

TRAINING AND DEVELOPING				
ACTUAL TRAINING/DEVELOPING SKILLS OF THE DSM/SL	1st Contact	2nd Contact	3rd Contact	4th Contact
22. Plan calendar; schedule next individual contact, group meeting and/or field observation time as appropriate.				
NOTES:				

Record the DSM's/SL's observed skills using the following 1-5 rating system:  
1=Outstanding 2=Very Good 3=Meet Standards 4=With Some Difficulty 5=With Much Difficulty/Not Observed

### OVERALL TRAINING & DEVELOPING RATING

OUTSTANDING  VERY GOOD  MEETS STANDARDS   
WITH SOME DIFFICULTY  WITH MUCH DIFFICULTY/NOT OBSERVED

NOTES:

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# PATD

## OBSERVATION FORM

for District Sales Managers and Sales Leaders (DSMs/SLs)

\_\_\_\_\_ name

\_\_\_\_\_ district / division / area

type of contact observed:

- |   |  |
|---|--|
| <input type="checkbox"/> PROSPECTING                  | <input type="checkbox"/> BELIEVE IN SALES LEADERSHIP |
| <input type="checkbox"/> BELIEVE APPOINTING CONTACT   | <input type="checkbox"/> ACHIEVE DISCUSSION 1        |
| <input type="checkbox"/> ACHIEVE CONVERSATION 1       | <input type="checkbox"/> ACHIEVE DISCUSSION 2        |
| <input type="checkbox"/> ACHIEVE CONVERSATION 2       | <input type="checkbox"/> ACHIEVE DISCUSSION 3        |
| <input type="checkbox"/> ACHIEVE CONVERSATION 3       | <input type="checkbox"/> 90 DAY BUSINESS PLAN        |
| <input type="checkbox"/> OTHER (please specify) _____ | <input type="checkbox"/> LEADERSHIP STAFF MEETING    |

\_\_\_\_\_ coach

PROSPECTING ACTIVITIES	APPOINTING ACTIVITIES				
# of people approached:	# AT1's scheduled:				
# leads generated:	# AT1's conducted:				
# AT1's scheduled:	# AT1's appointed:				
TRAINING & DEVELOPING CONTACTS	1st Contact	2nd Contact	3rd Contact	4th Contact	
type of T/D contact:					
group or Representative's name (if one-on-one)					
# of attendees (if group)					
READINESS					
DSM/SL is appropriately attired and wears/uses Avon products.				yes	<input type="checkbox"/>
				needs improvement	<input type="checkbox"/>
				no	<input type="checkbox"/>
DSM/SL has all the tools required for this activity.				yes	<input type="checkbox"/>
				no	<input type="checkbox"/>



PROSPECTING				
	date:		amount of time observed (hrs):	
A - APPROACH	1st Prospect	2nd Prospect	3rd Prospect	4th Prospect
1. Leverages opportunities to prospect and generate leads.				
2. Greets appropriately, builds rapport and establishes common ground.				
3. Asks open-ended questions and listens actively to identify needs.				
4. Bridges appropriately to Avon (if indirect approach).				
C - CREATES EXCITEMENT				
5. Creates excitement over the appropriate product or opportunity.				
6. Overcomes objections as they arise and answers questions appropriately.				
7. Maintains prospect's interest and encourages prospect to see personal business potential of Avon.				
T - TIME				
8. Records all prospect's information.				
9. Sets time and place for the appointment process.				
10. Generates/records leads and converts to Customer when prospect does not agree to the appointment.				
11. Closes the contact effectively and at appropriate time – leaves prospect feeling positive about Avon.				
<b>NOTES:</b>				

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### OVERALL PROSPECTING RATING

