

# Believe

IN YOUR SUCCESS WITH **SALES LEADERSHIP**



Be **YOUR** Best  
with the **BEST**

AVON



Upline Guide

# Introduction

## Guide to the *Believe in Your Success with Sales Leadership* Book

The ***Believe in Your Success with Sales Leadership* Book** provides a quick overview of the Sales Leadership Opportunity. This book is a supplement to the ***Avon Opportunity Meeting***, and includes basic recruiting skills to get new Sales Leaders off to a quick start. You may use this book either one-on-one or with small groups when presenting the Sales Leadership opportunity to established Representatives, or to new Representatives who show promise.







As an ***Avon Sales Leader***, you have the unique opportunity to help others follow in your footsteps as they become successful Sales Leaders themselves. For Representatives who really want to earn with Avon, the Sales Leadership program provides a path to achieving and even exceeding their goals. You can help people dream even bigger dreams and really make a difference in their lives by inviting them to become Sales Leaders.

When you schedule this meeting (*Believe In Your Success With Sales Leadership*), you should:



- Tell your Representative that you are looking forward to discussing how well she (or he) is doing with her Avon business, and you are excited to share some thoughts about how **she can earn even more with Avon through Sales Leadership**.
- Tell her that the meeting will take around 50-60 minutes (75-90 minutes if being done in a small group).

\* This book: *Believe In Your Success With Sales Leadership* can be conducted anytime after your New Candidate gets her first recruit, although she will not have her own copy of the booklet until her 3rd Recruit.

## What you'll need for the meeting:

-  ***Believe in Your Success with Sales Leadership* Book** for the potential new Sales Leader
-  Your own copy of the ***Believe In Your Success With Sales Leadership* Book** and Upline Guide
-  Business cards and Global Prospecting Flyers
-  Jump Start Tracking Worksheet
-  Pens/pencils
-  Brochures, samples or demonstration products, or other small gifts to use in recognizing any special accomplishments the Representative has achieved since joining your team

## What your Representative will need for the meeting:

-  Her original ***Believe in Your Success with Sales Book*** (with completed invitation list)
-  If your Representative does not have a ***Believe in Your Success with Sales Book***, then ask her to bring a copy of her **Customer List**

All training materials available on yourAvon.com>Sales Leadership tab

## Prepare for the meeting:

- Prior to the meeting review any notes that you made about the Representative's goals, dreams and plan during your Believe/Achieve meetings when she first joined your team.
- Review the **Believe In Your Success With Sales Leadership** Upline Guide. This Upline guide will help you prepare for your presentation.
- Print **Believe In Your Success With Sales Leadership** Flow card. Use the Flow card during your presentation to ensure you cover key topics.
- Choose a location that's quiet and comfortable, with enough room to review the Avon materials. This could be in the Representative's home, or in a convenient public place like a restaurant or coffee shop.
- Plan to look your best – wear Avon products and any Avon jewelry or accessories that you have. It will help you inspire your new Representative to believe in Avon!

## Keep in mind:

- Your objective for this meeting is to provide a basic overview of the Sales Leadership opportunity. Once a Representative expresses interest in moving forward with Sales Leadership, you will:
  - Schedule time in the field with her to conduct, observe and coach her on the **Believe In Your Success With Avon** appointment.
  - Schedule her **Achieve With Sales Leadership Discussion 1**; sharing in more detail how to build her Team with 3 simple steps – Inform, Invite and Inspire. Find more details and next steps in the **Achieve with Sales Leadership** book.

## About this Guide

Icons found throughout this book provide easy reference to:



**Recommended things to DO**



**ACTIVITY with your Prospect**



**Specific sections of the book to point out or read**

*Throughout this guide you will find suggestions for what to **SAY** during key points of the Believe meeting. These are only suggestions to help you guide the conversation. You are free to add your own experiences and use your own language when speaking with your Prospect.*

*Believe In Your Success With Avon and Achieve Through Sales Success Conversations 1-3 are Training Contacts for Avon Representatives. Believe In Your Success With Sales Leadership and Achieve With Sales Leadership Discussions 1-3 are Development Contacts for Sales Leaders.*

# Believe in Your Success with Avon Sales Leadership



Begin the Believe conversation by **thanking** the Representative for meeting with you to hear about Avon's Sales Leadership opportunity.

