

A woman with her hair in a bun is applying makeup with a brush to her cheek. The image is overlaid with a semi-transparent pink filter.

AVON

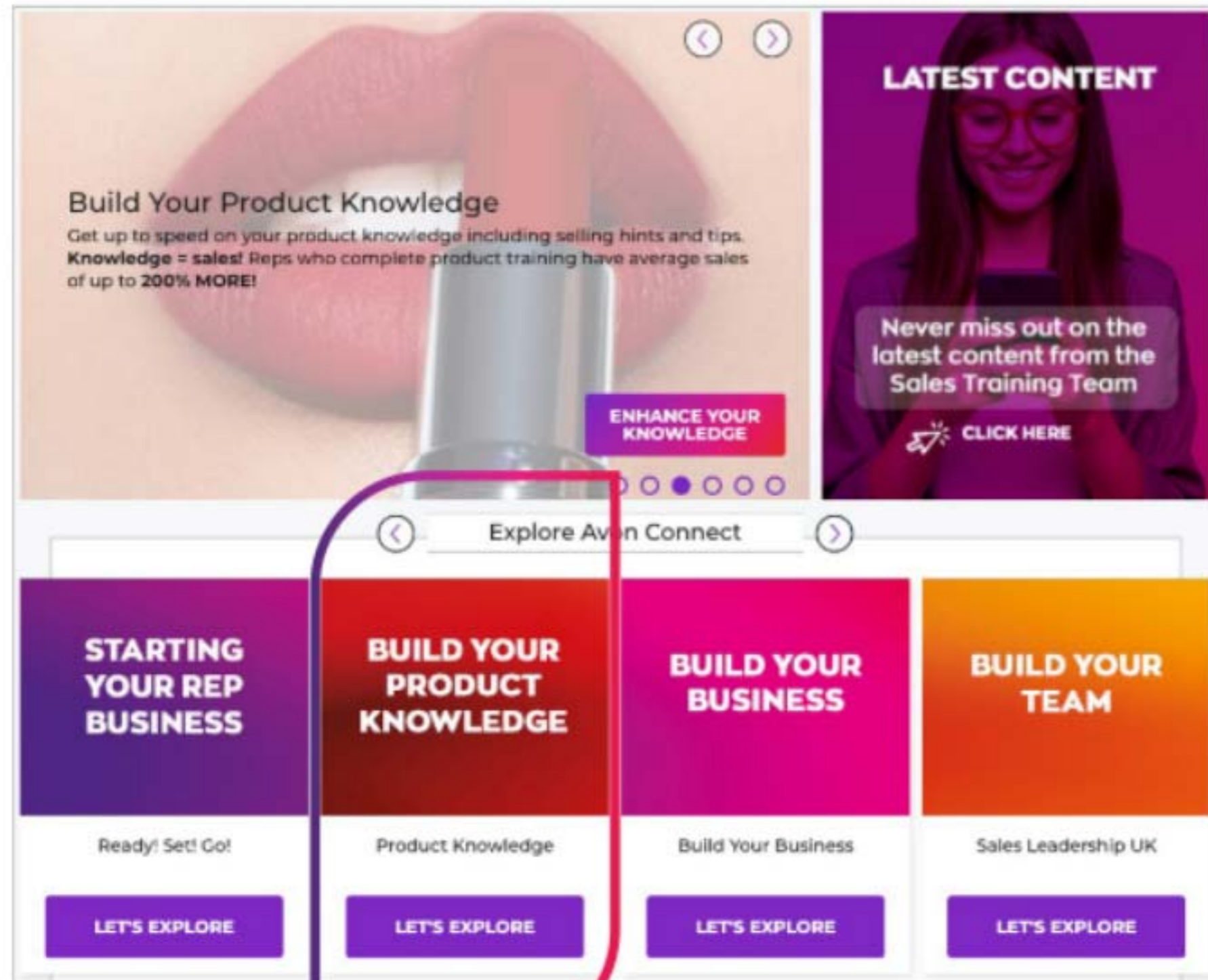


**YOUR QUICK GUIDE TO
PRODUCT
TRAINING
ON AVON
CONNECT**

DID YOU KNOW?

