

How to make the most of customer competitions

Avon often holds customer competitions to excite your customers and to support your sales. When a customer sees a competition they would like to enter, it encourages them to spend that little bit extra in order to qualify for a competition entry. This means they are boosting your earnings too!

What you should know

When we let you know there's a customer competition coming up, make sure you let your customers know all about it, and help them build up their order so they can enter.

What you can do

Competition time is also a great opportunity for you to approach new customers and re-canvass old customers – you have a great 'door-opener' as you can tell them all about their great chance to win a prize!

And don't forget, often when the customer wins, so does the Representative – make sure you are a winning team!



Customer - Sarah Seymour won a Volkswagon Beetle in one of our customer competitions!

"The competition was really easy to enter... I thought I was dreaming when I found out I'd won – a Beetle is the car of my dreams so I was really happy. I would urge other customers to enter Avon competitions because they really do have a chance of winning."

Representative - Sharon Bowcott was delighted to learn that one of her customers was a winner!

"I was really surprised when my customer won the competition because I think with competitions in general, you often wonder whether they are genuine. The competition did generate more sales for me at a quiet time of year and the £1,000 prize for the Representative of a winning customer was a welcome reward for my hard work throughout the year. When the next competition comes around, I will probably add a note to the books reminding customers to order because they have to be in it to win it – like my previous lucky customer!"

Customer - Debbie Dover

"I couldn't believe I'd won the competition - I'm always supposedly winning a million pounds with the Reader's Digest so I was shocked when I actually had won the Beetle. I have shopped with Avon for many years and would enter more Avon competitions – I'd also tell other customers to enter because they really do have a chance of winning."

Helen Cornelia

"I couldn't believe one of my customers had actually won a car – she couldn't either!"