If applicable: **Congratulate** her on her results so far, which might include:

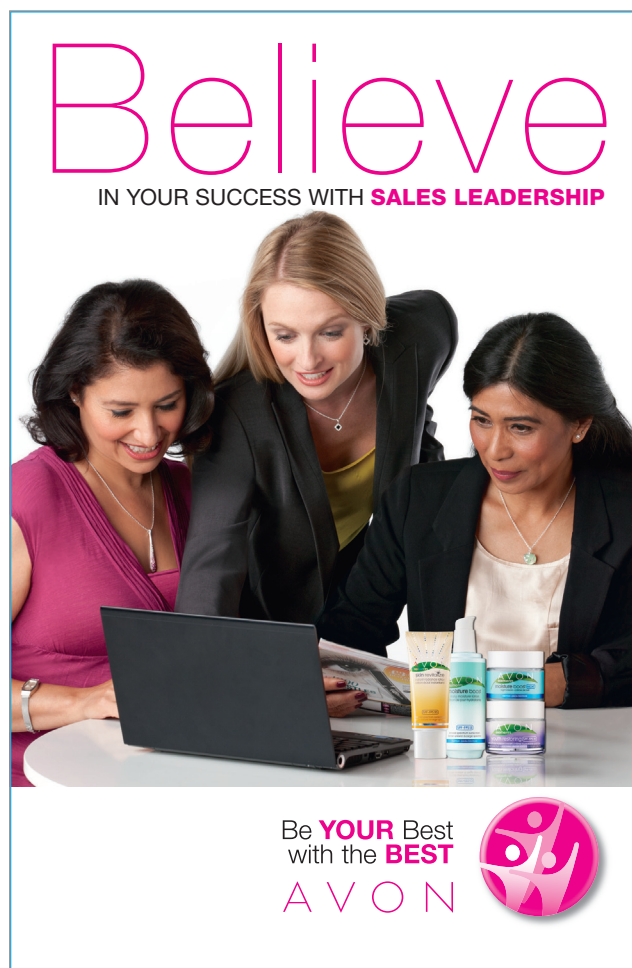
- Increasing her sales
- Growing her number of Customers
- Investing in her business by purchasing brochures, samples and demonstration products

Tell her that **you believe** she has the abilities and initiative to be successful as both an Avon Representative and an Avon Sales Leader.

*Front Cover*

[Turn to page 2]

It's time to **DREAM BIG** with Avon!



# It's time to DREAM BIG with Avon!

The objective of pages 2 – 3 is to have the potential new Sales Leader think about her Avon business in a new way. Your goal is to open her eyes to the possibilities, and share your own success to inspire her to move forward with Sales Leadership.



## ACTIVITY

If an Avon Representative:

- Ask the Representative to write down **why she made the decision to start her own Avon business?** Listen to and comment on her thoughts and how the Leadership opportunity will help her achieve her goals quicker.
- Ask the Representative to write down what she **enjoys the most** about her Avon business. ① What gives her the most satisfaction? **Listen** to and comment on her thoughts, then **share** some of the things you enjoy about being a Sales Leader.
- Ask the Representative to write down the **goals that she has achieved** so far with Avon – these are the personal goals she has set for herself. ② What has she been able to do with her Avon earnings? **Listen** and **congratulate** her on her accomplishments. Then **share** some of the things you have been able to achieve with Sales Leadership.
- **Now, it's time to start dreaming BIG!** Ask the Representative to write down the things she would do with the extra money she could earn with Sales Leadership. ③ **Listen**, and **encourage** her to dream big.

## SAY

- Say “In addition to your current earnings from Avon, what would you do with an extra income every month?” “What impact would that have on you and your family?”
- Say “Now that you have some big goals and dreams in mind, let’s talk about how you could **achieve** those goals with Avon’s Sales Leadership Opportunity.”

[Turn to page 4]

Pages 2-3

# Dream Big!

**Thank you for taking the time to learn more about Avon’s Sales Leadership program.**

We **believe** Sales Leadership is the perfect opportunity for **you** to expand your Avon business.

- ① What prompted you to start your own Avon business?

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What do you enjoy most about being an Avon Representative?

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- ② What goals have you achieved so far with Avon?

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With Leadership, you can reach **further**, dream **bigger** and achieve your goals even **faster!**



**AVON**  
SALES  
LEADERSHIP



- ③ Think about what you would do with **more earnings**. What would you buy? Where would you travel? How would it change your life?

