



AVON

the company for women

First Quarter Guide 2011

Good planning is the key to your success during this busy period. We hope that you will use this guide to **maximise the opportunities** available to you in the 1st Quarter.

Our aim is to provide you with a focussed reminder of what is happening during each campaign to help you achieve your goals.

- Campaign 17 – 4 – the steps to follow
- 1st Quarter 2011 important information
- Planning information
- Order management
- Replacement call guide and checklist
- Marketing and Communication information



Planning

Fill out all the information that you will need for Campaigns 17 – 4 in the grids below

Campaign	Order Date	Delivery Date	Appointing Days	Appointments Needed	Removals	Activity	Orders
17							
18							
1							
2							
3							
4							



C17 & C18 Foundations for 2011

To keep on track for the 4th Quarter and build for the 1st Quarter

C17 & C18

Your Key Focus – Plan: to give you a strong platform for the 1st Quarter.

Use ALM to track and manage contact with your Representatives and downline Sales Leaders and encourage your downline Sales Leaders to do the same.

Contact is key to keep your Representatives active and retain them for the 1st Quarter.

**Active Representatives and downline Sales Leaders
= 1st Quarter success!**

C17 & C18

Start your contact now and encourage your downline Sales Leaders to do the same as you.

**Check if brochures have been ordered for Campaigns 1, 2 and 3.
Promote the benefits of ordering extra brochures**

- Better value to order a bigger quantity
- Time saving technique during the condensed campaigns
- Reach new customers leading to more earnings!

Remind your team to place an order each campaign to protect your earnings and their earnings too

- Promote the reduced MOV
- Provide all 1st Quarter order dates.

**Active Representatives and downline Sales Leaders
= 1st Quarter success!**

Your Key Actions C17 & C18

Contact inactives – re-motivate/replace	<input type="checkbox"/>
For Representatives normally inactive for C1/2/3 – contact them <i>now</i>	<input type="checkbox"/>
Use customer list template – to help with continuity of service for 1st Quarter. Request customer list on progress calls and updated on T3 calls/business calls	<input type="checkbox"/>
New business opportunity: analyse and develop your team	<input type="checkbox"/>
Recognise PC achievers and start plans for 2011 qualification	<input type="checkbox"/>
Promote Minimum Order Value reduction – £52 (Check Mailplans)	<input type="checkbox"/>
Reminder of Order Dates on every contact and benefits of internet ordering on every contact	<input type="checkbox"/>
Hold Sales Leader meetings to focus on 1 st Quarter guide and protect earnings	<input type="checkbox"/>
How many C1 brochures ordered?	<input type="checkbox"/>
Managing 1 st Quarter selling: forward order C2 brochures	<input type="checkbox"/>
Save time by ordering more brochures	<input type="checkbox"/>
Forward order C3 brochures	<input type="checkbox"/>
Use ALM and SMA to track and monitor your team and get your downline Sales Leaders to do the same	<input type="checkbox"/>
Keep in touch via ALM and Avon Connects	<input type="checkbox"/>

Paper based orders need to be received at the Customer Service Centre by
Wednesday 15th December

All fast-trak and internet orders need to be sent by
15th December at 10am

All orders will need to be in the system by this point.

Applies to off-schedule orders.

Royal Mail Posting for guaranteed delivery for Christmas

1st Class packages need to leave Avon by **Tuesday 21st December**

2nd Class packages need to leave Avon by **Saturday 18th December**

C1, C2 and C3 Planning for 2011

C1

Your Key Focus – 1st Quarter opportunities.

Get ahead to achieve 1st Quarter bonus – plan, act, achieve!

C2

Your Key Focus – 1st Quarter opportunities: Results v Targets.

What are your priorities to achieve your action plan?

C3

Your Key Focus – 1st Quarter opportunities for new business.

Prime territories are released and you have new customers to talk to.

