

How to use your Representative Calling Book

Your calling book is a vital tool and helps to make your life easier, always ensuring that you can offer each customer a tailored approach. Here are some tips about how to get the most from your calling book:

Record all your calls by using these symbols	B Brochure and sample left O Order taken X No Order taken	Record comments	Always make a date and time to call back
		DS =Done Step BE =Bought Elsewhere NI =Not Interested NT =Next Time A =Allergic NA =No Answer	

CALLING RECORD

STREET:													
House No.	NAME	Best time to call	Camp. £	£	Camp. £	£	Camp. £	£	Camp. £	£	Camp. £	£	Comments
1	Mr Smith	Sat Morn	⊖	5.00									
2			B										
3	Miss Ann	Any time	X										Set list
4	Ms Jay	Mon morn	⊖	2.00									Alcohol
5			X										Set of Wok

STREET:													
House No.	NAME	Best time to call	Camp. £	£	Camp. £	£	Camp. £	£	Camp. £	£	Camp. £	£	Comments

- Write your details inside the front cover.
- Record where you have left your brochures, noting down the relevant campaign brochure you have left. You may find it useful to do this in street order, depending on your allocated roads.
- The symbols help you keep track of who is ordering from you. For example, you can mark a house with 'O' where you have received an order.
- The 'comments' column allows you to record the buying habits of the customers and any special requests. This helps you to provide a personal service to your customers.
- At the back of the brochure there is a special section for recording details of any orders from your family and friends.

When you finish your calling book, you can re-order one from Avon. You will find the product number in the Stationery lists featured in 'Hello Tomorrow' or listed under the Sales Aids on-line when you place your order.