

# Avon Sales Leadership Development Contact 2



## Establishing a Winning Team: How to encourage top performance

Instructional Aid

April 2011

## Sales Leadership Development Contact 2 Overview

<b>General</b>	<p>This is the globally approved Instructional Aid for Development Contact 2: Establishing a Winning Team (How to encourage top performance). This contact is designed to continue the development started in Development Contact 1, but focus will now be aimed at starting to build a Downline team.</p> <p>Development Contact 2 will ensure that the actions required to understand the importance of PATD, and to strengthen a team, are achieved by focusing on the following objectives:</p> <ul style="list-style-type: none"><li>• Learn how to influence the performance of your Downline</li><li>• Learn the 5 Winning Behaviors to succeed in Sales Leadership</li><li>• Learn how to conduct Training Contact 2</li></ul> <p>The content flow and images are designed to generate interactive discussion with the Sales Leader from the start of the development session through to action planning and obtaining commitment at the end of the session. They were developed to help the District Sales Manager/Upline inject energy through exercises and testimonials.</p> <p>Instructive and operational detail is limited to points that will provide the Sales Leader with continued knowledge of the benefits and activities needed as she further builds her Sales Leadership business.</p> <p>This process also allows the DSM/Upline to further develop their relationships with the Sales Leader, which started during Development Contact 1.</p> <p>Development Contact 2 covers influencing the Downline and introduces the 5 Winning Behaviors required to succeed in Sales Leadership.</p> <p>By the time Development Contact 2 is conducted, the Sales Leader will have already received approximately 3 to 5 weeks of training, which will have included field observations and other support.</p> <p>The preferred training method is one-on-one. However, if Development Contact 2 is planned for more than one person, it is important that each participant uses her own Leadership reports and D2 Booklet so she understands clearly what she must do daily to achieve success.</p> <p>Development Contact 2 follows the same 4 simple steps as defined by PATD Guidelines. The key points to share on each page are either bulleted or highlighted in bold colors to help guide the conversation and action steps. The chart on the next page outlines the 4 steps and the estimated time. The DSM/Upline will schedule a field observation within 2 weeks following Development Contact 2 to observe and coach the Sales Leader.</p>
----------------	---

**Development Contact 2: Establishing a Winning Team  
Instructional Aid**

<b>Step</b>	<b>Objectives:</b>	<b>Duration</b>
<b>Step 1</b>	<b>Opening Discussion</b>	
Pages 5 – 8	Welcome and continue building a rapport with the Sales Leader – discuss short- and-long term dreams and goals, discuss and recognize business accomplishments	15 minutes
	Review PAT activities conducted since last contact	
	Gain commitment to maximize Earning Opportunities, highlight average commission table	
<b>Step 2</b>	<b>Explain and Demonstrate New Topic</b>	
Pages 9 – 12	Review 5 Winning Behaviors – Prospecting, Appointing, Training, Developing and Selling	30 minutes
	Overview of Training Contact 2	
<b>Step 3</b>	<b>Discuss 1 or 2 Products</b>	
Pages 13 – 14	Discuss 5 <sup>th</sup> Winning Behavior. Use exercise to demonstrate how to increase total group sales	10 minutes
<b>Step 4</b>	<b>Set Goals and Targets</b>	
Pages 15 – 16	Explain Sales Leadership Earnings Statement, stress importance of follow-up and regular contact with Downline	20 minutes
	Discuss activities suggested for next 2 to 3 weeks	
	Plan calendar and schedule in-field observation of Training Contact 2	
<b>Est. Time</b>	<b>Target: 75 minutes</b> (one-on-one or small group)	

**Development Contact 2 Timing:** Advised 2 weeks after Development Contact 1 field observation

**Field Observation 2:** (See details on page 17.)

An in-field observation and coaching experience that should happen within 2 weeks after training session

