

## How to sell Fragrance



Avon sells over 11 million bottles of fragrance each year in the UK, which equates to one every 3 seconds!!

We sell affordable and unique fragrances for everyone, both men and women, at a range of price points, from our everyday fragrances to our designer Lacroix and Ungaro fragrances for that special occasion!

To help you encourage your customers to try our great fragrances, we've put together some tried and tested selling tips with the help of our Representatives.

- The Avon brochure contains micro-encapsulation fragrance strips. Try highlighting these to customers so they can try fragrances for themselves in the comfort of their own home.
- Try wearing a different Avon fragrance each time you see your customers – take your demonstration bottle along with you so you can spray it on your customers.
- You could try spraying cotton wool balls or ribbons with a new fragrance that is being launched. Then insert these into your customer bags when you are delivering your order.
- Stock up on fragrance samples from Hello Tomorrow and give these to your customers with their order. Remember – customers who try, buy!
- Encourage your customer to layer her fragrance by using complementary fragranced products such as body sprays and shower gels.
- Invest in some body sprays and use them as customer treats or incentives. Your customer may go on to buy the fragrance as a result.

We often hear that customers prefer other High Street brands so we have put together the following guide so you know which Avon fragrance to recommend, based on what they currently use:

### Women's Fragrance

If your customer likes the fragrances shown on the left, they may like the Avon ones shown on the right:

Competitor Fragrance	Avon Fragrance
Lacoste Love of Pink 50ml EDT	U by Ungaro for Her 50ml EDP
Dolce and Gabbana Light Blue 50ml EDT	Jet Femme 50ml EDT
Estee Lauder Pure White Linen 50ml EDP	Little White Dress 50ml EDP
Clinique Happy 50ml EDT	Just Play for Her 50ml EDT
Yardley Honeysuckle 125ml EDT	Timeless 50ml EDT
Body Shop Aqua Lily 30ml EDT	Simple Elements 30ml EDT's

### Men's Fragrance

If your customer likes the fragrances shown on the left, they may like the Avon ones shown on the right:

Competitor Fragrance	Avon Fragrance
Hugo Boss Soul 50ml EDT	U by Ungaro for Him 75ml EDT
Calvin Klein Man 50ml EDT	Black Suede 75ml EDT
Dolce and Gabbana Light Blue Pour Homme 75ml EDT	Jet Homme 75ml EDT
Clinique Happy for Men 50ml EDT	Just Play 75ml EDT
Adidas Team Force 50ml EDT	Pro Sport 100ml EDT

Plus if you can find out which type of fragrances your customers like you can use the chart below to recommend an Avon fragrance from that fragrance family

<b>Fragrance Type</b>	<b>Fragrances to Recommend</b>
Woody Floral	U by Ungaro for Her Dreamlife
Woody Floral Musk	Bond Girl 007
Floral Chypre (Woody)	Christian Lacroix Rouge
Fruit Floral	Célèbre
Floral	Perceive
Floral Musk	Pur Blanca Soft Musk
Oriental Floral	Far Away Little Black Dress
Oriental Woody	Tomorrow
Oriental Fruity	Treselle