

AVON

Avon ONLINE Party Script Guide

Use this as a guide for your words to say during your LIVE online Avon Party – you will want to tweak this to add in your own personality.

Good luck, be yourself and enjoy chatting about the products you love.

Your Training Team

P.S. Don't forget to check out our full guide to party success.

At the start – give a warm welcome and intro yourself to your guests	Hi everyone, and welcome to my Online Avon party! My name is Louise, and I am your Avon Representative, and here to give you lots of tips and advice on our wonderful range this evening. I am also a mum of 3 children and I work full time as a Training Manager! I joined Avon 3 years ago because I love all of the products, and wanted to be able to help my friends and family shop for them, and my customer base and business has grown from there. Avon has been supporting people like me to work flexibly around my family and day job for over 130 years – isn't that amazing? We have award winning products, and the best bit is, we don't pay for celebrity endorsements, expensive advertising or have retail outlets, so we can pass on our savings to YOU, our fab customers. Stay online with me for the next 30 minutes, as I will be running through my top ten Avon products and their benefits, plus some special offers that you can take advantage of at the moment. I will also be doing a prize draw for one of our amazing Planet Spa Sheet Masks for all of you that are here with me – you never know, it could be your lucky night.
The logistics of the party – share how people can order with you and how it works.	How will it work this evening? I'm going to run through all of the benefits and how to use my top ten FAVOURITE Avon products with you on here, it won't take up your entire evening, just as I said earlier, around 30 mins. You will also have the chance to ask me any questions about any Avon products you like the look of too! Or, if you need any advice on skin care or make-up, then I'm here for you – just let me know in the comments, or message me privately as I would love to help. Once we've finished, I'm going to share my online Avon store link with you, plus my online Instant Brochure, and you can shop with delivery straight to your door! I will reach out to you to see if you would like any help or advice, or if you would like help placing your order too. It's free delivery over £20, you can pay by credit or debit card and Paypal, and your order will usually be with you within 7 days. Easy peasy! If you are in a hurry and can't wait that long for your goodies, then you can opt for Express delivery for £4.50 and can enjoy next day delivery when you order by 1pm (Monday – Friday).
Now is your chance to talk with enthusiasm and passion about your	Now we can move on to the fun bit! Lets start by asking all of you here LIVE with me to share what YOUR favourite Avon product is? Share in the comments as I would love to hear what you are loving! For everyone that shares, I will pop you into a prize draw for the gorgeous

chosen products. Don't forget to share your products through the screen. You need to talk about how they smell, how they feel and any benefits.	Planet Spa Sheet Mask I was telling you about – they are amazing. If you can't narrow it down then share your top 3! I'm now going to share my absolute must have Avon products that I can't live without. Feel free to ask any questions in the comments, and I will either answer live, or get back to you after if I need to check anything out. Here's my top 10 fave products <i>(Here you share your Avon products. Share the benefits and how you use them. Go to the Learning Hub to get all of the information and knowledge on your products. We've given you a couple of examples below);</i> 1. In at number one! Mark Magix Face Perfector.... So, before I use foundation, I have to make sure I've got a super smooth base for it to glide onto! This is where my Mark Magix Face Perfector comes into play! This was recently put to the vote in a blind test against the SMASHBOX Photo Finish Foundation Primer, and 8/10 tested, loved it just as much. With the SMASHBOX one costing around £28, I know which one will always be going into my shopping basket! Who currently uses a primer? It is essential for creating the perfect base for your foundation. Our Mark one is gorgeous on ALL skin tones – one shade fits all, plus it reduces shine, hides pores, blurs lines, is waterproof and can also be worn alone if you don't wear foundation. It's also got an SPF of 20, and it's so important that we layer on as many products as we can with an SPF to protect our skin, even during the winter months from harmful rays. It's currently £(insert price) and I literally would not be without it, it's a staple in my makeup bag. 2. Lets move onto my second product of the evening, Power Stay Foundation.... I adore my Power Stay foundation, and I know lots of my friends, family and customers have switched from their more expensive brand, long-wear foundations, and have been delighted with the results. The coverage is amazing; its light, breathable and matte, and lasts for up to 24 hours! It doesn't look too heavy on me, I'm going to show you now, on my hand, how a tiny bit goes a long way. If you look at my makeup now, I applied my Power Stay at 8am this morning and its still looking good. I use one pump of Power Stay and that is more than enough to cover my face – I don't need any more – so it lasts for ages too. I've had this bottle here since October which is great (show how much is left). I apply mine with our foundation brush which is great and is just £XYZ. The benefits of using a brush are that it is more hygienic, plus it provides really good coverage, is much quicker than using your hands and gives a more even finish. We've also just introduced a Power Stay Concealer to the range, so if you want to target dark circles or blemishes, then this is a great partner to the foundation too. <i>If there is someone on the LIVE that uses the product you are demo-ing already, then give them a mention and ask them to comment with their feedback, as it will help to get your audience involved. It could sound like this...</i> Jackie I've just seen that you are on the LIVE with us here now. I know you love Power Stay and are saving over £20 a bottle on your previous brand – I would love it if you would share your feedback on it for everyone else?
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	There is also a way to check you've got the correct foundation colour. Your face should blend seamlessly with your neck – without any tide lines or marks and you don't need to go down to your neck with your foundation. If anyone would like help choosing a shade, then just message me, or comment below, as I would love to help. <i>Continue talking about your other chosen products remembering to involve your audience as much as you can.</i>
Closing your online party	Those are my favourite products for this party, but don't worry, I plan on doing another one very soon. If you already know what you would like to order then you can go straight to My Avon Store (Insert link), which I've also popped into the description of the event too. I will reach out to you all over the next 24 hours to see if you would like any help or advice from me. If any of you would like to gather a few friends and have some fun online then I would love to bring the Avon party to you, and will gift you something lovely from me to say thank you. I will be in touch soon, and thank you so much for being such a fun audience! If you are watching this back later and want any help with anything, just get in touch. You've been so fabulous, if you are not already on it, I would love it if you would join my exclusive customer Facebook group. I'm going to pop a link into the party for this – we have great fun on there and I'm always sharing the latest offers, advice and tips. The prize draw for everyone who attended will take place over the next couple of days live in here, and if you place an order with me then I will also give you another entry. Have a lovely rest of your evening xox

Congratulations on sharing your business through an online party! Get the date booked in for your next one. In fact, why not host yourself each Campaign? Here are some top tips for following up.

- Post any offers, your My Avon Store link and the latest Instant Brochure in the event for your guests
- Use all of the digital assets provided to thank your guests for coming and for their orders.
- Share a link to your exclusive Facebook customer group in the event, and with all of your 'thank you' messages inviting your guests to join you on there, so you can connect some more.
- If you are a Sales Leader, or would like to bring along a friend, then talk about that at the end of the party. You could say something like this...
"If you love everything you have seen tonight, and would like to earn an extra income flexibly with no pressures, then let me know as I would love to have a chat about the Avon opportunity, the rewards are amazing!"

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