## Preparation Checklist

<p><b>Pre-Contact Preparation</b></p> <p>Ideally, 1 day prior to session. If schedule does not allow, do this at least 1 hour before session</p>	<p>Review what the Sales Leader has accomplished to understand the actions and level of support needed to achieve immediate success. If in your review you determine that she's done well building her team since Development Contact 1, congratulate her on the number of team members appointed. Continue to look for signs and behaviors of successful leaders that you can use to instill confidence.</p> <p>Examples of leadership qualities: She has her calendar planned, she appointed XX team members and she's building a skin care Customer base.</p> <p>Prior to conducting Development Contact 2, be ready with proposed or scheduled dates for other important activities:</p> <ul style="list-style-type: none"> <li>• Field Coaching Observation</li> <li>• Training Contact 2</li> <li>• Avon Opportunity Meeting (AOM)</li> <li>• Sales Meeting</li> <li>• Group Activity</li> </ul> <p>Call the Sales Leader a few days before your Development Contact 2 to confirm appointment. Let the Sales Leader know she needs to bring the items listed below under "Materials."</p> <p>Review the Beauty of Knowledge courses "Sharing the Opportunity" and "Connecting with Others" to prepare for Development Contact 2.</p>
<p><b>Materials</b></p> <p>(<b>Bold</b> denotes Global PATD materials.)</p>	<p><b>Sales Leader brings to contact:</b></p> <ul style="list-style-type: none"> <li>• Development Contact 2: Establishing a Winning Team</li> <li>• Development Contact 1: Build a Fabulous Foundation</li> <li>• Reference Guide</li> <li>• Development Contact 2 Flow Card</li> <li>• Sales Leadership Earnings Statement (if applicable)</li> <li>• Current "Believe in Your Success" flyer</li> <li>• RPS schedule/Mail plan calendar</li> <li>• Current Avon Brochure</li> <li>• Customer order book</li> </ul> <p><b>DSM/Upline brings to contact:</b></p> <ul style="list-style-type: none"> <li>• Sales Leaders' Earnings Statement (if applicable)</li> <li>• Planner</li> <li>• Date(s) for next AOM and invitation</li> <li>• Pens/Pencils</li> <li>• Development Contact 2 Flow Card</li> <li>• Calculator</li> </ul>
<p><b>Training Environment</b></p>	<p>Choose a location that's quiet and comfortable with sufficient space to use the materials. If conducting training in a group, keep the group small to allow for interaction and for you to be able to obtain agreement on best practices.</p> <p>Suggested training locations:</p> <ul style="list-style-type: none"> <li>• Home dining room</li> <li>• Avon office/training room</li> <li>• Coffee shop</li> <li>• Community room</li> </ul>

Step 1:	Opening/Introduction creating and building a relationship	Discussion
<p><b>Front Cover</b></p>	<p><b>Establishing a Winning Team</b> Greet and confirm purpose of visit. Build on prior contact(s).</p>	<p><i>“Hello, (Name), it’s great to see you again! I am excited about today’s session because you’re ready to take your business to the next level.”</i></p> <p>[Use information you noted from prior contacts to continue building a rapport with the Sales Leader. Offer a sincere compliment on a business accomplishment and bridge to what you want to discuss today, which are the ways in which to build a Downline.]</p> <p><b>Example:</b></p> <p><i>“Congratulations, (Name), you are off to a great start with your xxx new team members.”</i></p> <p><i>“I could hear the excitement in your voice when you called to let me know how many Prospects you had appointed.”</i></p> <p><i>“Tell me, how are things going since we last met?”</i></p> <p>[Wait for response.]</p>
<p><b>Transition</b></p>		<p><i>“Great. Today we will discuss how you can continue to build a successful Sales Leadership business, like many have already done.”</i></p>
<p><b>Page 2</b></p>	<p><b>Development Contact 2</b> Overview and benefits of training session.</p>	<p><i>“Today I will share the process and benefits of building a successful Sales Leadership business. Our focus will be on the key activities that top Sales Leaders do to achieve success.”</i></p> <p><i>“You will learn the basic skills that will increase your confidence and ability to lead a team of Avon Representatives and Sales Leaders.”</i></p>

