

AVON IT'S GOOD TO SHARE

Party in a host's home and expand your network



When somebody else is hosting, there are plenty of perks;

- *The host is responsible for inviting the guests*
- *You can benefit from the increased custom that could come from their network of friends and family*
- *You don't have to worry about making cups of tea or washing up!*
- *You can focus on selling*

BEFORE THE PARTY

You've got the place, now set the best time

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

Brochures and order forms

Make sure you give your host a selection of brochures so they can familiarise themselves with the products and share with their guests before the party. Give them order forms so they can collect any orders in advance or from people who can't attend.

Incentives

Think about incentives you could offer the host. You could link it to the number of guests, the number of pre orders or the number of parties they book. The incentive could be extra discount, free products or samples.

Stock-up

Make sure you have plenty of inviting samples, bundles that can be sold at the party, lots of tissues, clean spatulas, wipes, brochures, pens and order forms. Create a pack to give to your host – include samples, brochures, order forms.

DURING THE PARTY

Your host will probably welcome the guests. Make sure you say hello so they know who you are. Allow time for everyone to socialise and get to know each other. Hand out brochures and order forms.

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.

Tell a personal story about the product you are showing. People relate better to stories than facts.

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

Immediately after the last guest has left, thank the person who hosted the party with discounts off products or a free gift.

This is a good time to find out if the host wants to join the Avon family.

Within 48 hours follow up on 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!