back and smile.
- Introduce yourself.
- As you speak, hold the brochure out as they are more likely to take this from you.
- By handing over the brochure it is more likely to be looked at.
- Mention if you are local to the area.
- Don't be disappointed with rejections as this can save you time in the long run.
- This may take more time to deliver, but can make collection quicker if you have spoken to the prospective customer.
- Try to select the time of day most people are likely to be home.
- If you're feeling nervous about knocking the door, take a friend with you to boost your confidence the first few times.



WHO DO YOU KNOW?

As well as targetting new areas, don't forget to make use of the people and places that you're already familiar with.


Search **'Who Do You Know' list** on Avon Connect to view and download or click below. This will help you keep track on where you have been and who you have contacted.

AVON

TAP TO DOWNLOAD

WHO DO I KNOW?

FIT AVON INTO YOUR LIFESTYLE



WORK, COLLEGE OR UNI



SCHOOLS, NURSERIES & PLAYGROUPS



LOCAL HANGOUTS



SPORTS & ACTIVITIES



HOBBIES, GROUPS & CLUBS




FAMILY, FRIENDS & NEIGHBOURS

TOP TIP
Always keep a copy of your latest brochure and details of your online store to hand. You never know who you might bump into!

HOW MANY WILL YOU SEE IN YOUR 1ST WEEK?

