



AVON PATHWAYS

Let's Party!

Includes:

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Great Game Ideas

**AVON GROUP SELLING
(HOME PARTIES, LAUNCH PARTIES & OPEN HOUSES)**



Congratulations on your decision to significantly increase your sales through the Home Party Plan with Avon! A great thing about home parties is the ability to connect with and service multiple Customers in a short period of time. Additionally, you may also inspire a guest's interest in becoming an Avon Representative.

Getting Started

Prepare a Home Party Kit

Using a plastic box, collect all of the things you would need to conduct a home party. By keeping this box updated and full, you will be ready to go at any time.

- Tablecloth
- Current Brochures
- Duplicate Order Forms (available on yourAvon.com>Community>Avon Advantage> Towne & Country)
- Extra Pens
- Index Cards (for note taking or game playing)
- Cash Bag, Credit Card Forms and Gift Certificates (printable version on page 10)
- Your favorite beauty products such as: Skin So Soft, Moisture Therapy, Naturals Shower Gel, Avon Bubble Bath, On Duty Roll on, Anew, Mega Effects Mascara.
- 1-3 hot gift items (depending on the season)
- An assortment of samples (Fragrance, Skin Care, Makeup)
- Gifts
 - Door Prize
 - Hostess Thank You Gift
 - Small gift for anyone who brings a guest or books a future party (hand creams, lip balms, shower gels – stock up on these items when on sale.)
- Avon Skin Care Selector Cards (available to print on yourAVON.com>Training>Avon Pathways>Tools & Resources>Skin Care)
- Explore Avon Envelopes for anyone who might express interest in becoming an Avon Representative (also available through Towne & Country on Avon Advantage.)
- Your Calendar to schedule Appointments and new Parties.



You may want to bring a basket full of 'cash and carry' products. Items that you would like to move out of your stock.

Identify Potential Hostesses

- Family and Friends – it's a great reason to get together.
- Good Customers who already LOVE Avon might enjoy getting FREE products.
- Anyone who says "I can't afford Avon." It would give them a chance to get their products FREE.
- Partiers! Who invites you to other types of home parties?
- Small groups who need money. A women's club could host a party with the proceeds going to the organization.

Schedule the Event

Coordinate a date with your hostess 2-3 weeks out. Any further out than that, it gets lost in the shuffle.

Plan the Guest List

Over invite: 20-30 invitations will get 6-10 attendees on average. Providing extra brochures to the hostess can ensure that she gets additional orders from those who were unable to attend.



Many Representatives collect the guest list and mail the invitations themselves to make sure it gets done.

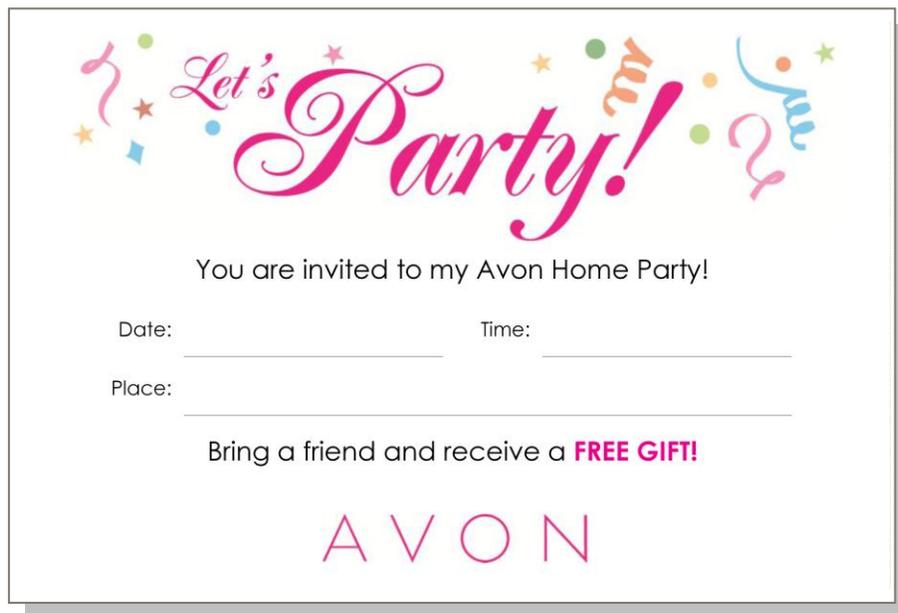


Print and Mail or Email the Invitations

- Collect the addresses and mail for the Hostess (Give hostess additional invitations to hand out personally)
- Give Hostess enough postcards to mail herself
- Create an email invitation



Follow up phone calls 1-2 days before the event is a great way to confirm attendance.



Sample party invitation; see page 9 for printable version

Hostess Checklist

- Prior to the party, collect orders from friends, family and co-workers who are unable to attend.
- 1-2 days prior to the party, confirm attendance
- Plan for refreshments – keep it simple!
- Does your party room have enough seating?
- Have a small table available for display products.

At the Party

Dress for success

Dress professionally! Mix and Match your own Avon clothing, shoes and accessories with current jewelry pieces. Makeup and nail color should all be Avon.

Make your presentation (sample script)

Hi, my name is _____. I am an Independent Sales Representative with Avon Products. I want to first thank **[hostess name]** for inviting me tonight.

- ✓ **Present him/her with a thank you gift**

I would also like to thank all of you for joining us! Who brought a friend?

[Reward them with a small gift. Go around the room and ask everyone to introduce themselves and their friend if they brought one.]

Let me share a little bit about my background.

[Share how long you've been with Avon and what promoted you to start your business.]

Let's get started with some fun!

Our makeup collection and skin care lines are designed in groupings that work together. On an index card, write down every single makeup and skin care product that you use on a daily basis (does NOT have to be Avon) and include an estimated price that you paid.