OUTSTANDING  VERY GOOD  MEETS STANDARDS   
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TRAINING AND DEVELOPING				
DEMONSTRATE OR EXPLAIN THE TOPICS	1st Contact	2nd Contact	3rd Contact	4th Contact
9. Has appropriate knowledge and presents content clearly.				
10. Exhibits good presentation skills.				
11. Uses different ways to check for understanding.				
12. Where appropriate, demonstrates not just explains a topic.				
13. Where required, allows participant/s time to practice or conduct an exercise.				
14. Results of the practice or exercises are positive.				
15. Discusses the learning from the exercises with the Representative/s.				
16. Ties learning from the exercises to the Representative/s' dreams/goals/needs.				
17. Encourages interaction throughout the contact.				
<b>NOTES:</b>				
<b>PLAN</b>				
18. Reinforces President's Recognition Program and Sales Leadership.				
19. Generates and records specific goals and next steps and ties to Representative/s' dreams/goals/needs.				
20. Connects potential earnings from products to achievement of Representative/s' dreams/goals/needs.				
21. Reinforces completion of appropriate Pathways online courses.				
<b>NOTES:</b>				

TRAINING AND DEVELOPING				
	date:		amount of time observed (hrs):	
READINESS FOR TRAINING / DEVELOPING	1st Contact	2nd Contact	3rd Contact	4th Contact
1. Conducts training in an appropriate venue.				
2. Appropriately communicates contact objectives prior to the contact.				
3. Prepares the venue for the contact prior to start time.				
4. Starts the contact on-time.				
5. Ends the contact on time.				
<b>NOTES:</b>				
<b>REVIEW (from appropriate section of Achieve booklet)</b>				
6. Discuss selling and recruiting progress made against initial goals since Believe Conversation.				
7. Recognizes accomplishments and/or encourages Representative/s to persevere.				
8. Re-establishes Representative/s dreams/ goals/needs and connects them to the Achieve contact.				
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APPOINTING				
	date:		amount of time observed (hrs):	
IMAGINE (pages Cover - 7) (Create a connection with the Prospect)	1st Appointment	2nd Appointment	3rd Appointment	4th Appointment
1. Introduces self in a friendly manner.				
2. Confirms purpose of the visit.				
3. Shares "My Story" (how and why he/she joined Avon; what he/she has achieved so far).				
4. Briefly shares the "Avon Story" (Mission, philanthropy, recognized brands, advantages).				
5. Helps prospect imagine her future by asking open-ended questions and listens actively to learn about potential Representative's story (family, personal interests, priorities, why they might choose Avon, dreams/goals/needs).				
<b>NOTES:</b>				
<b>BELIEVE IN YOUR FUTURE (pages 8 - 13)</b> (Relate prospect's dreams/goals/needs with Avon and convert to a Representative.)				
6. Presents the Avon Earning Opportunity as Invite, Inform and Inspire.				
7. Toplines products and support tools.				
8. Identifies and records dreams/goals/needs and connects them to Avon.				
9. Confirms agreement.				
10. If answer is no/not sure, asks open-ended questions to understand concerns and overcomes objections or generates leads.				
<b>NOTES:</b>				

APPOINTING				
ACHIEVE (pages 14 - 27) (Keep Representative Excited About Building a Business with Avon.)	1st Appointment	2nd Appointment	3rd Appointment	4th Appointment
11. Discusses how to “serve your Customers” and “lead your team.”				
12. Expands on immediate goals and future dreams.				
13. Builds Invitation list to 50 names.				
14. Completes Contract while appointee completes Invitation list. Explains credit limit.				
15. Reviews and expands Invitation list generating 5 to 11 leads.				
16. Reviews and completes Jump Start Tracking Form and ties to dreams/goals/needs.				
17. Inform <ul style="list-style-type: none"> <li>• Avon Brochure</li> <li>• Highlight 1-2 products</li> <li>• Introduce &amp; model the Skincare Selector Card and discuss regimens.</li> </ul>				
18. Discusses their potential earnings as they grow their Customers and team.				
NOTES:				

APPOINTING				
PLAN (pages 28 - Back Cover) (Set Goals and Targets.)	1st Appointment	2nd Appointment	3rd Appointment	4th Appointment
19. Records top priority dream/need and create plan for first Campaign.				
20. Reconnects goals and next steps to realizing dreams/goals/needs.				
21. Has the Representative register on yourAVON.com and complete her online courses.				
22. Have new Representative fill in key dates and contact information in the back of her booklet.				
23. Sets and records date and time for 48-hour follow-up call and Achieve Conversation 1.				
24. Closes effectively and at appropriate time.				
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