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Believe in Sales Leadership **AVON** 3

# The Sales Leadership Opportunity

The goal of pages 4 – 5 is to quickly introduce the Sales Leadership Opportunity, with its unlimited earning potential.

## SAY

- Say “Sales Leadership allows you to build on the success you’ve already achieved with Avon. You’ll learn how to **build a team** and **help others**, and your earnings are driven by the time and energy you invest in your business.”
- Say “Success in Sales Leadership involves 3 things: **selling and servicing** your Avon Customers, **inviting others** to join your team of Representatives, and **developing** new Sales Leaders just like you!”

Pages 4-5

<h2>The Sales Leadership Opportunity</h2> <p><b>Build your own circle of success and self-empowerment with Avon’s Sales Leadership Program.</b></p> <p>Avon will help you develop valuable team-building skills, enabling you to help others to achieve their own success with Avon.</p> <p>The incredible potential of <b>Sales Leadership</b> puts your greatest dreams and goals within your reach—the more time and energy you invest, the more successful you and your team will be.</p>	  <p><b>Successful Sales Leaders:</b></p> <ul style="list-style-type: none"><li>• <b>Build their own successful Avon business</b> with faithful Customers who buy regularly</li><li>• <b>Create a team</b> by <b>inviting</b> others to join them in selling Avon</li><li>• <b>Develop Successful Leaders</b> by <b>informing and inspiring</b> team members to achieve their own dreams and goals</li></ul>
	<p>“Leadership has given me the freedom to live my life on my terms and the opportunity to inspire others. It almost feels like I’m earning money for making friends!”</p> <p>—Rhonda Voss, Senior Executive Unit Leader and President’s Club, Shelby, NC</p> <p>Believe in Sales Leadership AVON 5</p>



- Read the quote at the bottom of Page 5, ① and then ask: *“How does that sound to you?”*
- Listen to her feelings about what you’ve just told her, and repeat that you believe she can be successful in Sales Leadership, and you’re excited to tell her more about it.

[Turn to page 6]



# Achieving is simple



- After **congratulating** the Representative on her decision to participate in Sales Leadership, **remind** her that the same 3 simple steps that she uses in selling will also help her achieve in Sales Leadership. ①

**SAY:**

- As your team grows, so do your earnings.

[Turn to page 8]

Pages 6-7

<h2>Achieving is simple</h2> <p>Congratulations! With Sales Leadership, you have chosen the opportunity to change your life and help others achieve their dreams as well. Success can be yours with three simple steps...</p> <p>①</p>	 <p><b>Continue to Serve Your Customers</b> + <b>Begin to Develop Your Team</b></p>
<h1>1 Invite</h1>	<p><b>Invite</b> everyone you meet to browse the brochure, ask questions, try samples and buy products.</p> <p><b>Invite</b> Prospects to learn about Avon, ask any questions and join as a new Representative.</p>
<h1>2 Inform</h1>	<p><b>Inform</b> your Customers about product benefits and how to choose and use the right products.</p> <p><b>Inform</b> your Representatives about the Avon Opportunity, how to find Customers and how to sell.</p>
<h1>3 Inspire</h1>	<p><b>Inspire</b> your Customers to believe in the brand, remain loyal and share with others their passion for Avon.</p> <p><b>Inspire</b> your Representatives to believe in themselves, improve their sales and join Sales Leadership.</p>
	<p>Believe in Sales Leadership <b>AVON</b> 7</p>

# What you could earn...

This page shows average earnings for each Sales Leadership Level, and introduces the title requirements to earn. You should relate the earnings back to the goals and dreams the Representative shared on page 3.

It is not necessary to explain the title requirements in detail at this point – the goal is to show the Representative that there truly is a great earning potential and a clear path for her to achieve it.

Pages 8-9

## What you could earn...



\*Average annual earnings from 2010.  
Your earnings may vary.

**Calculate your potential monthly earnings.  
Divide each amount on the opposite page by 12:**

**Unit Leader:** \$ \_\_\_\_\_ ①

• Who do you know who could also benefit from that amount?

• What would you do with that extra amount each month?

(Pay a small household bill: electric, cell phone or cable.)

**Advanced Unit Leader:** \$ \_\_\_\_\_ ②

• Who do you know who could also benefit from that amount?

• What would you do with that extra amount each month?

(Pay a large household bill: rent or car payment.)

**Executive Unit Leader:** \$ \_\_\_\_\_ ③

• Who do you know who could also benefit from that amount?