**Development Contact 2: Establishing a Winning Team  
Instructional Aid**

		<p>[Give an overview of the Table of Contents and highlight “Did you Know?”.]</p> <p><i>“Did you know this fact about Avon?”</i></p> <p>[Wait for response.]</p>
<b>Transition</b>		<p><i>“In this contact, I want to build on what we started in Development Contact 1 by sharing with you how to establish a winning team.”</i></p>
<b>3</b>	<p><b>You already have the best foundation for a winning team: YOU!</b></p>	<p><i>“When we last met, we made a note of your short-and-long term goals. I want us to take some time to update them, and also to discuss your goals that will lead you to fulfilling your dreams.”</i></p> <p>[Take this opportunity to reconnect to dreams and goals discussed in D1 contact. Refer to Take Away Dream Card from AT1, if applicable.]</p> <p><i>“Many of our Sales Leaders have achieved their dreams through Sales Leadership. On this page is a testimonial from one of our successful Executive Unit Leaders.”</i></p> <p>[Ask her to read and comment on the testimonial.]</p>
<b>Transition</b>		<p><i>“Most Avon Sales Leaders started their business with a desire to realize a dream. For many, the realization starts with conscious monitoring of their progress against their goals. Let’s review your current performance versus your goal.”</i></p>
<b>4</b>	<p><b>Congratulations on your achievements so far</b></p>	<p><i>“What I want you to do now, (Name), is to update this table here on page 4. This will give us an indication of where your business currently is and the direction we need to plan in order for you to achieve success.”</i></p>

		<p><b>Instructions:</b></p> <p><i>“Write your target title and the date you want to achieve it by. Then in the boxes indicated, write down the ‘Requirements’ of your target title followed by your actual achievements.”</i></p> <p>[Let the Sales Leader complete the exercise on this page. The <b>“Estimated Earnings”</b> section will help show the potential increase in earnings if the Sales Leader achieves her target title. Refer to page 11 for UL or page 26 for AUL, EUL and SEUL of the D1 Booklet for target title requirements.]</p> <ul style="list-style-type: none"> <li>• <b>For estimated earnings of “target title,”</b> estimate how much the Sales Leader will earn if she achieves the minimum group sales requirements of her target title. <u>This will be equal to “earnings from projected personal sales” + “earnings from minimum unit sales required of the target title” or “average unit sales of the target title.”</u> For simplification purposes, assume that all the sales of the team members meet the minimum sales requirement to earn.</li> <li>• <b>For estimated earnings from the Sales Leader’s “last campaign results,”</b> estimate how much the Sales Leader had earned based on her last campaign performance. <u>This will be equal to “earnings from product sales” + “earnings from unit sales.”</u> Although actual data may be ideal, the Sales Leader’s recollection of her sales and earnings can also be used for the purpose of this exercise.</li> </ul>
<p><b>Transition</b></p>		<p><i>“Every activity you do from here on will impact the outcome of your business. Tell me more about the activities you have conducted to develop your team?”</i></p>
<p><b>4 Cont’d</b></p>	<p><b>Which activities have you conducted to build your team?</b></p>	<p>[Take Sales Leader through list of activities, and relate back to table on page 4. Congratulate, as appropriate.]</p>

**Development Contact 2: Establishing a Winning Team  
Instructional Aid**

		<p><i>“That’s great, (Name). Practicing Prospecting and Appointing will help build your confidence to train and develop your own Sales Leaders.”</i></p> <p><i>“Which Beauty of Knowledge (BOK) courses have you and your Downline taken since we last met?”</i></p> <p>[If Sales Leader has taken courses, say the following:]</p> <p><i>“What are 3 items that you and your Downline have learned through the BOK courses? How have you applied what you have learned?”</i></p> <p>[If Sales Leader has not taken courses, discuss which would be the best to take at this time in her training. A list of course descriptions are in the Reference Guide.]</p>
<b>Transition</b>		<p><i>“By conducting these activities and committing to your development through BOK courses you are demonstrating that you’re committed to achieving success and building your Leadership business.”</i></p>
<b>5</b>		<p><i>“Is there anything I can further support you with?”</i></p> <p>[Allow Sales Leader time to share how you can better support her. Allow Sales Leader to fill out comments in lines provided.]</p>
<b>Transition</b>		<p><i>“Now that we have established where your business is, let’s talk about maximizing your rewards.”</i></p>
<b>6</b>	<b>Maximize your rewards with Avon</b>	<p><i>“Avon rewards your hard work and productivity. As a Representative, you have already enjoyed some of the benefits and earning opportunities below.”</i></p> <p>[Highlight table.]</p> <p><i>“From the list, put an [X] in the boxes of the opportunities you are currently taking advantage of, and a [✓] in the boxes of the ones you will add in the next 30 days.”</i></p> <p>[Wait for response, comment appropriately and if necessary, point out others that you feel the</p>

