The Avon Appointment Process is a dynamic, inspiring way to invite new Representatives to start an Avon business. It’s an intuitive and simple process using the Avon Appointment materials to inform your Prospects about the benefits of selling Avon and recruiting others. Review the steps below to find out how to get started.

Prepare
The Avon tote bag/start-up kit includes the following:

- Getting Started booklet
- Dreams Made Real prospecting flyer
- Welcome to Your New Avon Career Reference Guide
- Avon Beauty Brands booklet
- Lead cards
- Jump-Start Your Avon Business booklet
- Open the Door to Your Future prospecting flyer
- Fast Start to Fast Cash flyer
- Welcome To Avon Audio CD
- Rich and Famous of Avon V3: Women In the Spotlight DVD
- Avon credit card flyers
- QuikPay flyer
- Order book
- Collection envelopes
- Insurance flyer
- Contract
- Contract Scoring Sheet

You will need to add Brochures for the first two Campaigns along with District-specific information to each Appointment Kit. Thoroughly review all of these materials. You will use them to guide each new Prospect through the Avon Appointment process.

When scheduling an Appointment with a prospective new Representative, make sure you choose a location that’s quiet and comfortable with enough room to review the Avon materials.

- Coffee shop
- Home dining room
- Home office
- Training or meeting room
- Community room

Open the Conversation
After warmly greeting your Prospect, introducing yourself and briefly describing how you started with Avon, your goal is to find out more about your Prospect’s dreams and goals.
Conduct the Interview and Present the Benefits of Avon
Start by reviewing the Dreams Made Real booklet with her.

- Review Avon's heritage, values, people and products (pages 2 – 3).
- Ask her about her dreams (page 4).
- Interview your Prospect. Ask her, “If money were no object what would you spend it on?” “Do you work now? Full time or part time?” “Do you enjoy your work?” “What are your goals for yourself and your family?”
- Explain how Avon can help her fulfill those dreams (page 5).
- Explain how Avon can provide her with flexible hours, freedom, exciting products—and tie these benefits to her specific goals. Discuss possible scenarios to help her visualize her own success.
- Present the benefits of Avon and continue tying the benefits to her goals.
- Explain Avon's Sell, Share and Show process.
- Share a success story about another Avon Representative that the Prospect may relate to (page 7).

Now it's time to ask for her commitment (page 7). Ask, “Do you see yourself here?” or “Would you like to get started building your own business and earning a substantial income?” After she says “yes!” begin completing her Contract.

Complete the Documentation and Contract
Ask your new Representative for her driver's license and address book. While you start the Contract have her start filling out the Contact List in the middle of the Getting Started booklet (pages 8 – 9) and guide her through filling out her contacts. Remind her to use the thought-starter list at the top of the page.

In addition to her address book, suggest she use her holiday list and cell phone list. Encourage her to keep writing—try for 50 contacts! Explain that she should continue to build this contact list as she builds her Avon business. Next to each name, ask her to indicate whether she intends to:

- Sell to
- Share with
- Sell to and share with

Discuss the benefits of Preferred Previews. After completing the Contract Card Scoring and the Contract, have the new Representative sign the Contract, provide her with a copy, congratulate her and welcome her to Avon. Now you begin Training Contact 1.

Conduct Training Contact 1
Using the Getting Started booklet, (pages 3 - 5) review Goals and Important Information:

- Review her goals and dreams. Ask how much she would like to earn each month and what she would spend it on (page 3).
• Complete the important information at the bottom of page 3.

• Suggest that she attach a picture of her dreams to page 4 and share Sue Mazza’s success story. Explain that visualizing her dream will help her keep her eye on the goal.

  - Page 5 is another opportunity to point out the benefits of Avon that will help her develop her own business and reach her goals.

Review Sell, Share and Show (pages 6 - 7):

• Present the four basic selling steps (page 6):
  - Approach the Customer.
  - Determine the Customer’s need.
  - Sell the benefits of Avon’s products.
  - Close the sale.

• Go over the Avon earnings chart (page 6).