• What would you do with that extra amount each month?

(Replace or increase my current income.)

**Senior Executive Unit Leader:** \$ \_\_\_\_\_ ④

• Who do you know who could also benefit from that amount?

• What would you do with that extra amount each month?

(Change my life.)

• **How will you feel when you achieve any of your goals?**

## SAY

- Say *“The potential for earning with Sales Leadership is really **unlimited** – the more time and energy you invest, the more you can earn and I can show you how to get off to a great start!”*



## DO

- Share your own story of **moving up** through Sales Leadership, and share the stories of how you have helped other new Sales Leaders rise up in level.

### Instructions for page 9:

- Review each annual earnings with the Representative.
- Have her take out a calculator and divide the UL average earnings by 12. ① This will show her the average monthly income from this level. Ask her what she would do with an extra \$85 per month? Expect answers like phone bill, cable bill, internet bill, electric bill.
- Ask her if that would be enough income for her? Of course not, Unit Leader is the level where she is getting oriented to her new business.
- Repeat with EACH level:
  - AUL: Average \$505. ② This might be enough for a car payment, rent and even a house payment in some parts of the country.
  - EUL: Average \$1,972. ③ This starts to look like replacement income for a job.
  - SEUL: Average \$8,538. ④ This may change her life.

[Turn to page 10]

# Invite others to join

On pages 10 – 13, you will encourage the Candidate to list as many people and places as she can. The lists go from the easiest-to-approach “warm contacts” (people the Candidate already has an Avon connection with) to contacts beyond her Customer list, and finally to places where she can do “cold calling” to find potential prospects.

These lists are critical confidence builders for the Candidate: they help her to see how many opportunities she already has to speak to people about joining her team.

## SAY

- Say “When you give a brochure, a prospecting flyer, and your business card to one person, other people around that person will also see that same information. Think about this with every brochure you deliver, and always ask for referrals.”

Page 10-11

**STEP**  
**1** **Invite**  
others to join your team

It's easy to get started by talking to people with whom you already have a strong Avon relationship: your Customers.

Customers can make excellent Representatives because they love Avon's products. And, along with your friends and family, Customers are also likely to give you **referrals** to others who could benefit from additional income each month.



**1** Write down the names of **Customers, friends and family** who could benefit most from additional income each month:

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_
- 6 \_\_\_\_\_
- 7 \_\_\_\_\_
- 8 \_\_\_\_\_
- 9 \_\_\_\_\_
- 10 \_\_\_\_\_
- 11 \_\_\_\_\_
- 12 \_\_\_\_\_
- 13 \_\_\_\_\_
- 14 \_\_\_\_\_
- 15 \_\_\_\_\_
- 16 \_\_\_\_\_
- 17 \_\_\_\_\_
- 18 \_\_\_\_\_
- 19 \_\_\_\_\_
- 20 \_\_\_\_\_

Believe in Sales Leadership **AVON** 11



## ACTIVITY

- On page 11, **ask** the Candidate to use her current Customer Invitation List and address books to **write down** the names of the people "*Who can you think of who would benefit from an extra income each per month.*" ①



## DO

- **Encourage** her to fill in all the blanks, so she has plenty of people to start talking to right away. Tell her that you'll discuss how to approach these people in just a minute.

[Turn to page 12]

# Beyond your Customer List

On page 12, help the Candidate identify other people she already knows who might be interested in earning with Avon. Ideas include: neighbors, classmates, colleagues, people you meet at parties or events or on trips, etc. Remind her that men can be successful Representatives too!



## ACTIVITY

- Ask her to write down as many names as possible. ①
- Show her how easy it is to build her Customer Invitation List using an exercise called: **F.R.O.G.G.S**
  - **Friends:** What friends pop into your mind first as someone who could most benefit from an extra income every month? Repeat with:
  - **Relatives:** Your side of the family? Your spouse's side of the family? Kids; who is the first person who comes to your mind as you think of each of your children (*i.e., your baby's daycare provider; your elementary age daughter's dance teacher; a soccer mom from your high school age son's soccer team; your married daughter's mother-in-law*).
  - **Occupation:** Who's the first person who pops into your mind from work who could benefit from extra income?
  - **Groups:** 1 person from EACH group to which you and your family members belong.
  - **Geography:** Who in your neighborhood or at your favorite restaurant, coffee shop, etc.
  - **Social Media:** Who do you keep in touch with through e-mail, Facebook, Twitter etc.

