SELLING SKINCARE

TIPS FOR MAKING THE MOST OF YOUR BUSINESS WITH AVON SKINCARE

PRODUCT INFORMATION

1. **USE IT.** Learn about Avon Skincare products by using them yourself. Customers appreciate your opinion based on firsthand experience. Selling Skincare is easy when you show the results on your own beautiful skin! Become a walking testimonial to the benefits of Avon Skincare products. Once your Customers see your results, they’ll want to buy it too!

2. **BECOME A SKINCARE EXPERT.** Learn everything you can about Avon Skincare brands and products; ask your Sales Leader if there are any upcoming Skincare meetings you can attend. Take the Skincare courses on the Beauty of Knowledge online training portal. Study the Skincare pages of the brochure. Always read your What's New for great Skincare selling tips. Knowing about Skincare will help you advise your Customers with confidence on their Skincare needs.

3. **KNOW YOUR SKINCARE PRODUCTS.** To effectively sell Skincare, make sure you know the benefits and features of the Skincare products you are selling and talk about them with your Customer. Also make sure to discuss the ingredients, performance, and affordability of Avon Skincare products.

APPROACHING CUSTOMERS

4. **START A CONVERSATION ABOUT SKINCARE.** Give a compliment and ask your Customer about the products she currently uses on her skin. Ask her how happy she is with the products she uses.

5. **ASK, “WHAT IS HER BIGGEST SKINCARE CONCERN”?** Then build a customization regimen based on her specific needs and explain how each product will benefit.

6. **ASK QUESTIONS AND LISTEN.** When approaching Customers about Skincare, get them talking about their skin concerns and listen for key words or phrases that will tell you what they’re looking for in Skincare.

7. **FIND CUSTOMERS.** Make a list of existing Customers who you think will benefit from Avon Skincare products. Ask your current Customers for referrals and add to the list; people you live near, people from school and work, your kids’ friends parents, and people you workout with or know from the gym.

MAXIMIZE SALES

8. **TURN SAMPLES INTO SALES.** Start with a great opener: “What Skincare products are you currently using?” Would you like to try the latest innovation from Avon?” Make it easy and economical for Customers to try a product by offering them a sample or trial size. Attach a sample to the page it is featured in the brochure. Be sure to follow up in a few days to close the sale. Once they try it, they will buy it.
MAXIMIZE SALES, CONTINUED

9. **USE YOUR SALES TOOLS.** Practice using your all your Sales Tools to educate your Customers and help explain product features and benefits. Your tools will help you sell more Skincare products.

10. **USE SAMPLE PACKETTES, OR MINIS, TO HELP YOU SELL.** Gain commitment from Customers.

11. **DISCUSS A REGIMEN TO THE CUSTOMER.** Write down the Regimen, when (AM/PM), and in what order to apply each product.

ORDER-BUILDER

12. **INCREASE ORDER SIZE.** Be sure to tell your Customer about the benefits of the additional products in her Avon Skincare line. Her skin will look beautiful and so will your sales!

13. **USE THE BROCHURE.** Purchase extra Brochures to reach new Customers. Every weekday, give a Brochure to 3 prospective Customers - get their contact information and follow-up with them within 48 hours. Attaching a sample to each Brochure is sure to bring in the sales.

14. **CROSS-SELL.** Connect good Skincare habits with beauty. Remind Customers that Color looks twice as nice on healthy skin, and you'll strengthen sales in both categories. *Example:* Use an Anew moisturizer before applying foundation and an Anew eye cream to enhance eye shadow and mascara.

15. **LINK-SELL.** If your Customer just buys one product from a product line, introduce her to other products in the line she may benefit from to maximize her Skincare results.

16. **BUNDLE-SELL.** Create an emotional connection for your Customer by enticing her with an image of what she wants and then suggesting three or more products. Put together a skin makeover in a bag and fill it with 3 Skincare products or create a Holiday bundle featuring Skincare products.

FOLLOW UP

17. **FOLLOW UP WITH YOUR CUSTOMER.** Follow up with your Customer within 4-6 weeks of delivering her order and ask about her results. Remind her that consistent use of her Skincare products will help her achieve the results she wants. Take her reorder!

MORE GREAT SKINCARE SELLING TIPS!

18. **THROW A SKINCARE BEAUTY PARTY.** Group selling creates energy and can be very lucrative. Learn more from the Beauty of Knowledge online training. Set a goal to conduct one Avon party every Campaign. Reward the host and focus on showing the latest Skincare products.

19. **KNOW THE VALUE OF A FACE.** Over the course of a year, Customers are likely to replace Skincare products about four times. Repeat sales from multiple Customers amount to higher earnings!