• Review the New Representative incentive: placing orders of $50 or more online during the first, second, third and fourth Campaigns yields a 50% earnings (page 6).

• Talk about sharing the Avon opportunity with others and building a Leadership business (page 7).
  - Discuss showing others how to succeed by doing what you do (page 7).

Review Your Contact List (pages 8 – 9)

• Review the names on the Contact List. This is one of the most important activities that you can do during the Appointment. Make sure your New Representatives understand that everyone they come in contact with is a potential Customer or Recruit.

• Complete the white Recommendation cards of the names to ‘Share With’ and using the Fast Start flyer explain how she can earn Fast Start bonus.

• If the list is not complete then give her time to add names.

Review Avon’s Selling Cycle and Grand Openings (pages 10 – 11)

• Go over Avon’s selling cycle and how to prepare the brochures (page 10). Explain how important it is to become familiar with the brochure each Campaign; the Avon brochure is her store.

• Recommend scheduling an Avon Grand Opening and offer to help organize it. Discuss the Power of 3. Explain how talking to three people each day, five days per week can generate 60 Prospects per month! (page 11).

• Refer to the Jump-start Your Avon Business booklet to review how to conduct a Grand Opening (pages 3 – 4).
  - Review product bundles and sample offers and where to find business tools.
  - Also review the Leadership Success Kit to help them start their Leadership business, which is shown on the back page of this booklet.
Review Getting Online (pages 12 – 13):

• Explain how she can manage her business, sell and learn online.
• If you have a computer with you, show your new Representative how to get started at yourAVON.com.
• Review the Beauty of Knowledge online training program. Explain how to access the training courses.
• Review the eRepresentative opportunity. Explain the benefits and refer to the eRepresentative Opportunity training course.

Generate Leads

Explain that you will help her contact the names that she identified as “Share With.” Tell her that this is her opportunity to earn the Fast Start bonus.

• Offer to contact some of the Prospects and then to set up a time when you both can meet.
• Take the white recommendation cards to follow-up on the leads.

Set Goals and Agreements

Review Your 1st Campaign Checklist (page 14):

Now that your new Representative is on her way to starting her Avon business, review her goals.

• Go over the 1st Campaign Checklist.
• Complete the monthly calendar in the Reference Guide starting on page 6.
• Help her establish her Customer and recruiting goals for her first Campaign.
• Write in the date to submit her 1st order.

Close and Schedule Next Contact

• Establish a time and date for a follow-up phone call and Training Contact 2.

Follow Up By Phone

Within two days of your first meeting, call your new Representative to check on her progress. Offer to answer any questions or provide assistance as needed. Remember to encourage her as she builds her new business.

Conduct Training Contact 2

Before the new Representative submits her first order, conduct Training Contact 2 with her. When you meet in person or on the phone, use the Checklist on page 14 of Getting Started to review the following:

• Goals and Campaign checklists
• Whether or not the new Representative has:
  - Registered on yourAVON.com and reviewed the site
  - Contacted the Customers on the Contact List
  - Taken the Beauty of Knowledge courses
  - Contacted potential Recruits
• Whether or not she understands how to submit her order
  - Order brochures, product bundles and demonstration products
• Questions and ideas for finding new Customers
• 2nd Campaign goals.

Review the Avon Reference Guide with your new Representative. Invite her to your Leadership Development Session 1.
Review the Avon Reference Guide with your new Representative. Invite her to your Leadership Development Session.

Follow Up (after 2nd, 3rd and 4th Campaigns)

- Review the Campaign checklist and set campaign goals in Getting Started on page 15.
- Reinforce the Sell, Share, Show concept.
- Review the Campaign checklist and set campaign goals in Getting Started on page 15.
- Encourage the beauty of knowledge courses according to the suggested courses on the Representative Overview document.
- Reinforce Power of 3.

When you invest time and energy in providing ongoing training for your new Representative, it will give her a positive impression about Avon and the earning opportunity. It will also encourage her to believe that with Avon, her dreams can come true.

Notes

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