Reps who complete product training have average sales of up to **200% MORE!**

As an Avon Rep, the more products you sell the more you will earn! Our **Product Knowledge Community** on Avon Connect will enable you to build your product knowledge so you can recommend the right products for your customers. They will love this personalised service you offer and you will love the additional earnings!

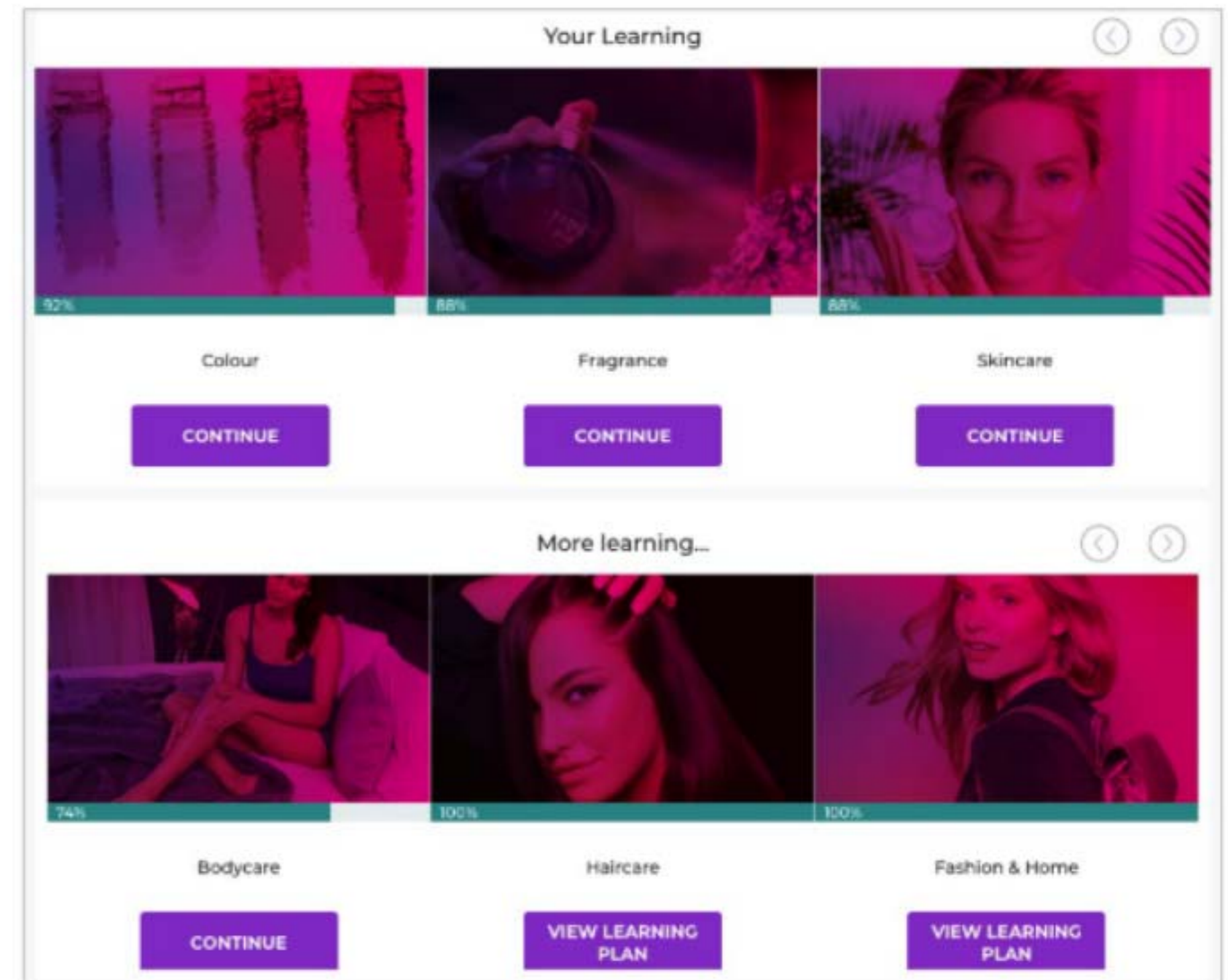


WHAT'S INCLUDED?

