
This is the Company

that puts mascara on lashes and food on tables,
that **fighters** wrinkles with one hand and **breast cancer**
with the other. That knows the value of a perfect **lip**,
but still opens its mouth and **speaks out** against
domestic violence and for women's financial **independence**.

This is the Company that not only brings **beauty** to doors,
but also opens them. The Company that **supports** more than
six million **independent Representatives** in over **100** countries.

This is Avon. The Company that for more than **130** years
has stood for beauty, **innovation, optimism**
and above all, **for women**.

*Beauty for
a Purpose*



Start a conversation that matters

Introduction to Advanced Leadership

Beauty for a Purpose

AVON



Welcome to the Avon family!

You have made the right choice – Congratulations on becoming a Sales Leader with Avon’s Advanced Leadership Programme.

Advanced Leadership will give you the opportunity to build your own business in partnership with Avon. Use this guide to assist you in your new venture.

The programme will give you access to training materials and workshops that will help and guide you to reach your goals, no matter how big or small they are.

Now is the time to set your goals and achieve your dreams. You’re not alone – your Area Sales Manager or Independent Sales Leader will support you to ensure your questions are answered. The opportunities with Advanced Leadership are endless. I want to wish you a long and happy affiliation with us.

Mikey Bicknell
Sales Director
Avon Justine South Africa

Let this guide work for you

- Why should you take part in the Advanced Leadership Programme?
- Avon gives you the tools
- Getting started
- My first goal
- Build your business with PATD
- My first Representatives – Who do you know?
- Key Skills 1, 2 and 3
- Let’s talk about the appointment
- Power of 3
- Let’s begin planning
- Advanced Leadership A-Z Guide



Dates for my diary

Important dates/meetings

Introduction into Advanced Leadership: _____

Advanced Leadership Training: _____

Team Meeting: _____

Brochure Launch: _____

Other: _____

Other: _____

Other: _____

Other: _____



Let Advanced Leadership change your tomorrow today!

All it takes is starting a conversation that matters...

Why is Advanced Leadership perfect for you?

- Be your own boss
- Work flexi-time to suit your needs
- Earn what you want/need
- Gain confidence in building your own business
- Be part of a team



“As a breadwinner, I was struggling to support my family and make ends meet. A friend introduced me to Avon’s earning opportunity to become a Sales Representative and I’ve never looked back. Now, I am an Independent Sales Leader. Avon changed my life and I’m now able to support my family.”

Irene Ramalepe
Independent Sales Leader

The tools you need...

...to build your business with your Sales Leader bag



Bag Contents

What should I use it for?

- 1 Prospecting Flyers**
 - Use these flyers when you are talking to new potential Representatives or Sales Leaders
 - Use during recruitment drives, offering them the Avon earning opportunity
- 2 Appointment Packs x 5**
 - Representative agreement – complete all the fields in full using clear writing, Please write in black pen only
- 3 Representative Start Smart Flyer**
 - Use this easy to follow flyer to show your prospective Representative how easy it is to join your team and be successful
- 4 Believe to Achieve Training Manual**
 - This manual will assist you with all the tools you need to run your Avon business successfully
- 5 Introduction to Advanced Leadership Manual**
 - Use this book to kick start your Leadership business
- 6 Advanced Leadership Flyer**
 - Use these flyers when you are talking to new potential Sales Leaders
- 7 Sales Leader Start Smart Guide**
 - Easy to follow flyer to build your Leadership business
- 8 Bonus Structure Flyer**
 - This flyer will guide you through the level structure, criteria and percentage commission in business Leadership
- 9 My Avon Office Booklet**
 - Simple Quick Guide for getting started on My Avon Office
 - This tool will help you track your performance against Advanced Leadership KPIs as well as drive your team
 - Overview of online appointments

Getting Started

First step

Follow the 5 Golden Rules

- 1 Sell Avon products to all your friends & family
Anytime, Anywhere, Always, Ask
- 2 Grow your business by appointing new Representatives in your team
- 3 Duplicate your success by developing new leaders in your team
- 4 Coach, train and have regular meetings with your team
- 5 Continue to grow your team and keep them active



Say YES to AVON

What do **you** need to be successful?

- Goals
- Ambition
- Enjoy motivating others
- Desire to run your own business
- Build and develop a team
- Enjoy meeting new people

What qualities do **your team** need to be successful?

- They are friendly and can speak to others
- They know the difference between a doer and thinker
- They want to make their dreams a reality TODAY; not someday

Let our **online tools** help you in all aspects of your business

- Use social media to prospect and connect with your customers or team
- Opt in to receive leads in your area on My Avon Office Leads
- Opt in on the mobile app to receive customer orders from new and current customers
- Use My Avon Office to track and manage your performance
- Train your new Representatives & Leaders on these tools as well

Top Tip
You have taken up the opportunity, now offer it to others just like you!