**Development Contact 2: Establishing a Winning Team  
Instructional Aid**

		<p>Sales Leader would benefit from.]</p> <p><i>e.g., "I notice from my records that your personal sales are increasing every campaign. Achieving President's Club would place you in a fantastic position as a Sales Leader, by becoming a role model for your team."</i></p>
<b>Transition</b>		<p><i>"We discussed earlier your dreams and goals. Tell me, in order to achieve (xxxxx), how much would you need to earn each campaign?"</i></p> <p>[Wait for response.]</p>
<b>7</b>	<b>Be the best of the best</b>	<p>[Based upon answer to question above, highlight appropriate level of Leadership.]</p> <p><i>"So, as we partner together to achieve your dream of (xxx), we need to get you to the level of (xxxx). You've had a good start so far, and as we go through the rest of the Development Contacts, your business will grow exponentially."</i></p> <p><i>"So, let's see how Avon has helped Dulce, a SEUL, achieve her dreams."</i></p> <p>[Give her time to read testimonial.]</p>
		<p><i>"(Name), you know that at Avon we use the proven method of PATD to succeed. By learning the 5 Winning Behaviors on the following pages, you will be able to pass this information on to your Downline. Their success will form part of your success. Everyone wins!"</i></p>

<b>Step 2</b>	<b>Explain or demonstrate the topics and practice or check to ensure understanding</b>	<b>Discussion &amp; Activities</b>
<b>8</b>	<p><b>5 Winning Behaviors</b> Introduction of Winning Behaviors</p>	<p><i>“Practicing and modeling these 5 Winning Behaviors will form the blueprint for your success.”</i></p> <p>[Read the 5 Winning Behaviors.]</p> <p><i>“How do these sound to you, (Name)?”</i></p> <p>[Wait for response.]</p> <p><i>“Taking the time to consistently inspire and train your Downline in these 5 Winning Behaviors will be the key to establishing a winning sales team.”</i></p> <p><i>“What comments do you have on the importance of the 5 Winning Behaviors to your earning potential?”</i></p> <p>[Wait for response.]</p>
<b>9</b>	<p><b>Testimonial/Did you know?</b></p>	<p><i>“We know that PATD works from the Sales Leaders whose businesses have been transformed by it. Read this testimonial from Lisa on how PATD helped her achieve Believe in Your Success.”</i></p> <p>[Allow Sales Leader to read the quote from Lisa. Then, read “Did you Know?.”]</p>
<b>Transition</b>		<p><i>“For the next few pages, we will discuss how you can apply the 5 Winning Behaviors to your business.”</i></p>
<b>10</b>	<p><b>5 Winning Behaviors:</b></p> <ol style="list-style-type: none"> <li>1. <b>Prospect</b></li> <li>2. <b>Appoint</b></li> <li>3. <b>Train</b></li> <li>4. <b>Develop</b></li> <li>5. <b>Sell</b></li> </ol>	<p><i>“We covered the first of the Winning Behaviors on our field observation recently. Let’s take a more detailed look at Prospecting.”</i></p> <p><i>“Being able to prospect and recruit new Representatives is a vital skill that you have already learned.”</i></p> <p><i>“How did you feel after the Prospecting we did?”</i></p> <p>[Wait for response.]</p>

**Development Contact 2: Establishing a Winning Team  
Instructional Aid**

<b>11</b>	<p><b>Your Prospecting Outlook</b></p> <p>Designed to help the Sales Leader know her outlook on Prospecting.</p>	<p><i>“Ok, (Name), what I’d like you to do now is look at the questions on this chart that are related to Prospecting. Take a couple of minutes to answer the questions.”</i></p> <p>[Ask Sales Leader if she understands the activity and clarify, if needed. Allow Sales Leader time to complete.]</p> <p><i>“Great. Let’s have a look at your answers. This exercise is aimed at giving us both an indication as to how you feel about Prospecting. There are no right or wrong answers.”</i></p> <p>[Based upon the result of the exercise, another field observation might be required. If so, schedule another field observation at end of contact and reassure Sales Leader that it is to her benefit to receive more Prospecting practice.]</p>
<b>Transition</b>		<p><i>“The next few pages cover Appointing and Training and are designed to enhance what we covered during your field observation recently.”</i></p>
<b>12 – 13</b>	<p><b>5 Winning Behaviors:</b></p> <ol style="list-style-type: none"> <li>1. Prospect</li> <li><b>2. Appoint</b></li> <li>3. Train</li> <li>4. Develop</li> <li>5. Sell</li> </ol>	<p><i>“When you became a Representative, we went through the Training contacts, which gave you a strong foundation for your business. We also kept in regular contact through the Development contacts, as well as on the phone and via e-mail.”</i></p> <p>[Read research findings and ask Sales Leader for her thoughts.]</p> <p><i>“Each Training contact contains information for you that can be shared with your team. Inspiring and engaging your team will pay dividends for you in increased earnings.”</i></p>