In the **Product Knowledge Community** you'll find content split across our main product categories...

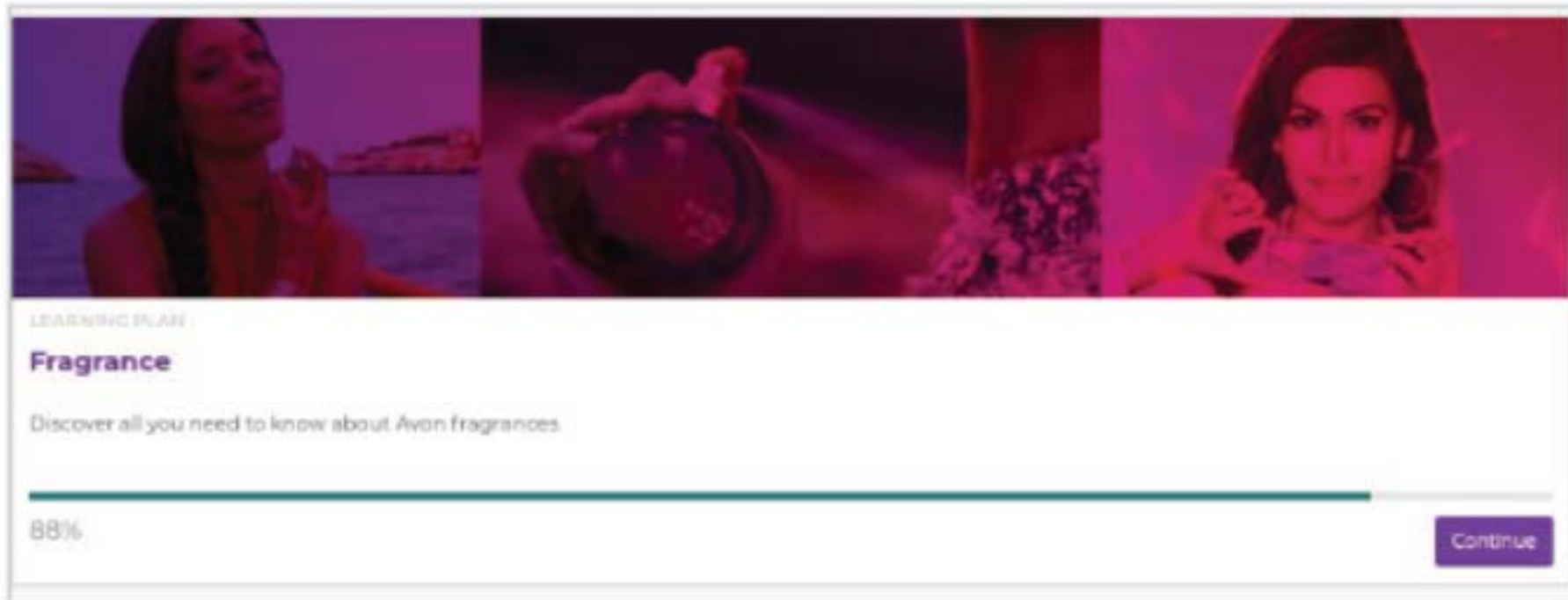
- MAKE-UP
- FRAGRANCE
- SKINCARE
- BODYCARE
- HAIRCARE
- FASHION & HOME

Work your way through each of the categories or simply choose the one you'd like to become an expert in. You can even choose particular products within each category.



FRAGRANCE

Reps who complete fragrance training have average fragrance sales of up to **97% MORE!**



DID YOU KNOW? Avon sells more fragrance than any other fragrance brand in the world!