GET SOCIAL - FRIENDS & FOLLOWERS ONLINE




FACEBOOK



INSTAGRAM



TWITTER



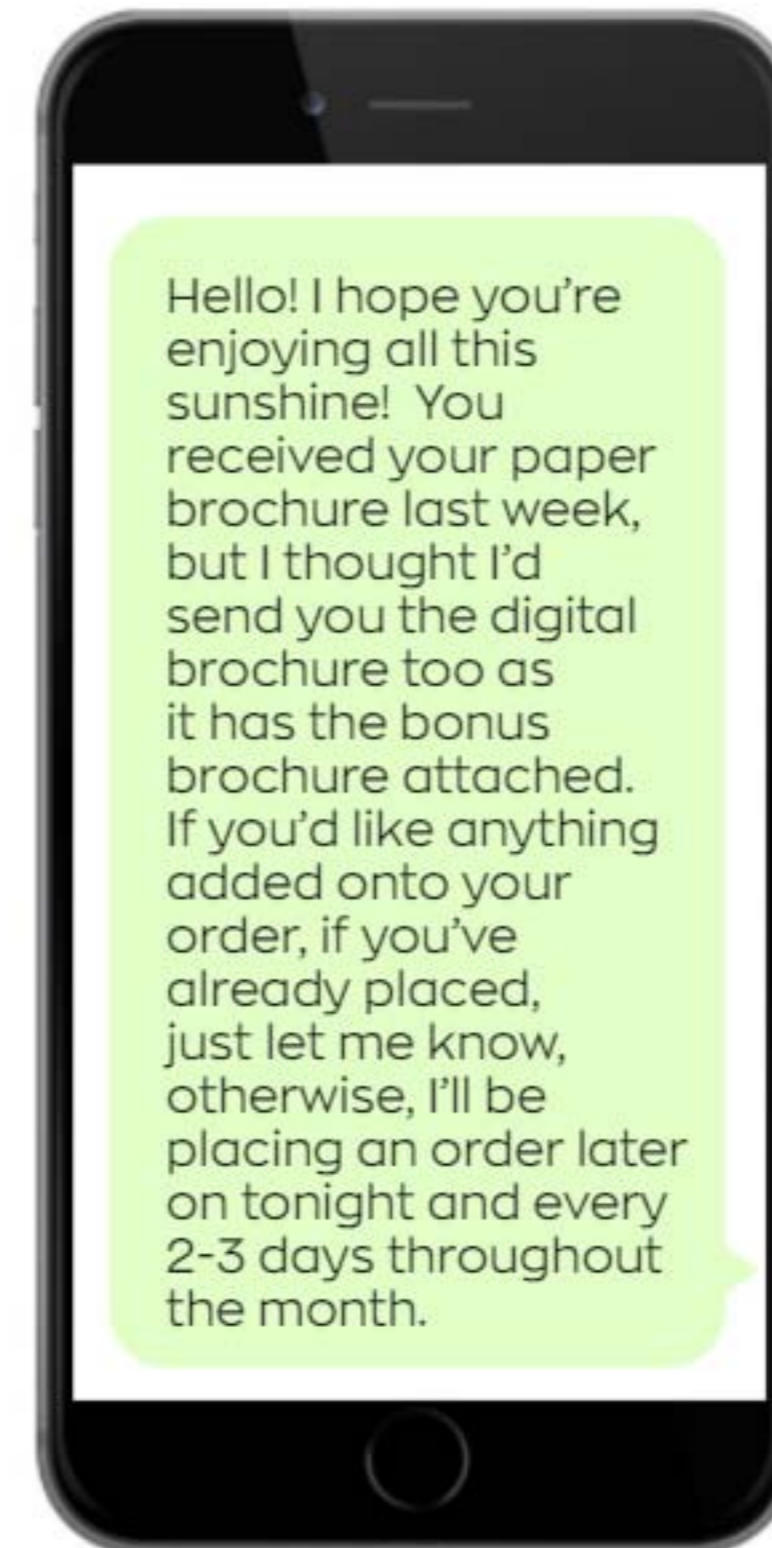
OTHER

Use your presence online to help connect with potential new customers and Avon lovers! Get the word out there with content and images found on the Avon website.

REGULAR CUSTOMERS

For customers that have ordered from you before, or new customers that have indicated they would like to order, put the brochures out 5-7 days before the brochure starts (campaign start). E.g. You would post your July brochures around the 25th June.

On the first day of the campaign it's a good idea to send all your customers a quick WhatsApp message;



WHY NOT CREATE A WHATSAPP BROADCAST LIST

for your customers, as you can group them into areas! Setting yourself reminder alerts is a great way to make sure you're sending out the updated digital brochure, and to jog peoples memories into placing their orders. You never know, they may even end up placing 2 or 3 orders with you in the month.

COLLECTING THE BROCHURES

Try to collect the brochures on the dates you stated when you delivered them. In the event that you've not received as many orders as you'd hoped on your first attempt, don't be put off from trying again.

Here are some top tips;

- Use your old brochures to target new areas.
- Knock on the door and build relationships - get to know your customers.
- Be consistent, they may have had a bad experience with a previous Representative, or just not be ready to order this time.
- If a brochure hasn't been left out for you, or the customer isn't home when you collect, it's important that you go back on another day. Unused brochures are great to re-distribute to other potential customers, and quite often, by going back, it results in an order.



PLACING ORDERS

For the customers that have completed an order form, place a thank note through the door with details of when they can expect their delivery. Likewise, if the customer has placed an order through the digital brochure for Rep delivery. Once you have completed your brochure collections and order forms, input the product orders into your Rep website or through the Avon On App. **Group orders together to qualify for free delivery over £35** (from September 2021). Remember to make a note if any items come with a free gift. Also, don't forget to add on any sales items to your order, such as order forms and next campaigns brochures.

The screenshot shows the Avon Rep website interface. At the top, there's a search bar and user information for 'C06'. Below that, navigation tabs include 'PLACE AN ORDER', 'MY ORDERS', 'MY ACCOUNT', 'MY SALES TOOLS', 'TRAINING & DEVELOPMENT', and 'OPPORTUNITIES'. A progress bar shows four steps: 1. Add Items (active), 2. Demo, 3. Review, and 4. Delivery & Summary. Below the progress bar, there are instructions for adding items to the cart, including selecting a campaign, typing a product number, adding quantity, and clicking 'ADD TO ORDER'. A table below shows a list of products with columns for 'Camp', 'Product Number', 'Quantity', 'Search', 'Description', 'ADD TO FAVORITES', and 'Value'. At the bottom, there are buttons for 'VIEW DESCRIPTION', 'CLEAR ALL', and 'SAVE ORDER'.

The screenshot shows a physical Avon order form. It includes a header with the Avon logo and 'Rep Name'. Below that, there are fields for 'Customer Name', 'Address', 'Phone', and 'Email'. A section titled 'Have you remembered to order your free products?' contains a table with columns for 'Product Name', 'Qty', and 'Total'. At the bottom, there are fields for 'Rep Name', 'Address', and 'Phone'.

OUT OF STOCK

If an item is out of stock, don't worry, just let the customer know, and when it comes back into stock it will be added to your next order.

DELIVERY

Select for the products to be delivered to you*. When you receive the products, refer back to the order forms to know which products each customer ordered. Bag up the order and include the top copy of the order form. Send the customer a message to let them know their order has arrived so you can arrange delivery.

