

President's Club Benefits

Increase How Much Your Customers Spend



Use samples

It is a known fact that people who try are more likely to buy, so buying and distributing samples is well worth the investment. You can order as many samples as you like every - watch out for special offers in Hello Tomorrow Magazine. Look for offers coming in the brochure and then order the relevant sample. You can then decide how to distribute them...

- Attach the sample to the relevant page in the brochure
- Give a sample to every customer with their current order
- Hand out samples as you collect your brochures

Show demo

Ever opened your Avon order, seen a product for the first time and thought to your self 'that looks bigger/better than I thought?' - well your customers might think the same thing. Choose a product every campaign to show your customers - it really makes a difference. Fragrance is especially good as a demonstration product. Once your customers have sampled it, the rest of the bottle is all for you. Always wear Avon products when you visit your customers. Your personal recommendations will help to sell products.

Money makers

Using Money Maker opportunities advertised in Hello Tomorrow Magazine gives you an excellent earning opportunity. It allows you to buy selected products before they appear in the brochure, at a very advantageous price. And because of the savings you make, you can choose to pass this on to your customers. Remember buy now but pay later - so there is plenty of time to promote the product. Any unsold items can be returned.

By the way...

By always knowing what is on special offer and what will be coming in future brochures you can give your customers an extra special service. If when you call, they do not have an order ready, tell them about any special offers - 'By the way... did you notice that xxx is on offer with buy one get one free?'

If your customer hasn't taken advantage of the special offers, say 'By the way, I see you have ordered XXX. Did you realise you could now order XXX for just £X?'

If you know what products your customers use you can point out any special offers. 'By the way, did you notice XXX is on offer, with product YYY free!' If they don't already use product YYY, it might go on to become a favourite that they buy regularly.

Promote Special Offers

Busy customers often do not have time to look through the whole brochure; they just look for what they know they need. So take time every campaign to get to know your brochure. That way you will always know what special offers are available and can bring them to your customers' attention.

- Use the message box on the customer order slip
- Write a newsletter / flyer and insert into the brochure
- Choose a product of the campaign and identify it by 'flagging' the page in the brochure

Promote related products

An excellent way to increase the amount your customers spend is to promote related products. For example;

- If they are buying a lipstick - offer them a nail enamel to match.
 - When they purchase a shampoo, offer them the conditioner.
 - Skincare products are made to complement each other, always recommend the full beauty routine.
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