Back in 1886, bookseller David H McConnell taught himself to make perfume and offered a free sample with every book he sold. He soon made a very interesting discovery; women were more interested in the perfume samples than the books! So, he enlisted a group of women to sell his perfumes and The California Perfume Company was born which later became AVON, the brand we know and love!

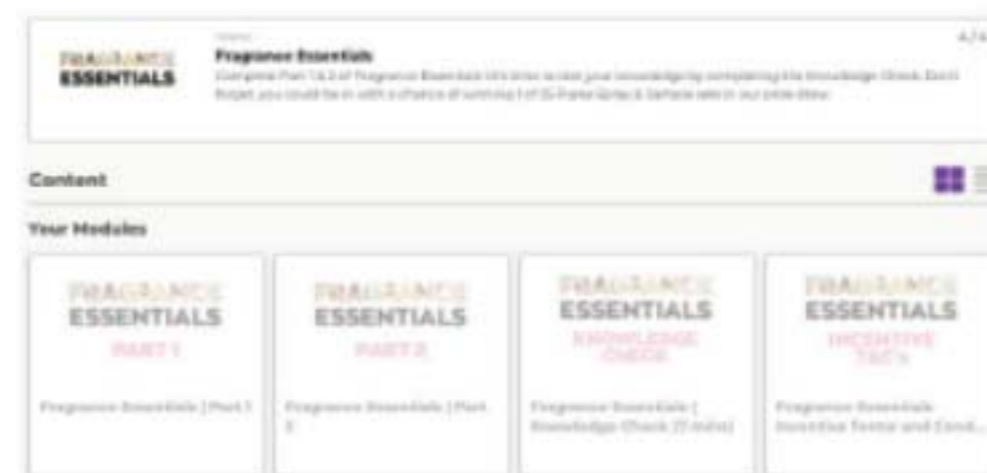


INNOVATION, CREATIVITY AND PASSION for creating unforgettable scents has always been at the heart of Avon!

With so many amazing perfumes under our hat, it can be tricky to know which ones to recommend to your customers. The great value of Avon fragrances makes them easy to sell, and to support you, we have a variety of training including the **Fragrance Essentials training course, product guides, our list of Top 10 Fragrances and so much more!**



FRAGRANCE ESSENTIALS 2 PART TRAINING COURSE



FRAGRANCE CONSULTATION FORM



TOP 10



20+ FRAGRANCE PRODUCT GUIDES WITH SELLING HINTS & TIPS



SKINCARE

DID YOU KNOW? Skincare is the **biggest loyalty builder** out of all Avon products? It gives you the **biggest earning opportunity** as you can recommend a whole regime to your customers and they will buy the same products again approximately 2 months later.

Reps who complete skincare training have average skincare sales of up to **83% MORE!**



Whether your customer is looking to just wash and go, treat problematic congested skin, find simple natural solutions or the products to maintain a youthful skin, we have the right products for them! Our dedicated team of scientists, at our state-of-the-art research and development laboratory in Suffern, New York, source the very best ingredients to make the biggest difference for your customers' skin.