Re-focus on the Business Development Bonus Programme for you
and your downline Sales Leaders to maintain or grow their
business and get off to a great start in 2011

Look out for details of your 1st Quarter incentive
– coming soon on your website



Your Key Actions for C1, C2 and C3

Contact inactives – re-motivate/replace	<input type="checkbox"/>
Check your area Minimum Order Value for C1	<input type="checkbox"/>
Use customer lists to replace lost Representatives	<input type="checkbox"/>
Ask ASM for priority vacancies to appoint in	<input type="checkbox"/>
Review/focus/action plan your downline Sales Leaders	<input type="checkbox"/>
Conduct business calls to promote Sales Leadership	<input type="checkbox"/>
Conduct replacement calls to close accounts and gain recommendations for new team members	<input type="checkbox"/>
Hold back to work meetings with downlines – focus on gaining replacements for an active team to protect earnings in the 1 st Quarter	<input type="checkbox"/>
Be aware of credit policies for 1st Quarter	<input type="checkbox"/>
Use ALM to track and monitor	<input type="checkbox"/>
Use BDB to re-focus and conduct business planning with your Downline Sales Leaders	<input type="checkbox"/>
Use What's In It For You – Sales Leadership Flyer and DVD to promote Sales Leadership	<input type="checkbox"/>
Use What's In It For You BDB & Commission Structure Programme to promote and drive Sales Leadership in your network	<input type="checkbox"/>



Your Talking Points for C1, C2 and C3

Reduction in Minimum Order Value - £52 (Check Mailplans)	<input type="checkbox"/>
Promote one-stop selling – Full details in the E-Guide	<input type="checkbox"/>
Reminder Order dates	<input type="checkbox"/>
Pre-Christmas delivery (Check Mailplan)	<input type="checkbox"/>
Promote President's Club for 2011 – start early	<input type="checkbox"/>
Promote Sales Leadership	<input type="checkbox"/>
Have your Representatives ordered their Campaign 3 brochures?	<input type="checkbox"/>
Use reduced MOV, PSQ & GS to promote Sales Leadership and support your downline Sales Leaders to maintain/grow their status and commission during condensed schedule	<input type="checkbox"/>



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C1, C2 and C3 1st Quarter Information 2011

Minimum Order Value/Discount Levels

The Representative minimum order value and discount levels for 2011

MOV £78

HOV £148

The effective date is from your first full campaign and is dependant on your Mailplan. Full details are listed below.

Reduction in MOV over shortened campaigns

National Mailplans A - E and F2 – J2

The minimum order value will be reduced to £52 in Campaigns 2, 3 and 4. It will then increase to £78 in Campaign 5.

National Mailplans F1 – J1 and K – 0

The minimum order value will be reduced to £52 in Campaigns 1, 2 and 3. It will then increase to £78 in Campaign 4.

Trendsetter Mailplans J1, K and L

The minimum order value will be reduced to £52 in Campaigns 3, 4 and 5. It will then increase to £78 in Campaign 6.



Important information for Sales Leaders 1st Quarter 2011

The following changes will be applied to **Campaigns 1 through to 4 inclusive.**

Personal Sales Requirement

The Sales Leader's own order must achieve these levels to qualify for commission payment. (Performance Points will be redeemed as necessary)

Sales Leader	£96
Advanced Sales Leader	£147
Executive Sales Leader	£147
Senior Executive Sales Leader	£147

Commission

As normal, commission will be paid on all Generation 1 team sales orders over £30. The commission level for Generation 2 and 3 will be reduced to £52 (in line with MOV reduction).

The Group Sales requirements will be reduced to the following levels:

Sales Leader	£576
Advanced Sales Leader	£2547
Executive Sales Leader	£6867
Senior Executive Sales Leader	£12627

Appointment Fee Changes

The Appointment Fee will remain the same as 2010 ie: £7.50 + £7.50.

Reinstatement Fee

The reinstatement fee will not be waived this year.

Removal Policy and Recharges

As in 2010, there will be an extension of one campaign, therefore extending the removal and recharge from three campaigns to four during condensed schedules. Please note that the above rule only applies if the balance on the Representative's account is £4 or less.

Impact your earnings with Active Representatives

Below you will see examples of how Active Representatives will help maintain higher earnings. The example below looks at **1st Generation only**, with 50 Representatives in the 1st Generation and an average order of £150.

