

District 1253

SuperStars

Developing Bright Futures

TEAM LETTER

August 31, 2015

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*Beauty
for a
purpose.*



#BeautyForAPurpose

A Message from your
District Manager

Hello Team;

Welcome to the District Newsletter. I hope that you will find the information in these pages beneficial to building your business. Know that I am always here help you achieve your dreams and goals with Avon. I believe in partnerships and working together and am thankful every day for the amazing people we have in our team! Each of you have such amazing skills and abilities and I am blessed to learn from YOU every day!

Hope you enjoy this newsletter and find it informative. If you are interested in contributing to this publication I welcome your submissions! Please reach out to me!

You all are the best of the best let's share what we know with each other to help everyone grow. We are ONE TEAM – ONE AVON!

Hope your week is as FABULOUS as you are!

Leigh * xo *

*Avon is the company that
stands for **beauty,**
innovation, optimism
and above all for
women*



AVON
the company for women

Selling Tips



How To Sell Avon: An Avon Representative's 6 Best Tips For Being Wildly Successful At Selling Avon Products

As an Avon Sales Representative, you always want to find new customers and sell more products to your existing customers. However some Representatives struggle to get their sales. WHY?

It's not because Avon products don't have a market. Truth is, few Avon Representatives take these easy steps needed to turn this inexpensive business opportunity into a substantial money maker. You can be different. Here's how to sell Avon and make higher profits than most other Avon Representatives.

#1 – Don't spend all of your profits on product for yourself.

Many Avon sellers make the mistake of spending their profits on items for themselves. It's usually part of the lure that makes selling Avon seem so attractive at first. However, if you want to be really good at selling Avon, you need to get past that beginner's mentality. Yes, it's

always a good idea to know about your products firsthand. However, to make serious money as an Avon product representative you have to treat it like a business...*not* a hobby. So remember: you're in the business to make money, not to get product discounts! One thing that helps is to set sales goals for yourself. And when you reach them, treat yourself to an Avon product as a reward for a job well done.

#2 – Publish a newsletter.

One way to keep in touch with your customers is to publish a monthly newsletter that keeps them informed of cosmetic trends and what new Avon products are available.

In the newsletter, talk about your personal experiences with Avon products and give suggestions on how to use the latest Avon cosmetics.

Customers love to learn new ways to use cosmetics, and they will be more likely to buy your products if you can show them how they can make their life better.

#3 – Approach local business offices in your area.

This can be a goldmine if worked properly. Women who work in local offices wear cosmetics to work every single day, and they seldom have the time to shop for them. So take a stack of Avon brochures and drop them off at offices in your area along with samples. Offer an incentive to buy from you — such as giving first time customers a free gift or a small

percentage off their order. Let them know you'll be returning at the same time each week to offer more samples and take their orders.

#4 – Personalize each of your brochures.

When you drop off the latest Avon brochure to your old customers, always include a sticky note on the front cover with a product suggestion specifically tailored to their needs and interests.

To make it easier to stay on top of your customers' unique wants and needs, keep a database of what each customer orders and what they're interested in. That way, you can customize your Avon marketing each time to meet their specific needs. They will love you for it!

#5 – Send thank you notes.

When a new customer orders Avon products from you, send them a personalized thank you card. Let them know how excited you are to welcome them as a customer. This small step is something that most Avon Representatives seldom do, and it's one of the most effective ways to build customer loyalty.

#6 – Be informed and enthusiastic.

To be a better Avon product Representative, take the time to stay abreast of the latest cosmetic trends. And always be prepared to show your customers how to use them.

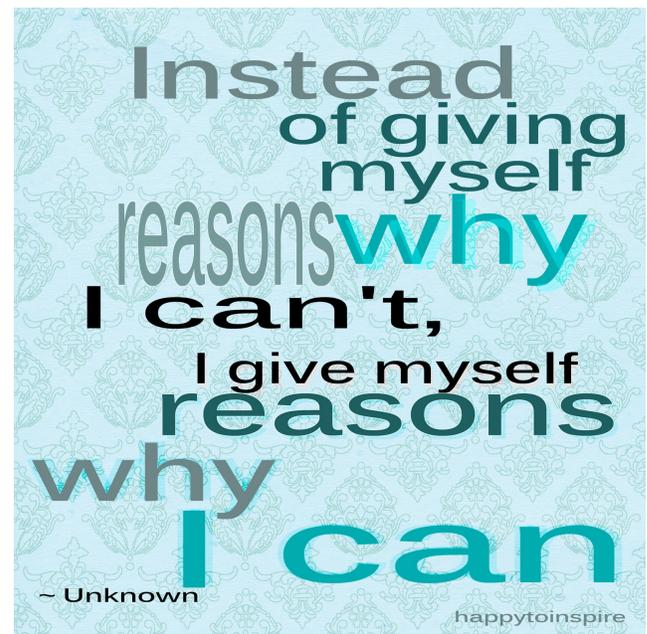
Being knowledgeable and enthusiastic about your product is contagious. Get people excited

about what you have to offer and they'll reward you with repeat orders.

