

AVON HOSTING AT HOME

This quick guide will help you to organise the perfect party at home.



WHY HOST AT HOME?

When you host your party at home, you're the boss. You know there'll be no distractions, you know where to place your products and you're in control of the invites.

Here are a few key things to remember to make your party a success:

BEFORE THE PARTY

Know your customer

If your network is busy mums, a coffee morning might attract more guests. If they're single professionals, an evening party might suit them better.

Organise your space

Think about the best place to display your products. If you're putting out drinks and nibbles, place samples close to the refreshments so that it's easy and comfortable for guests to try them out.

Theme the dream

Plan the focus of your party – it may revolve around fashion trends, seasonal events, gift-buying, new product launches or special offers – it's up to you.

Invitations

It's always better to over-invite as some people may drop out on the day. Include a taster of what's to come to create a bit of excitement.

Stock-up

Make sure you order plenty of samples, bundles to sell on the day, lots of tissues, clean spatulas, wipes, brochures, pens and order forms!

DURING THE PARTY

Greet your guests and make them feel at home. Introduce yourself to those who don't know you and the Avon brand. Allow your guests some time to get to know each other. Give everyone a brochure and order form.

SELLING

Present your products. Wear what you're selling.

Focus on the benefits not the features.

Demonstrate. You can do this on yourself or a willing volunteer.

Let your guests try the products for themselves. Trying is buying.

JOINING AVON

Remember you have a captive audience all of whom could potentially join your team.

Share your own personal story of being a representative, make them fall in love with the brand then explain the benefits of being in your team.

AFTER THE PARTY

While you follow-up with 'thank-you for coming', this is a good time to find out if any of your guests want to join the Avon family or would like to host a party for you in their home.

Within 48 hours, follow up orders and make sure everyone who was at the party has had a chance to buy something.

Take personal responsibility for the delivery of every order and follow-up with a call to find out how the customer is finding the product. This kind of care and courtesy can build a loyal customer base for the future.

Start planning the next one!

ENJOY YOUR PARTY!