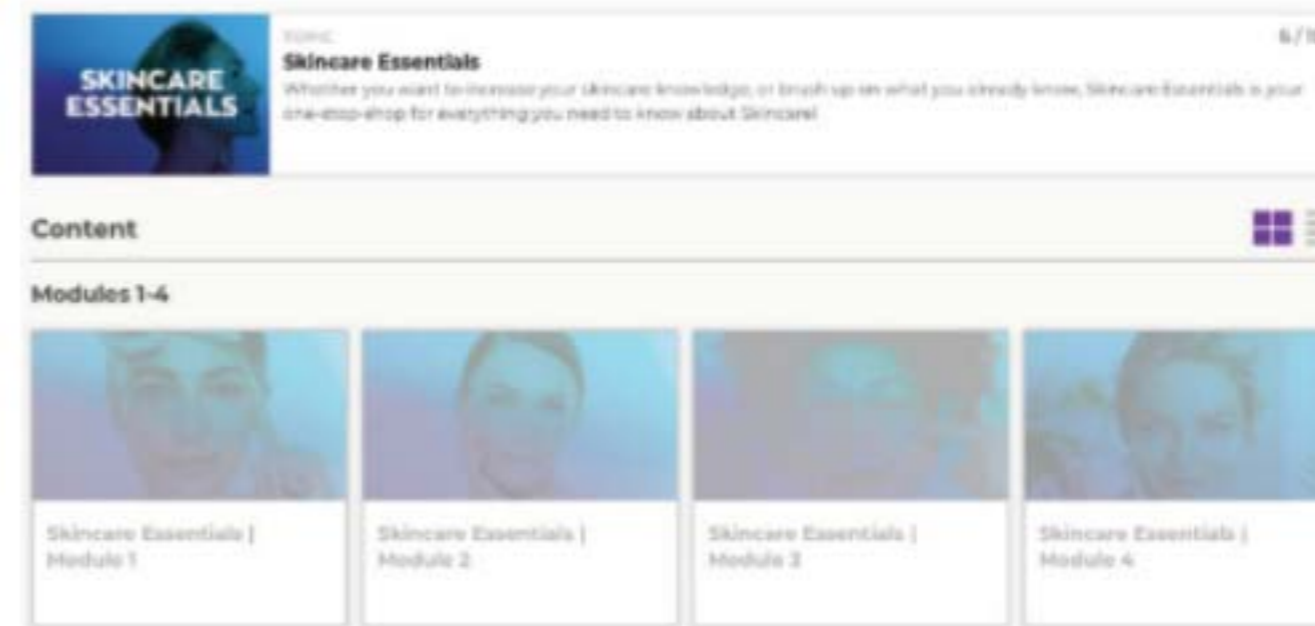
TAP HERE TO VIEW SKINCARE TRAINING

HAS THAT GIVEN YOU A THIRST TO LEARN MORE?

Head over to the Avon Connect Skincare Category to work your way through the training and watch your skincare sales soar. There is so much to learn, including the **Skincare Essentials Training course, at a glance sheets, Top 10 and 40+ product guides with selling tips**, giving you the confidence to share specific product information with your customers.