**Development Contact 2: Establishing a Winning Team  
Instructional Aid**

		<p>[Read through table on page 12. Depending upon LOA of Sales Leader, she may have no experience with the new training materials. This needs to be taken into account during the Development process.]</p> <p><i>“So, (Name), let’s have a look at the question on the bottom of page 12 and see if we can come up with some ways in which we can ensure your Downline receives training.”</i></p> <p>[Read testimonial and tip. If the Sales Leader hasn’t seen the Appointment and Training Contact DVD’s, direct her to yourAVON.com.]</p>
<p><b>Transition</b></p>		<p><i>“Again, remember you will be earning while you and your team are learning.”</i></p>
<p><b>14 – 15</b></p>	<p><b>5 Winning Behaviors:</b></p> <ol style="list-style-type: none"> <li>1. Prospect</li> <li>2. Appoint</li> <li>3. <b>Train</b></li> <li>4. Develop</li> <li>5. Sell</li> </ol>	<p><i>“These next 2 pages cover Training Contact 2, which is conducted before a new Representative’s 1<sup>st</sup> order is due.”</i></p> <p>[Walk Sales Leader through pages 14 – 15, reiterating that it will be covered in more detail during the field observation. Take Sales Leader through the Training Contact 2 flow so she is aware of what is needed for the contact.]</p> <p><i>“As an added tip, first impressions last, especially when you are training someone you may not know very well. You will want to dress for success using and wearing Avon fragrance, cosmetics and fashion accessories.”</i></p>
<p><b>Transition</b></p>		<p><i>“We have already talked about the 5 Winning Behaviors you will need to become a successful Leader. We’ve covered Prospecting, Appointing and Training. Now we’re going to focus on the 4<sup>th</sup> Winning Behavior – Developing your Downline.”</i></p>

**Development Contact 2: Establishing a Winning Team  
Instructional Aid**

<p><b>16 – 17</b></p>	<p><b>5 Winning Behaviors:</b></p> <ol style="list-style-type: none"> <li>1. Prospect</li> <li>2. Appoint</li> <li>3. Train</li> <li><b>4. Develop</b></li> <li>5. Sell</li> </ol>	<p><i>“(Name), you’re earning potential increases as your team grows. Your Avon Unit consists of you (the Upline), your sales team (the Downline) and the two other generations that will grow from your initial Downline. As you learn from your Development contacts, your confidence in building your team will grow.”</i></p> <p>[Walk through all Development Contacts, outlining timing of both the contact and field observation. This is not only for the benefit of the Sales Leader with regards to her own Development, but for when she starts to develop her own Sales Leaders, in order to reach Advanced Unit Leader as well.]</p> <p><i>“As your Upline, I will personally coach, mentor and guide you in these contacts. And once you will have Sales Leader Candidates and Sales Leaders in your own Downline, I will teach you how to do your own Development Contacts with them.”</i></p> <p><i>“What questions do you have so far?”</i></p> <p>[Wait for response and address any concerns.]</p>
<p><b>Transition</b></p>		<p><i>“Let’s move to the 5<sup>th</sup> Winning Behavior.”</i></p>
<p><b>18</b></p>	<p><b>5 Winning Behaviors:</b></p> <ol style="list-style-type: none"> <li>1. Prospect</li> <li>2. Appoint</li> <li>3. Train</li> <li>4. Develop</li> <li><b>5. Sell</b></li> </ol> <p><b>Avon products: Use them, Love them, Share them</b></p>	<p><i>“Think about a time where someone has recommended a film or a restaurant to you.”</i></p> <p>[Wait for response. If Sales Leader gives example, expand upon answer to segue into personal recommendations. If Sales Leader can’t think of an example, give a personal example to help her.]</p>

**Development Contact 2: Establishing a Winning Team  
Instructional Aid**

		<p><i>“That’s great, (Name). We are always more inclined to try something new if it comes with a personal recommendation. This is also the case with Customers. You were taught 5 basic selling steps during Training Contact 2, and we discussed determining your Customer’s needs as well as presenting and selling the benefits of a particular product to them.”</i></p> <p><i>“If you then highlight these facts to your team, their productivity will increase, leading to higher earnings all round.”</i></p> <p>[Have Sales Leader read tip.]</p>
<p><b>Transition</b></p>		<p><i>“There’s an exercise we can do together now that is designed so that you can replicate it with your team.”</i></p>