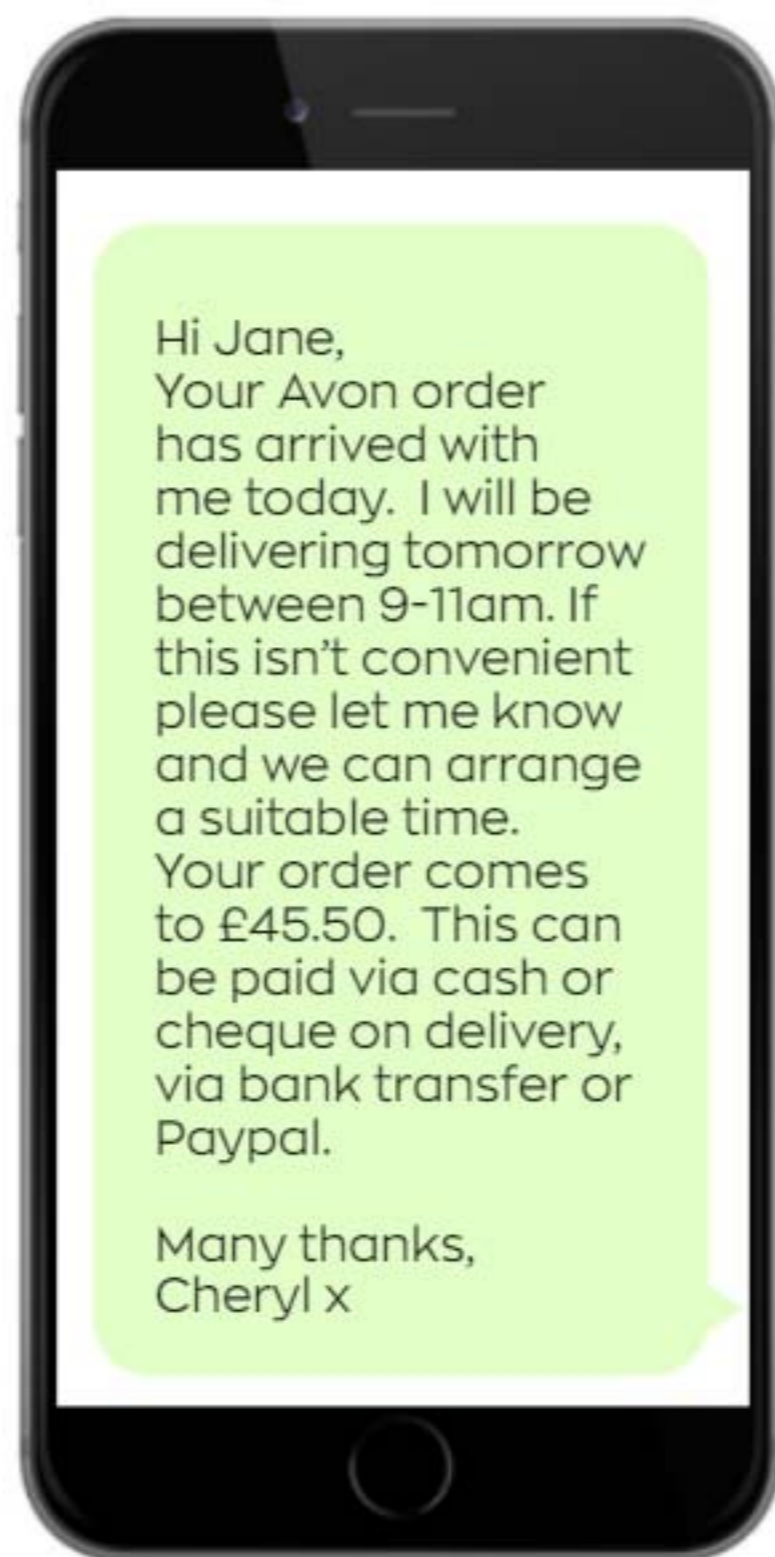
It's a good idea to have some spare change on you in case the customer pays in cash. **Do not leave the order with the customer if they have not paid you.**

If you place your order before the 15th of every month, you will also unlock the Bonus Brochure.

This has some great offers and deals that you can pop in with your customers delivery, to hopefully encourage them to purchase with you again that month. Let them know you will be placing more orders if they see something else they would like.

MISSING PRODUCTS

When you receive your delivery, if there are any missing items you must inform Avon as soon as possible. **Log in to your Rep website and head to 'My Orders'**. This will provide options and codes to credit back to your account.



UPSELLING ON DELIVERY

As well as having the opportunity to use the Bonus Brochure to drive additional sales in each campaign, upselling is another way of checking in to see if your customer could benefit from additional products that would compliment their original purchase. When you deliver the customer's order, take the opportunity to introduce yourself and check that they found everything they were looking for.

Here are some top tips on upselling;

- Take products with you to demonstrate – have they seen the latest on-trend products?
- Look at what they have bought and recommend products to compliment their purchase for future orders.
- Did you know? Mention key product facts E.g. Did you know, we are the number 1 selling fragrance brand in the world?
- Offer samples of products you feel they may like based on their purchasing history.
- Build confidence to upsell using words like 'let me show you', 'if you love this, then have a look at this too'...