SKINCARE ESSENTIALS

4 PART TRAINING COURSE



TOP 10 & AT A GLANCE SHEETS



SKIN CONSULTATION FORM

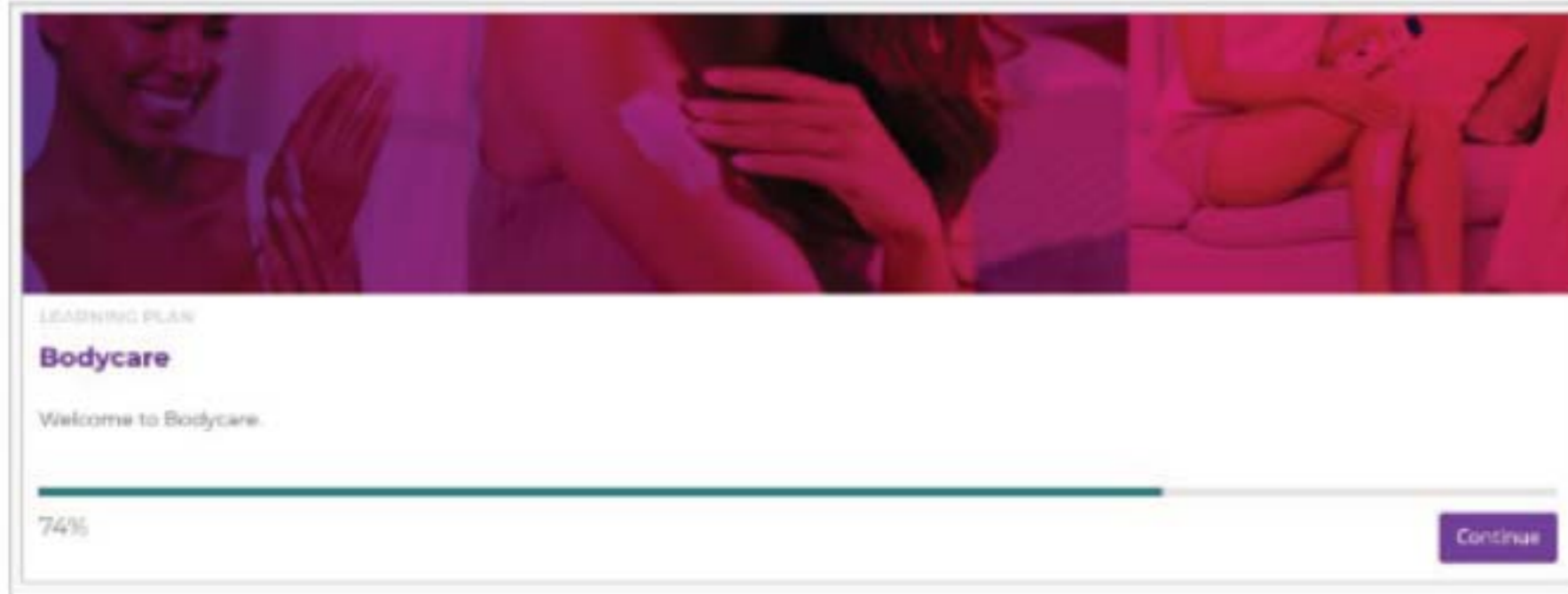


40+
SKINCARE
PRODUCT
GUIDES
WITH SELLING
HINTS & TIPS

BODY CARE



DID YOU KNOW? You have about 300 million skin cells on your whole body, and every minute you shed up to 40,000 of them! That's just one of many interesting facts you can find in your body care training.

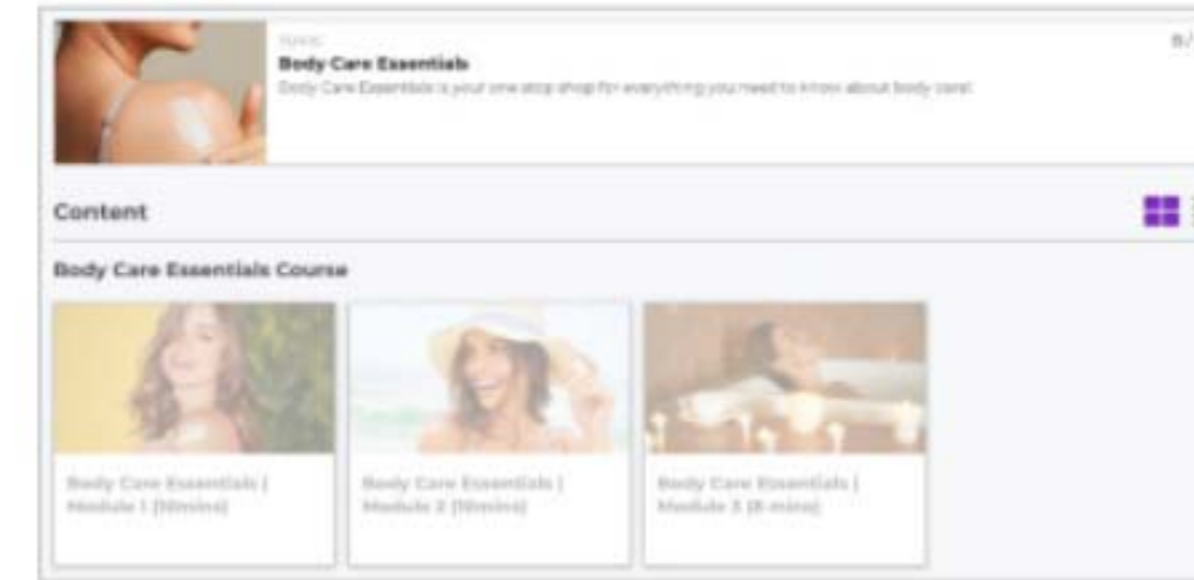


Your skin doesn't just cover you, it does a whole lot more! It's a living organ that protects you from all kinds of wear and tear. It keeps germs OUT and moisture IN. In the Body Care category you'll find lots of info on our body care line-up which will help you decide which product regimes are best for your customers. You'll find information on how to care for the skin in the summer months as well as how to pamper your body with our at-home **Planet Spa regimes, manicures and pedicures.** From everyday body care to once a week treats, we have you covered.