Sale Leader Level	
Active Representatives	Earnings
10	£36.00
20	£72.00
30	£108.00
40	£144.00

Executive Level	
Active Representatives	Earnings
10	£81.00
20	£162.00
30	£243.00
40	£324.00

Advanced Sale Leader Level	
Active Representatives	Earnings
10	£54.00
20	£108.00
30	£162.00
40	£216.00

Senior Executive Level	
Active Representatives	Earnings
10	£90.00
20	£180.00
30	£270.00
40	£360.00

F1 Areas 591, 445, 879, 882, 165, 203, 547, 565, 407, 681, 744, 769, 602, 185, 188, 370

F2 Areas 500, 884, 262, 306, 821, 566, 606, 741, 747, 768, 603, 190, 400

G1 Areas 431, 345, 252, 811, 562, 704, 743, 760, 382, 720, 240, 241, 107, 368

G2 Areas 461, 430, 250, 322, 270, 282, 166, 810, 641, 642, 506, 113, 386, 243, 304

H1 Areas 425, 885, 849, 305, 206, 207, 580, 410, 707, 124, 764, 524, 724, 227, 312

H2 Areas 590, 880, 881, 851, 831, 582, 651, 709, 163, 767, 526, 783, 788, 103, 104, 326

I1 Areas 485, 470, 251, 853, 823, 824, 542, 544, 412, 692, 164, 186, 719, 221, 362

I2 Areas 471, 427, 861, 287, 828, 829, 627, 693, 128, 129, 187, 385, 541, 222, 223, 105, 106, 115, 380

J1 Areas 488, 346, 890, 268, 288, 842, 622, 401, 665, 126, 771, 529, 718, 229, 365

J2 Areas 349, 329, 331, 245, 840, 841, 545, 563, 505, 131, 132, 770, 620, 420, 363



Replacement Calls

The object of a Replacement Call is to:

- Thank your leaving Representative for their contribution to Avon.
- Ensure continuity of service for your leaving Representative's customers.
- To gain a recommendation for replacement.
- To update a customer list.
- To keep your removed Representative on file should they wish to return in the future.
- To close/settle their Avon account promptly.

Say thank you

For contribution to Avon - orders and customers.
Keep goodwill for Representative to continue as customer and/or return in the future.

Establish rapport and discuss options

Have a relaxed discussion to establish the Representative's reason for wanting to leave.
Resolve any issue. Discuss options to stay/return at a later date.
If they still wish to leave, offer the service of closing the account and maintaining continued customer service by notifying Corby on their behalf.

Update Customer List and take away Calling Book

Review customers served and highlight the best customers.
“Tell me about this customer...”
“Who used to place large orders?”
“Who ordered every time?”
“Who stopped buying because they couldn't afford it?”
Make a list of non territory customers to offer them continued service.

Arrangements for closing account

Be specific in agreeing final delivery / payment / return of products.



Replacement Calls

- Replacement** Discuss possible replacement using information gained from the customer visit.
- Discuss return date** Subject to reason for leaving. (having a baby, moving house, out of country for a long time etc.)
Agree a date to re-contact.
- Update records** Put re-contact date in diary.
Remove from system using the website.
File records accordingly.
- Replicate** Encourage your Sales Leaders to replicate this process with their team members and downliners. Follow up at team meetings and/or SL Business reviews

Replacement Calls Checklist

Say thank you for contribution.	<input type="checkbox"/>
Why was the Representative wanting to leave?	<input type="checkbox"/>
Did you offer alternatives / solutions e.g. reduce territory, family and friends, networking, order extra brochures to save time?	<input type="checkbox"/>
Did you offer the service to close the account?	<input type="checkbox"/>
Did you confirm when the final payment will be made and how?	<input type="checkbox"/>
If debt is the reason for leaving, discuss options and contact Credit Control.	<input type="checkbox"/>
Did you update Customer List / and take the Calling Book for reference?	<input type="checkbox"/>
Have you got some suggested customers who may take over?	<input type="checkbox"/>
Start replacing immediately, confirm territory with your ASM	<input type="checkbox"/>
Has the Representative been removed from the system?	<input type="checkbox"/>
Have you updated files?	<input type="checkbox"/>
Have you organised meetings with your downlines to replicate the process?	<input type="checkbox"/>



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Marketing

1st Quarter 2011

Campaign 1

Customers have an opportunity to purchase the Vivitar digital camera at just £25 when they spend £10 or more in brochure – a great way to build customer spend and average order.