- ✓ **Award a trial size or small gift to the person with the most Makeup items on their list.**
- ✓ **Award a trial size or small gift to the person with the most Skin Care items on their list.**
- ✓ **Ask the guests to share a few of their products and be prepared with a brochure to show Avon's price for similar products.**
- ✓ **Hand out TWO Anew Skin Care Selector cards to each attendee and ask them to fill them out. (One for them to keep and one to turn in to you for a door prize drawing.)**
- ✓ **Choose a game to play from the Game List on pages 12-13.**
- ✓ **Pass out brochures with Two-Part Order forms inside and allow time for questions and ordering. SEE SOCIALIZE* for tips to keep conversations going. Encourage attendees to approach the display table for a better look at the full size products that you brought.**
- ✓ **Take payments by whatever method you are willing to accept and provide the 2-part carbon of the Order Form as her receipt.**
- ✓ **Play another game from the Game List on pages 12-13.**

If you didn't win anything yet, it's NOT too late. I have some great gifts to give away to anyone who books an Avon Home or Book party for the next month or is interested in learning more about the Avon Earning Opportunity.

*Socialize

Because this is a social occasion for most of the guests, you should remember to spend time socializing and getting to know them. Guests will feel more comfortable if they sense you are interested in them. You may pick up key pieces of information in conversation.

Ask questions like:

- Do you have any gift giving occasions coming up?
- What kind of Skin Care do you currently use?
- Do you have any parties or events coming up where you might need some new jewelry?

Pay attention

- If someone mentions that money has been tight, you may have an opportunity to introduce earning with Avon to her.
- Someone who wants to buy a large amount might like to host an upcoming party to get her Avon as a discount.
- If someone is talking about school or church, she might be interested in learning more about fundraising with Avon

Close the Party

- Collect the Anew Skin Care Selector Cards and draw for a door prize.
- Schedule future parties or Appointments and award gifts for participation.
- Help the Hostess Clean Up.



After the Party

Partner with your Hostess to determine the success of the party.

Add up the total sales of the Customer orders and determine her % of shopping credit for which she qualifies (chart represents suggestions only. You can agree on what she'll receive for hosting a party in advance.)

Total Party Sales		Shopping Credit for YOU!
\$50 - \$150	=	10%
\$150-\$500	=	15%
\$500+	=	20%

Calculate Your Party Success!

Total Sales from Party (including early book sales)

\$ _____ X \$ _____ % (from Chart above) = \$ _____

_____ Parties Booked X \$20 (or Thank You product) = \$ _____

_____ Interviews Scheduled X \$20 (or Thank You product) = \$ _____

(Consider awarding for Parties Booked and Interviews Scheduled until AFTER they actually happen)

TOTAL SHOPPING CREDIT AWARDED = \$ _____

Hostess can spend this amount with you on Avon products.

Deliver the Orders

As soon as the products come in, bag them up and include a Thank You note for each Customer (printable on page 11)

Sample Invitations, Gift Certificates and Thank You Notes

Let's Party!

You are invited to my Avon Home Party!

Date: _____ Time: _____

Place: _____

Bring a friend and receive a **FREE GIFT!**

AVON

Let's Party!

You are invited to my Avon Home Party!

Date: _____ Time: _____

Place: _____

Bring a friend and receive a **FREE GIFT!**

AVON

Avon Gift Certificate

This certificate entitles bearer to \$ _____
worth of Avon products.

Valid Only Through:

YOUR INDEPENDENT AVON SALES REPRESENTATIVE



AVON

Avon Gift Certificate

This certificate entitles bearer to \$ _____
worth of Avon products.

Valid Only Through:

YOUR INDEPENDENT AVON SALES REPRESENTATIVE



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This certificate entitles bearer to \$ _____
worth of Avon products.

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AVON

THANK YOU!

Dear Customer,
Thank you for your business and I hope you are happy with your order from the Avon Home Party. Remember, Avon's satisfaction guarantee.

If you have questions or would like to host a party Let's Talk!

CALL ME:

YOUR INDEPENDENT AVON REPRESENTATIVE

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AVON

Party Game Ideas

Use games to make your party event fun and interactive. And remember, you're not just playing a party game — you're **Inviting** your guests into your store (brochure), **Informing** them of Avon's great products, and **Inspiring** them to become an Avon Representative, too!

Five Layers

You'll need:

- An Avon product of your choice, wrapped in five layers of tissue or wrapping paper.
 - A. Ask Avon Trivia questions (below)
 - B. The first guest to raise her hand gets to answer. If she gets the answer right, she gets to unwrap a layer of paper from the gift.
 - C. The guest who answers the question that unwraps the last layer gets to keep the gift.

Five Layers Trivia Questions:

1. What is Avon's most recognized product? (*Skin So Soft*)
2. What is the name of Avon's anti-aging Skin Care line? (*Anew*)
3. What is Avon's #1 selling makeup item? (*Lipstick*)
4. True or False: Glimmersticks are America's #3 eyeliner? (*False - #1*)
5. Name ANY Avon Naturals scent. (*Anything from the brochure is acceptable.*)
6. What is Avon's #1 selling woman's fragrance? (*Imari*)
7. Name either one of Avon's major charitable causes. (*Breast Cancer or Domestic Violence Awareness*)
8. What is the name of Avon's mosquito repellent? (*Bug Guard*)

Guess the Price

You'll need:

- An Avon product of your choice
 - A. Introduce the product, describing its features and benefits.
 - B. Let each guest try the product. Provide samples if possible.
 - C. Ask, "What is the price of this product?"
 - D. Award a prize to the guest whose answer is closest to the actual price.