 **TAP HERE TO VIEW BODY CARE TRAINING**

BODY CARE ESSENTIALS 3 PART TRAINING COURSE



TOP 10 & AT A GLANCE SHEETS



BODY CARE PRODUCT GUIDES WITH SELLING HINTS & TIPS



HAIR CARE

Want to find out what makes your hair the way it is, the factors that can affect the condition of your hair, and identify different hair types so that you can confidently recommend hair care products to your customers? **If your answer is YES, then we have all of that covered in our Hair Care category.**

LEARNING PLAN
Haircare

100%

Continue

Hair is what people tend to get the most compliments on, so keeping it in great condition is so important as it can have a big impact on our mood and self-esteem. The good news is, the condition of our hair is pretty easy to change. Make bad hair days a thing of the past with our amazing line-up of hair care products! From our **Hair Care Essentials training course to product guides and at home treatments**, we'll get your hair care knowledge in tip top shape to help you choose the right products for your customers.



TAP HERE TO VIEW HAIR CARE TRAINING

HAIR CARE ESSENTIALS TRAINING COURSE

CONTENT
Haircare Essentials (15 mins)

In this module you will discover what makes your hair the way it is, the factors that can affect the condition of your hair, and identify different hair types and characteristics so that you can confidently recommend

Complete

AT A GLANCE SHEETS

HAIRCARE AT A GLANCE

HAIRCARE BRUSHES AT A GLANCE

AVON

HAIR CARE PRODUCT GUIDES WITH SELLING HINTS & TIPS

RECONSTRUCTION

PART 1

THE TOP 4

SHINE BRIGHT LIKE A DIAMOND

HIGHBEAM VERANTSHINE

CRYSTAL LIGHT TECHNOLOGY

SILK AMINO ACIDS

advance TECHniques ILLUMINATING SERUM PRODUCT GUIDE

AVON

HAIR CONSULTATION FORM

YOUR HAIR PROFILE

AVON

AVON

MONTHLY TOOLKIT

On the homepage of Avon Connect you can also access your **Monthly Toolkit** to ensure your knowledge is up to date with the latest campaign product launches, as well as the upcoming campaign, where you can learn about products that feature in the First Look Digital Brochure.

EVERYTHING YOU NEED TO GET EACH MONTH OFF TO A FLYING START!