Raise a toast to your most gorgeous Christmas ever and a fabulous new year, with our new stunning champagne flutes each featuring an individual charm made with Swarovski elements – half price at just £10

Campaign 2

Customers are invited to shop smarter in the Avon sale. As an Avon smart shopper there's great value offers on our world class products. Why would customers want to shop anywhere else?

This campaign also sees the start of the Customer Loyalty Scheme where customers can buy a discounted product, with a £10 spend in brochure, and have the opportunity to purchase the digital scales for £5 (dependant on similar spend in Brochure 3)

Campaign 3

Introducing Onyx Lustre. Black springs back giving richer, deeper colour so set the trend with fashion-forward layers of lustre, inspired by the rich lacquer look of black onyx. Intense black pearl shimmer gives an added depth for a sizzling look this season. Who can resist? Just £5 for tri-shadow (normally £8) and £4.25 for tri-lipgloss (normally £7.50).

Don't forget the second and final campaign of the Customer Loyalty Scheme.

Campaign 4

Launching ANEW Lift and Firm Serum - As skin ages, it produces less collagen and elastin, resulting in loss of elasticity, wrinkles and sagging. Lift & Firm Pro Serum is designed to give instant tightening, lifting and firming, whilst boosting elastin production over time. Introductory price of just £20, will normally be £29.

1st Quarter tips to maximise average order

- To increase customer spend, average order, Representative earnings and retention
- To improve the training of new Representatives in line with Global PATD guidelines
- To actively promote a range of Avon products, and train on how to increase customer spend
- To promote In With Avon and the webinar on the Representative website.

How to conduct a T2+ call

- Focus on WDYK list during appointment
- Arrange T2 call for following week and discuss which customers could call in for a coffee at the same time
- Take a product pack to T2 call and train Representative by showing how to:
 - Create energy and excitement for Avon products
 - Increase customer spend by link selling, bundle selling etc based on customers' existing orders
 - Increase customer service by discussing who else they could show brochures to
 - Sell the Avon Opportunity by identifying potential Representatives (Sales Leadership)
 - Gain commitment for demo purchases from Hello Tomorrow

Tools for success for T2+ call

- Have a range of Avon products for demonstration such as perfumes, creams and make up
- Take advantage of the fantastic offers on products available in Hello Tomorrow

Why will T2+ accelerate 1st Quarter success?

- Results show those conducting T2+ deliver a higher average order
- Representatives who earn more stay with Avon – positive impact on retention
- Getting Representatives engaged in product passes on the enthusiasm of the Avon brand to their customers

Why 'In with Avon' in 1st Quarter?

- Beat the January Blues – inexpensive night in with friends and/or family. Bargain hunt in the comfort and warmth of your own home
- Visit Avon Connects – look for threads on Avon parties and share success stories
- Promote the 'In with Avon' Webinar on the Representative site with all its handy tips



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Communications

1st Quarter 2011



Invoice Letters - National

C18

During your shorter campaigns we reduce your Minimum Order Value (the sales level you need to reach to start earning) to £52.

To find out the campaigns your Minimum Order Value changes, check the information update section of this invoice.

C1

At this time of year you could see a change to your normal post and delivery days. Check the panel opposite for the dates for your next few campaigns and write them on your calendar.

During your shorter campaigns we also reduce your Minimum Order Value (the sales level you need to reach to start earning) to £52.

To find out the campaigns your Minimum Order Value changes, check the information update section of this invoice.

You'll be delighted to hear that there is no increase to Minimum Order Value and Higher Order Value for 2011. After the shortened selling campaigns MOV will revert to £78, and HOV will revert to £148, as in 2010.