Page 12

Think of people you know who are not Customers, but who might enjoy additional income every month. These people can give you referrals as well. For example: Think of someone who may already be working two or even three jobs and wants to spend more time with her family.



### People Beyond your Customer List: ①

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_
- 6 \_\_\_\_\_
- 7 \_\_\_\_\_
- 8 \_\_\_\_\_
- 9 \_\_\_\_\_
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- 15 \_\_\_\_\_
- 16 \_\_\_\_\_
- 17 \_\_\_\_\_
- 18 \_\_\_\_\_
- 19 \_\_\_\_\_
- 20 \_\_\_\_\_

# Places you go


On page 13, ask the Candidate to list all the places she visits on a regular basis ②. Suggest ideas for her – share your own stories of places where you have found new team members.


## SAY

- Say “Now that you’ve completed your lists, let’s see how much potential there already is for you to start building your team!”
- From the List we just created who will you reach out to this week? (Share the *Jump Start Tracking Worksheet*.)

Page 13

There are many places you visit on a regular basis where you can talk about the Avon Opportunity. List places like shops, the bank, the beauty salon, schools. Anywhere you go is a great place to offer the Avon invitation!



 **Places I go:** ②

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_
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Believe in Sales Leadership AVON 13



## ACTIVITY:

- **Step 1:** Fill out the *Jump Start Tracking Worksheet* with the names from page 10-13.
- **Step 2:** From the names added to the *Jump Start Tracking Worksheet* have her calculate her own potential earnings.
- **Step 3:** Tie that amount back to her dream/goal/need from page 3 by saying: "How would that extra \$\_\_\_\_ impact the \_\_\_\_\_ that you want for your family?"

[Turn to page 14]

# Inform

Once the Candidate has completed her lists, she still needs to know how to approach people with her “invitation.” Pages 14 – 15 provide a brief introduction to the words she can use. The goal is simply to get her talking to people about the Avon opportunity, and inviting them to come to an Avon Opportunity Meeting.

## ✓ DO

- Review the examples, ① and then build her confidence by having her fill in the practice exercise and then role playing with her.

Pages 14-15

**STEP**  
**2** Inform

others about the opportunity

①

With **your current Avon Customers**, say:  
*“I know how much you love Avon’s products, and you know so many people. You would make a great Representative yourself!”*

To ask for **referrals**, say:  
*“Who do you know who would be interested in earning an additional income? I’d love to talk to them about the possibility of becoming an Avon Representative.”*

For **new Prospects**, say:  
*“When I started with Avon, I wanted to earn some extra money but had little time to spare. When you become an Avon Representative, you decide when and how to work your business. How does that sound to you?”*

**Let’s Practice!** Pick someone from your list and we’ll practice your approach.

“Hi, \_\_\_\_\_! I’m so excited! I just started my own Avon business so that I could \_\_\_\_\_ and I thought of you because I know you’ve been wanting to \_\_\_\_\_.”







Remember to **mention the great benefits of the Avon Opportunity:**

- Earn extra money
- Be your own boss
- Build a business and achieve your goals
- Inspire others to succeed

When you find someone who is interested in joining your team, **invite her to our next Avon Opportunity Meeting (AOM)** and together we will sign her up and get her started.



Believe in Sales Leadership

AVON 15



# Inspire Others and find Support

Page 16: The best way to inspire others to join Avon is through sharing your personal story.

- Additional ways to share your personal story with Avon include “I started my Avon business because (fill in the blank). I thought of you because (fill in the blank.)”
- An alternative way to invite a prospect to the Avon Opportunity Meeting could be “I’d love for you to join me at a brief introductory meeting to meet some very successful Representatives and learn more about how you can earn extra income every month.”

Page 17:

- Remind your new Candidate of the Supports ② that are available through you, her Upline, and from Avon.

Pages 16-17

**STEP 3 Inspire**  
others to follow your lead



**Share your personal Avon story** of how Sales Leadership has allowed you to grow your business and earnings. Highlight the goals that Sales Leadership has helped you to accomplish.  
Say: “This is what I’ve been able to do with my earnings. What would you do with additional income each month?”

**Invite them to the Avon Opportunity Meeting.**  
Say: “You’ll love the Avon Opportunity Meeting. It’s your chance to learn more about Avon and hear from really successful Representatives.”