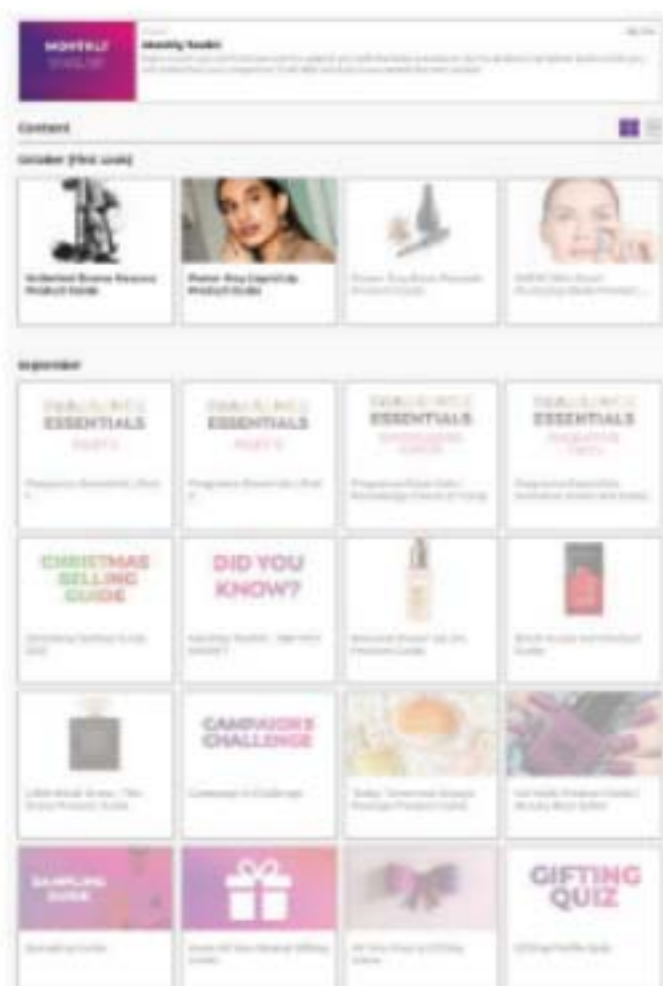
- PRODUCT GUIDES
- PRODUCT VIDEOS
- CHALLENGES
- TRAINING CALLS
- CHECKLISTS

AND LOADS MORE!



TAP HERE TO VIEW YOUR MONTHLY TOOLKIT

JOIN OUR WEEKLY PRODUCT LIVES EVERY FRIDAY AT 11AM!



SAMPLING GUIDES

DID YOU KNOW? 73% of customers are likely to buy a product after trying a sample first!

We share the benefits of sampling and how you can introduce new products, to benefit both you and your customers. For some quick top tips check out the Sampling Quick Guide, or if you prefer more detail, the main Sampling Guide is for you.



SAMPLING QUICK GUIDE

- Reps who buy samples have average earnings of up to **115%** more!
- 73%** of consumers said they were likely to buy a product after sampling it first
- 90%** of consumers said that sampling a fragrance is important before buying

Check out our top tips to maximise sampling...

- 1. FIRST LOOK BROCHURE**
Head over to your website and check out the first look brochure. Here you'll find all the latest products at just one price, and the samples offers. Download, use a code to track or sharing through social media to show your sample orders, why not offer samples to select customers in exchange for a review or referral? You can then use the reviews to check the product back in to website in brochure.
- 2. FIRST LOOK BROCHURE**
Our power hour comes with a great opportunity to introduce a sample. Our first look will have all the products plus an extra sample of fragrance with the offer you'll see the customer to make their own choice to choose to purchase, using a code to track or message. This is a great way to make the customer feel special and give a thought about the sample you're offering and how it will be with them.
- 3. OFFER CONSULTATIONS**
You can offer skin make-up and skin care consultations to your customers. This is a great way to introduce new products to your customers. Agree to try a sample before they buy or if you're there for a different product category.
- 4. CARRY SAMPLES**
Always carry a set of samples in your bag when you're out. If someone is interested in your products or you're a fragrance you can give them a sample and see their details for follow-up. Offer your products with grace.
- 5. POWER OF 5**
Why not try the Power of 5? Get 5 samples, carrying 5 customers, and follow up with them to get their feedback on what your customers are ordering and spend the money of your order history. Making sure when you're out you have 5 samples and send them to the right product to make sure you're not missing out on anything. Make sure you always follow up with each customer to see how they get on and check if they need any more advice.

For more information on sampling, check out our detailed [Sampling Guide!](#)

TAP HERE TO VIEW THE SAMPLING GUIDES

THE ULTIMATE GUIDE FOR AVON GIFTING



AVON is a true one-stop destination for gifting, with so much choice and a gift for everyone! What makes shopping with Avon truly unforgettable though is **YOU!**

Offering a personalised service by helping your customers find their perfect presents is what makes you a **true gifting advisor**. They will come back to you every time they have a special occasion approaching.

With all the product knowledge under your belt, you'll be able to confidently support your customers in finding the ideal gifts, all year round.



TAP HERE TO VIEW THE ULTIMATE GUIDE TO AVON GIFTING

REPS WHO COMPLETE PRODUCT TRAINING HAVE AVERAGE SALES OF UP TO **200% MORE!**

What are you waiting for?

HEAD OVER TO
AVON CONNECT
TODAY!