Step 3	Discuss 1 or 2 Key Products	Discussion & Activity
<b>19</b>	<b>Exercise</b>	<p><i>“(Name), what Avon product do you use regularly – something you love?”</i></p> <p>[Show Sales Leader current brochure. If she suggests something low priced, try to direct her towards higher end products, e.g., skincare or fragrance.]</p> <p><i>“Ok, what I would like you to do now is write down in your booklet, something about the product that will help to convince your customers to buy it.”</i></p> <p>[Help with statement, if necessary.]</p> <p><i>“That’s really good, (Name). You’ve obviously been practicing the selling skills. Now, you chose (product name) as your favorite product. How much is it in the current brochure?”</i></p> <p>[Check price and insert into exercise as “A.”]</p> <p><i>“Do you have your Customer order book or Customer invoice to see how many Customers you had last campaign?”</i></p> <p>[If book/invoice is unavailable, ask Sales Leader how many personal Customers she had last campaign.]</p> <p><i>“Fantastic. You had (xx) Customers. For the exercise, we’re going to work on the assumption that at least half of them will buy (product), so that’s (xxx) Customers.”</i></p> <p>[Insert Customer figure into exercise as “B.”]</p> <p><i>“This is a really easy exercise, but it has a lot of impact. If we multiply the product cost of (\$xx) by your Customer figure, we get the potential sales figure of ‘C.’ Based on your last invoice, what was your earnings level? Let’s take that percentage and multiply it by ‘C’ which will give you ‘D’ as your potential earnings.”</i></p>

**Development Contact 2: Establishing a Winning Team**  
**Instructional Aid**

<p><b>Transition</b></p>		<p><i>“Let’s recap the 5 Winning Behaviors.”</i></p>
	<p><b>Recap of 5 Winning Behaviors</b></p>	<p>[Use open ended questions as you discuss the review.]</p> <p><i>“I have shared with you the 5 Winning Behaviors. Tell me about the first behavior. Why are Prospecting and Appointing important to your business?”</i></p> <p>[Wait for response. Re-emphasize if response is incorrect or insufficient.]</p> <p><i>“What about Training? Why is it important to your business?”</i></p> <p>[Wait for response. Re-emphasize if response is incorrect or insufficient.]</p> <p><i>“With Development contacts, let’s use your experience – how is this contact helping you achieve your dreams?”</i></p> <p>[Emphasize doing the same to her Sales Leaders once she starts developing leaders in her team.]</p> <p><i>“How important are your personal sales and building the selling skills of your Representatives and Sales Leaders?”</i></p> <p>[Recognize sharing. Appreciate the Sales Leader for her openness and congratulate her for the effort to learn from the session.]</p>
<p><b>Transition</b></p>		<p><i>“The impact of the 5 Winning Behaviors will be measured through your reports. The reports you receive are designed to help you manage your business, optimize your performance and see how your effort is paying off.”</i></p>

**Development Contact 2: Establishing a Winning Team  
Instructional Aid**

Step 4	Create and agree to goals and action plans related to the topic	Discussion & Activities
<p style="text-align: center;"><b>20</b></p>	<p><b>From personal sales to group performance</b></p> <p>Sales Leader has the opportunity to read and understand Earnings Statement.</p>	<p>[Take out copy of Sales Leader Earnings Statement, if available. If one isn't available, you can use the copy in the Reference Guide.]</p> <p><i>“Have you seen one of these before, (Name)?”</i></p> <p>[Wait for response.]</p> <p><i>“Reports are an excellent way of tracking not only your success, but your team’s too. From this report, you can start to highlight areas for improvement, such as increasing your team’s average order, and also start to identify potential Sales Leaders within your team.”</i></p> <p>[Walk Sales Leader through table, explaining each section alongside the report, including a relevant description.]</p> <p>[Remind Sales Leader that if she becomes an eRep she can then also take advantage of Downline Manager to access reports and communication tools. Refer her to yourAVON.com or the Reference Guide for program details.]</p>
<p style="text-align: center;"><b>Transition</b></p>		<p><i>“Now we’re going to put what you’ve just learned into practice, using this report.”</i></p>
<p style="text-align: center;"><b>21</b></p>	<p><b>The Fortune in Avon is in consistent Follow-Up!</b></p>	<p><i>“Let’s work through this exercise so that you can do some follow-up with your team before we meet for the field observation.”</i></p> <p>[Take Sales Leader through list. Prompt where necessary, reinforcing the importance of following up.]</p>