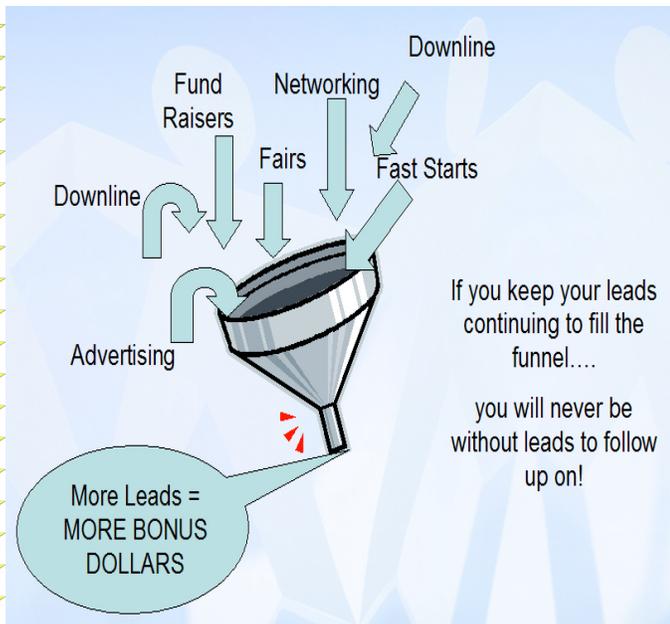
Being a successful Avon product representative is not difficult if you're prepared to put forth the time and effort needed to build a loyal customer following. Be consistent with your marketing efforts and you should see the return you're looking for.

YOU CAN DO IT!

i BELIEVE IN YOU!



AVON RECRUITING TIPS



Don't depend on one direction for your leads, make sure you have them coming from all areas so that you are never without leads to build your business,

Recruiting Tips Shared By Other

Successful Leadership Representatives!

What A Fun Way To Get Leads & Customers!

WHAT IS AVON TAILGATING?

You have seen or even participated in the SPORTS events Tailgating...people bring out their best food, best souvenirs, and best beverages for a GREAT TIME. Most of the time, if not always, everyone is willing to share with everyone walking by.

WHY TAILGATE?

To share our wonderful product and opportunity with others.

To advertise your business!

WHAT YOU NEED (but not limited to):

- * A minimum of 2 representatives, but not more than 4 at one time
- * A large or noticeable vehicle
- * AVON BANNER (Leadership Kit has a perfect one!)
- * A POSTER with the words FREE AVON on it - use vinyl lettering (6" or larger) or lettering from the computer. DO NOT HAND WRITE THE SIGN - make this professional! DO NOT USE RED LETTERING - use DARK BLUE OR BLACK ON A LIGHT COLORED BACKGROUND PLEASE NOTE: AVON must be in ALL IN capital letters, as per the advertising policies of AVON. AVON is a registered trademark and logo.
- * Samples and testers
- * Recruiting Information and Kits
- * Current Brochures
- * Sales Receipts
- * Pens
- * Clipboard(s)
- * Customer Survey - provided on the following pages

Leave the children at a daycare or babysitter so you can focus on the activity and HAVE FUN!

WHAT TO WEAR:

- Appropriate to the weather BUT PROFESSIONAL
- Some reps wear khakis and a polo shirt.
- AVON name badge or pin
- This is not a place for jeans, t-shirt etc. This is work, not errand running or house cleaning time!
- A BIG SMILE AND A GREAT ATTITUDE

WHEN: (not limited to, but recommended):

- Friday afternoons 10-2
- Saturday afternoon 10-2
- Sunday afternoons 11-3

WHERE:

Find an empty parking lot or parking space where there is a heavy flow of traffic AND easily accessible by motorists. Avoid construction areas.