C2

At this time of year you could see a change to your normal order post and delivery days. Check the dates for your next few campaigns and write them on your calendar.



Invoice Letters - Trendsetter

C2

During your shorter campaigns we reduce your Minimum Order Value (the sales level you need to reach to start earning) to £52.

To find out the campaigns your Minimum Order Value changes, check the information update section of this invoice.

C3

At this time of year you could see a change to your normal order post and delivery days. Check the panel opposite for the dates for your next few campaigns and write them on your calendar.

During the shorter campaigns we also reduce your Minimum Order Value (the sales level you need to reach to start earning) to £52.

To find out the campaigns your Minimum Order Value changes, check the information update section of this invoice.

You'll be delighted to hear that there is no increase to Minimum Order Value and Higher Order Value for 2011. After the shortened selling campaigns MOV will revert to £78, and HOV will revert to £148, as in 2010.

C4

At this time of year you could see a change to your normal order post and delivery days. Check the panel opposite for the dates for your next few campaigns and write them on your calendar.



Invoice Messages

For the following Mailplans: F1 G1 H1 I1 J1 K L M N O

Reduced MOV

For Campaigns 1, 2 and 3 of 2011 ONLY you will earn discount on customer price orders of £52 and above. It's a great opportunity for you to kick-start your earnings into the New Year.

From Campaign 4, the level at which you earn discount will return to the customer price order of £78 and above. The higher earnings level will return to £148 and above.

To avoid late delivery to your customers, it is important that you place your order online, via fast-trak or post your order on the correct date.



Invoice Messages

For the following Mailplans: A B C D E F2 G2 H2 I2 J2

Reduced MOV

For Campaigns 2, 3 and 4 of 2011 ONLY you will earn discount on customer price orders of £52 and above. It's a great opportunity for you to kick-start your earnings into the New Year.

From Campaign 5, the level at which you earn discount will return to the customer price order of £78 and above. The higher earnings level will return to £148.

To avoid late delivery to your customers, it is important that you place your order online, via fast-trak or post your order on the correct date.



Invoice Messages

Mailplans: Trendsetters J K L

Reduced MOV

For Campaigns 3, 4 and 5 of 2011 ONLY you will earn discount on customer price orders of £52 and above. It's a great opportunity for you to kick-start your earnings into the New Year.

From Campaign 6, the level at which you earn discount will return to the customer price order of £78 and above. The higher earnings level will return to £148 and above.

To avoid late delivery to your customers, it is important that you place your order online, via fast-trak or post your order on the correct date.

www.avon.uk.com

0333 2344000



The fast-trak system is available 24 hours a day,
7 days a week. If you wish to speak to an operator
the line is manned during the following times:

Monday - Friday - 8.00am - 9.00pm

Weekends - 8.30am - 4.30pm

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CAMERA
JUST **£22.90***
when you spend £7* or more across
Hello Tomorrow 1**

Latest News

- ▶ EGuide/Training Guide changes
- ▶ Appointment pack supply issue
- ▶ Avon Connect FAQs
- ▶ Fantastic Christmas Packs
- ▶ 4th Quarter Incentives
- ▶ Trendsetter Backordering C1/C2
- ▶ Live Your Dream 2010

Latest Downloads

- ▶ Free Anew Skincare Kits
- ▶ Online ordering from C16
- ▶ In with Avon
- ▶ Online training for Representatives
- ▶ Avon Connects Updates
- ▶ Anew - online training video
- ▶ Telephone number change

Account Information

Hello Sales Leader103
Today is Wed, Oct 20, 2010
Campaign 16 is due by 10:00 pm on 25/10/2010
CAMPAIGN **16**
5 days left

account information
▶ Account Balance: £55.69

your last visit date
▶ 20/10/2010 11:08:00

saved orders
▶ You have a Regular saved order in campaign 17. Click [here](#) to complete this order and send to Avon.

pending credits/replacements
No pending orders are available

change password
▶ Click to change your password

messages
▶ Click to view your new messages

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