**Development Contact 2: Establishing a Winning Team  
Instructional Aid**

		<i>e.g., “By following up on these Representatives, you will build a stronger team. Remember the statistics on how Representatives who had regular contact with their Upline increased their average order? The contact you make during follow-up will have the same impact.”</i>
<b>Transition</b>		<i>“The following page works in conjunction with the previous exercise, with a few more activities to make you the successful Sales Leader you want to be.”</i>
<b>22</b>	<b>Your winning strategy</b> Actions to help the Sales Leader succeed	<i>“Ok, (Name), one item you’ve learned as a Representative is the importance of planning your time well. By prioritizing your activities, you will find your time goes further and will enhance your business. You will then be a fantastic role model for your Downline.”</i>  <i>“Let’s talk about what activities you want to do within the next 48 hours.”</i>  [Take Sales Leader through list, answering questions where relevant.]
<b>Transition</b>		<i>“Why don’t you take out your planner so we can discuss how to schedule your time until the next time we meet?”</i>  [Allow Sales Leader to pull out own planner to enter activities that are listed at the bottom of the page. If she does not have her own planner you can use this calendar.]
<b>23</b>	<b>Manage your time well</b> It’s the key to achieving your target title and earnings	<i>“Planning your time is critical. It can help you achieve important short-and-long term goals in your Avon business such as achieving Believe in Your Success.”</i>

**Development Contact 2: Establishing a Winning Team  
Instructional Aid**

<p><b>24</b></p>	<p><b>Mark your calendar</b> Confirm next training contacts and invite to upcoming events and recommended BOK Courses.</p>	<p><i>“Let’s record the dates and locations of your next contacts.”</i></p> <p>[Record important next contacts, leave a contact phone number and schedule the field observation for Training Contact 2 within 2 weeks from this contact.]</p> <p><i>“Our next AOM is on (Date) at (Time), so plan to attend. It will help you gain a greater appreciation of the company you represent. Feel free to bring guests from your contact list.”</i></p> <p><i>“What questions do you have at this time?”</i></p> <p>[Thank the Sales Leader for the opportunity to meet with her today. Let her know how important her success is to you.]</p>
------------------	--	---



**Next Steps for District Sales Manager or Upline Sales Leader**

<b>Follow-up</b>	<p>Call the Sales Leader 2 to 3 days before actual field observation to confirm time and place.</p> <p>Congratulate Sales Leader’s progress as you see the Sales Leader Reports come in:</p> <ul style="list-style-type: none"> <li>• Improvement in New Representative appointment and activity</li> <li>• Improvement in activity of Representatives with no order or below minimum</li> </ul> <p>Any obvious improvement in any KPIs</p>
<b>Field Observation</b>	<ul style="list-style-type: none"> <li>• Timing: 2 to 3 weeks after the face-to-face Development Contact 2 session.</li> <li>• Participants:             <ul style="list-style-type: none"> <li>○ Coach – Upline or District Sales Manager</li> <li>○ Coachee – Sales Leader and 1 to 2 Downline members</li> </ul> </li> <li>• Preparation:             <ul style="list-style-type: none"> <li>○ Coach – communicates all the needed preparation for the coaching session</li> <li>○ Sales Leader – prepares venue, communicates schedule with the Downline participants, reviews materials and prepares herself for the coaching session</li> </ul> </li> <li>• Actual Coaching Activities:             <ul style="list-style-type: none"> <li>○ <b>Conduct of Training Contact 2</b> <ul style="list-style-type: none"> <li>▪ In this field coaching observation, the Sales Leader conducts an actual Training Contact 2 and receives coaching from her DSM/Upline. This will serve two functions – develop her Training Contact 2 skills and receive first-hand coaching from her DSM/Upline that she can eventually duplicate with her own team.</li> </ul> </li> <li>○ <b>Develop PATD Skills of Downline</b></li> </ul> </li> </ul> <p>If a Sales Leader has a potential Sales Leader Candidate or Top Seller, she can schedule an actual coaching session with her Downline to conduct selling or any PATD skills that she wants to develop.</p>