 Remember that there are special **bonus opportunities** for you and your recruits to get everyone off to a fast, successful start.



## Avon’s Support



- **Training** (one-on-one, classroom, online, conference calls) gives you step-by-step help as you learn to build your business. ②
- **Personal coaching** from your own Upline Sales Leader and District Sales Manager. They are always available to help with any questions you might have.
- Prospecting flyers, events, Downline Manager reports and other **tools for Sales Leaders** will help you plan campaigns, reach higher titles and increase your earnings.




**We invite you to believe...**  
**in your dreams,**  
**in yourself,**  
**in Sales Leadership.**

**Are you ready?**

Believe in Sales Leadership AVON 17

# Plan to Achieve and Avon Pathways



- Have your new Candidate choose 2-3 of the actions ① which she can implement immediately.
- **REMINDE** her to begin the 6 lessons ② in the Candidate Curriculum on Avon Pathways.
- **RECORD** appropriate contact information and dates for upcoming meetings ③.

Pages 18-19

<h2 style="text-align: center;">My plan to Achieve</h2> <p>① Next steps:</p> <p><input type="checkbox"/> Who will you talk to first?</p> <ol style="list-style-type: none"> <li>1. _____</li> <li>2. _____</li> <li>3. _____</li> <li>4. _____</li> <li>5. _____</li> </ol> <p><input type="checkbox"/> Watch how to conduct an appointment: <i>Believe in Your Success with Avon</i> training video, found on yourAVON.com &gt; Avon Pathways.</p> <p><input type="checkbox"/> Read the <i>Believe in Your Success Upline Guide</i>, found on yourAVON.com &gt; Avon Pathways.</p> <p><input type="checkbox"/> <i>Invite</i> anyone who is interested in learning more about Sales Leadership to the next Avon Opportunity Meeting.</p> <p><input type="checkbox"/> <i>Inform</i> and <i>Inspire</i> your Prospects/Representatives by using this <i>Believe in Your Success with Sales Leadership</i> booklet.</p> <p><input type="checkbox"/> Start to build your team. Observe and conduct an appointment by using the <i>Believe in Your Success with Avon</i> booklet and training materials.</p>	<h2 style="text-align: center;">AVON PATHWAYS</h2> <p><input type="checkbox"/> Set aside time each day to work on your Candidate Training Curriculum at yourAVON.com &gt; Training &gt; Avon Pathways:</p> <p>②</p> <ul style="list-style-type: none"> <li>___ Network Marketing Today (Recorded)</li> <li>___ Launching Your Leadership Business (Live Webinar)</li> <li>___ Believe in Sales Leadership (Booklet &amp; Guide)</li> <li>___ Guide to Selling More (Guide)</li> <li>___ Sharing the Opportunity (Recorded)</li> <li>___ Introduction to PATD (Recorded)</li> </ul> <p><b>Next Business Buzz Meeting:</b></p> <p>Date _____ Time _____ ③</p> <p>Place _____</p> <p><b>Next Avon Opportunity Meeting:</b></p> <p>Date _____ Time _____</p> <p>Place _____</p> <p><b>Achieve with Sales Leadership Discussion 1:</b></p> <p>_____</p> <p><b>My Sales Leader is:</b> _____</p> <p>Contact #: _____ E-mail address: _____</p> <p><b>My District Sales Manager is:</b> _____</p> <p>Contact #: _____ E-mail address: _____</p> <p style="text-align: right; font-size: small;">Believe in Sales Leadership AVON 19</p>
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# The future you imagine can be yours

## ✓ DO

- In closing, **welcome** the new Candidate to Sales Leadership, and **commit** to providing her with mentoring and coaching support.
- This is also a great time to schedule your next appointment with her. Whether it's a prospecting trip, next Avon Opportunity Meeting or her *Achieve In Sales Leadership Discussion* (Training Contact).
- Inspire the Candidate:


## SAY

- *"When you believe, there is nothing you cannot achieve. I am living proof of that, and I am here to help you reach the goals and dreams you have set for yourself."*

### Back Cover

**The future you imagine can be yours.**

At Avon, we **BELIEVE** that when women are truly self-empowered, they have the ability to **ACHIEVE** all of their goals and dreams and even to **EXCEED** their expectations.



**AVON**  
the company for women

Believe in Your Success with Sales Leadership, August 2013 Avon Products, Inc. 59053-9 www.AVON.com

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with the **BEST**

A V O N