SET UP AND ACTION:

- Each representative should have a sign to hold up
 - Park the vehicles in an angle that you can hang the Banner facing the street
 - Tie Balloons to the vehicle
 - Stand by vehicle and wave at passerby's-
- LOOK LIKE YOU ARE HAVING FUN, because this is fun!

WHEN A MOTORIST/PASSERBY STOPS BY:

- To be fair to each other..rotate who gets the leads.
- When a motorist drives up, ALL REPS should smile and wave, but ONLY ONE person go up to the car or wait on the person to walk up to the AVON vehicle.
- They stop by because they are curious, looking for a specific AVON product or need an AVON representative.
- If they fill out the customer questionnaire, give them ONE sample, one brochure and let them know you will take GOOD CARE OF THEM and

call them soon!

SMILE, SMILE, SMILE and be polite and say thank you as you finish the conversation and/or as they drive away.

THERE ARE NO HARD AND FAST RULES to TAILGATING, this only serves as a recommendation. Make the event PERSONAL and YOURS, but always remember to be professional and have FUN FUN FUN!!!



Customer Surveys are available on our team website at www.district1253.weebly.com

Grab & Go

A great way to store and transport my samples. The fishing tackle department at your local Wal-Mart has some beautiful holders for fishing lures. The ones I found have a pretty blue case with a see through lid on both sides, and a carry handle. I have one set up with all of my skin care samples (in the original avon boxes, arranged in alpha order) on one side and my foundation color samples on the other. I can read the box tops right through the lid! It is so easy to grab and go! One of my downline found a clear ammunition carrier for her lipstick bullets in the hunting department!



Please join me in sending congratulations to the following for their years of service with Avon:

Please join me in wishing the happiest of birthdays to our September babies:

		Years with Avon	
NANCY TELFORD	2-Sep	LISA S PETERSEN	4-Sep 13
PATRICIA A LOVALLO	4-Sep	JUSTINE DREW	7-Sep 8
WENDY THROOP	5-Sep	MILDRED WALTER	8-Sep 2
MARTA MIRET	5-Sep	MICHELE M BEAM	8-Sep 6
WINNIFRED TURNER	5-Sep	LAUDE L EVERARD	9-Sep 46
CARLEEN P WILLIAMS	5-Sep	BETSY E WEATHERS	10-Sep 3
CHRISTY VENTIMIGLIA	7-Sep	GISELE T LOWE	11-Sep 9
SANDRA K DRAWDY	7-Sep	MARCIA JACKSON	11-Sep 2
YVETTE C MAYNARD	8-Sep	DINA LICTRO	11-Sep 6
DOROTHY B JORDAN	8-Sep	GLORIA S ARANGO	12-Sep 7
ERICK CORDOVA	8-Sep	ANNMICHELLE SHAW	12-Sep 1
CONNIE M FISKE	9-Sep	ELIZABETH GRIFFIN	16-Sep 2
THRESSIA GUYTON	9-Sep	LINDA WILLIAMS	16-Sep 10
DONALD LIEBERMAN	10-Sep	ELLA N DEAN	20-Sep 8
LAKISHA DURDEN	11-Sep	JENNIFER WEAVER	22-Sep 1
ANGELA RICHARDSON	11-Sep	NILDA TISCARENO	22-Sep 1
MAUREEN WYNTER	12-Sep	REYNA MARTINEZ	23-Sep 1
ERIKA CALLOWAY	14-Sep	HENRY NEWMAN	25-Sep 1
LIDIA LEDESMA	15-Sep	RICARDO E ENCALADA	26-Sep 1
AMARILIS PREZ	15-Sep	INA V BARON	26-Sep 3
SARAH SADIQI	16-Sep	PANSY E JACKSON	27-Sep 8
EDNA E JACKSON	19-Sep	LILLIE EDWARDS	27-Sep 7
CLAUDIA J MARTINEZ	22-Sep	BESSIE STRICKLAND	28-Sep 2
NERETTE L DEMOSTHENE	22-Sep	ROSA COBO	29-Sep 4
GLORIA J TOTTEN	23-Sep	KIMBERLY G PETTET	29-Sep 12
DARLINE BERTRAND	23-Sep	CARLEEN P WILLIAMS	30-Sep 4
JANETT GORDON	27-Sep	LILIANA JAIME	30-Sep 19
RUTHANN WHITE	29-Sep		
MARY L RAUCH	30-Sep		
SYLVIA MEADE	30-Sep		