Take a look at the **Sampling Guide** on Avon Connect for top tips.

DID YOU KNOW?

73% of customers are likely to buy a product after trying a sample first?



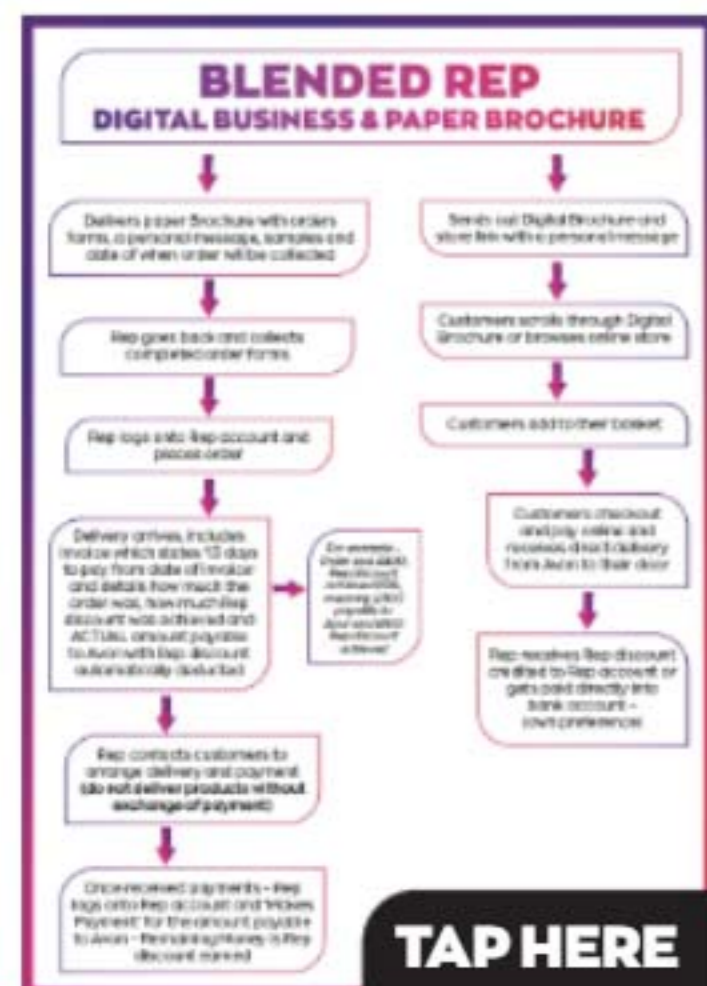
RETURNS

If there is a fault with the product, you have been unable to deliver to the customer, or the customer no longer wants the product, you can return this to Avon. Avon gives its customers a 100% satisfaction guarantee. This means that all customers have 28 days from the day of delivery to return any product if they're not completely happy with it. Where a product comes with a free gift, both the product and the gift must be returned for the customer to receive a refund. You can find out more about Avon returns on your Rep website. Simply log into your website, select Orders and then Credits.



Search for the **Managing Your Account** module on Avon Connect for more details.

PAYING AVON



You have 13 days from ordering to pay Avon. The amount you need to pay will be on the invoice that accompanies your delivery, or you can also find this on your Rep website.

Check out our training module on **Managing your account** for more information, and the **Getting Paid Flow Chart** on Avon Connect.

TOP TIPS

Make sure you have your details on everything that goes out.

Customers may pass the brochure or prospect card onto other people and they need to be able to get in contact with you, otherwise they could go direct to Avon and you've missed out on a sale.

Work a new area 3-4 times. Go back the following month and post books through the doors of those people who either didn't indicate their preference on the tick list, or that hadn't left the book out. Do this for 3-4 campaigns as people sometimes need to know that this is going to be a regular thing and not a one-off wonder.

Don't be disheartened if you get a brochure returned and the box that says they don't want further brochures, is ticked. They've let you know they are not interested so you know not to post another book there - it's saving you time and effort. **Cross them off your list and move on.**

Get the mobile number and email addresses off all your customers as it makes it easier to keep in contact with them. If they know you are coming between set times with their order, they'll be in for you and have the money ready. Rather than turning up unannounced and finding no one in, or that they have no cash to pay you. **WORK SMARTER NOT HARDER!**

If there are **delays to your order, or missing items**, always let your customer know and **log in to your Rep Website** to report the items..

Start to target other areas to increase your opportunity of gaining new customers.

Don't forget about the other 3 ways of selling. **Digital brochure, Avon Shop and social selling**, and let your customers know they can shop via all methods, which ever they prefer!

Celebrate every new customer. It's one more than you had yesterday!

Set yourself a **New Customer goal**. How many new customers do you want this month? **Make it challenging, but keep it realistic.**



AVON