My personal goals

Short-term goals

- Pay accounts or credit cards
- Pay for school uniforms/fees
- Weekend away with the family
- That new toaster, fridge, etc...
- Buy daily necessities (bread, milk, etc)
- Other _____

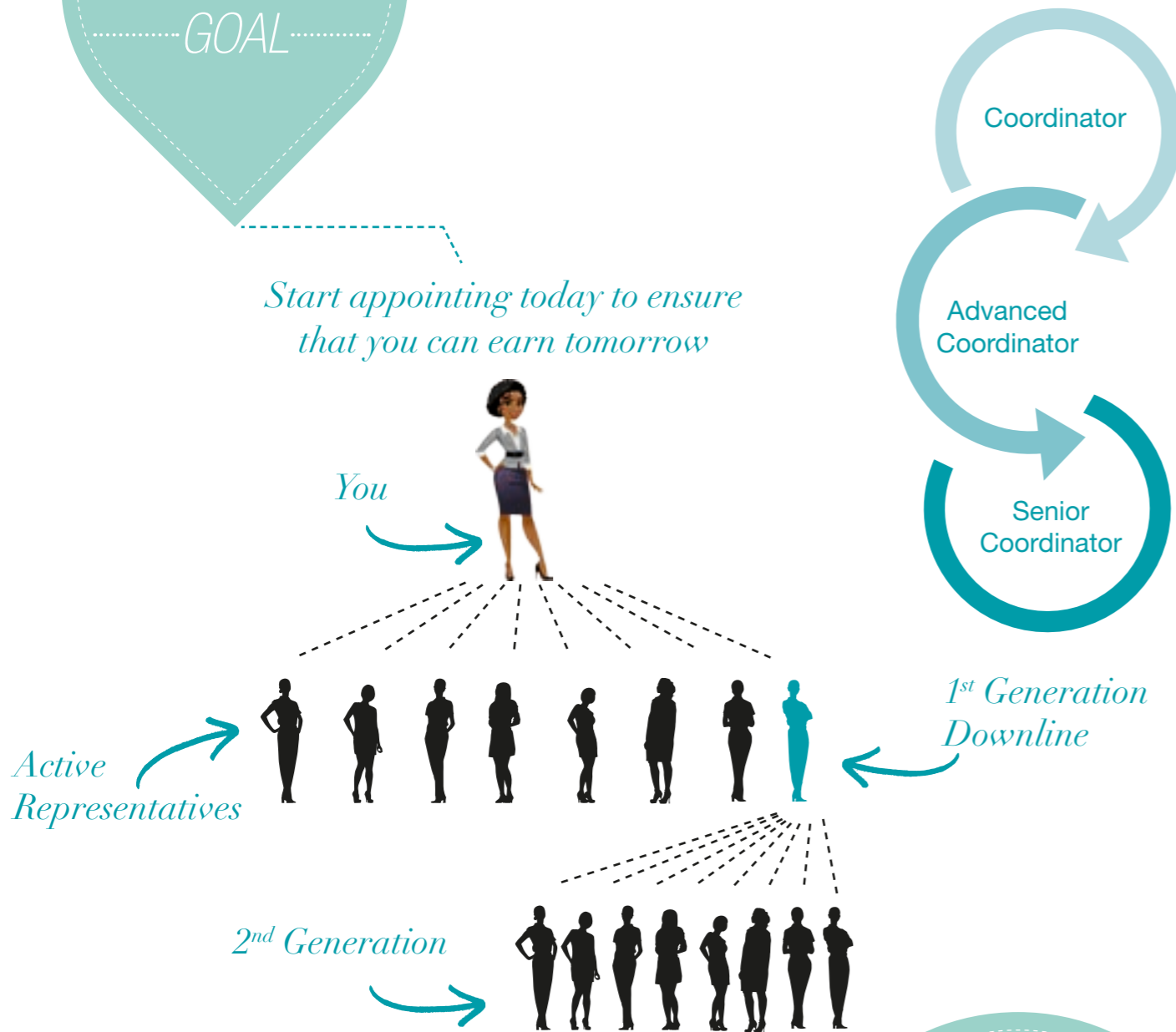
Long-term goals

- Overseas family holiday
- Save for a new car
- Home improvements
- Deposit for a new home
- Other _____

My First GOAL

COORDINATOR LEVEL

Start appointing today to ensure that you can earn tomorrow



Your earnings potential increases as your team grows. Your team consists of:

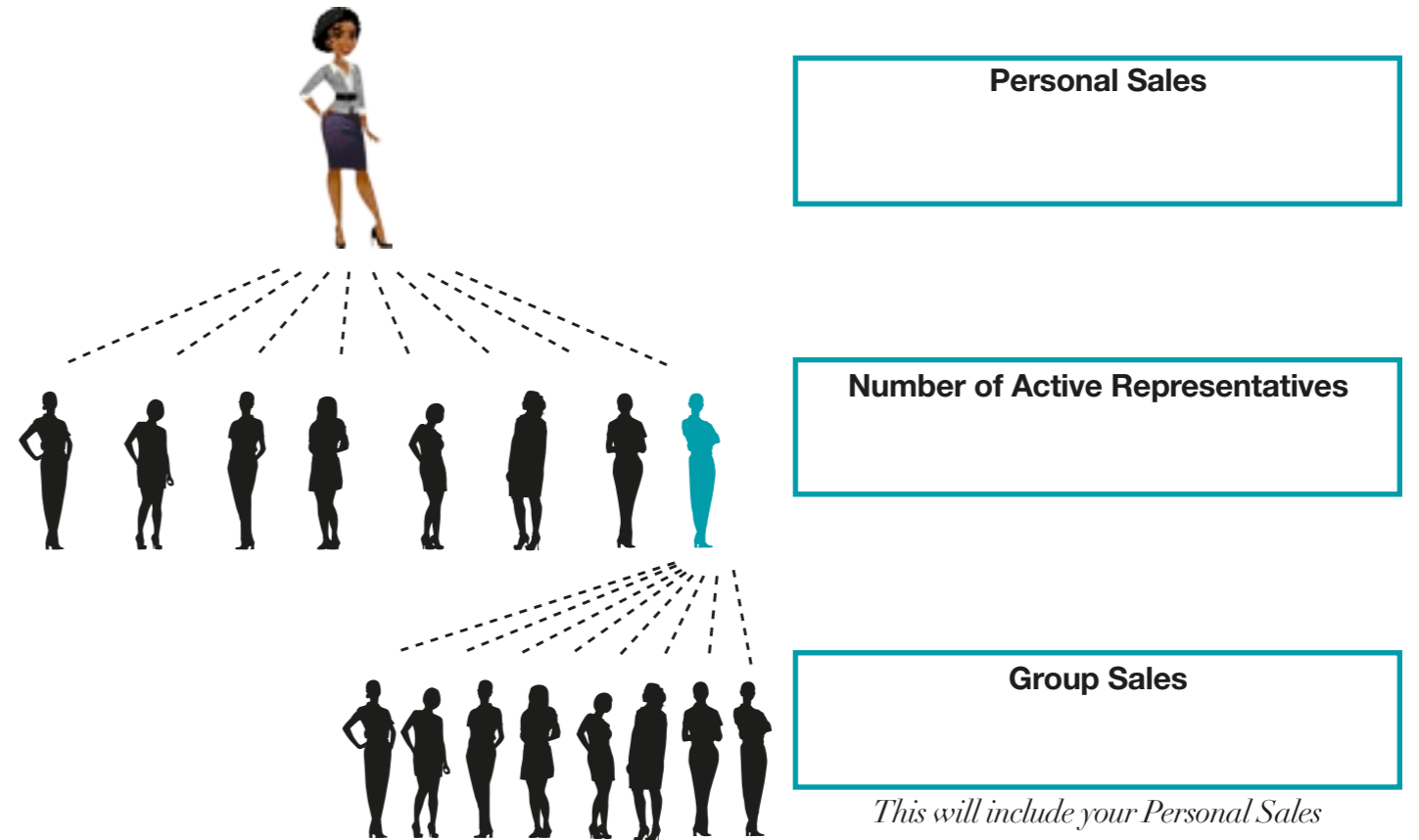
- You (the Upline)
- Your Team (1st Generation Active Representatives)
- Your 2nd Generation (the Generation that your 1st Generation Downlines recruit)

Top Tip

Who is an Active Representative?
A Representative who placed an order that was invoiced and the sales amount was bigger than the amount of any returns.

How to reach MY FIRST GOAL

Refer to the Earnings and Bonus Structure (handout)



My potential EARNINGS

Personal Award Sales Discount: % ___ R _____

1st Generation: % ___ R _____

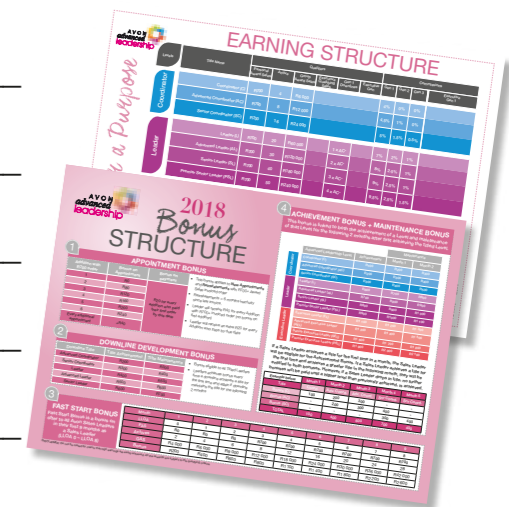
2nd Generation: % ___ R _____

Appointment Bonus: R _____

Achievement Bonus: R _____

Fast Start Bonus: R _____

Total: R _____



Build Your BUSINESS WITH

PATD

As your skills in PATD grows, so will your confidence in building and managing your team. Your Upline Sales Leader or Area Sales Manager will personally coach, mentor and guide you in mastering PATD.

P
Prospecting
Build your team by talking to people about Avon's Earning Opportunity.

A
Appointing
Appoint your interested recruits into motivated Active Representatives.

T
Training
Show your Representatives how to sell Avon and build their business using the Believe to Achieve training manual.

D
Development
Coach, train and develop your team, identify team members who would like to become Independent Sales Leaders like yourself.

Top Tip

When selling the Avon earning opportunity, don't forget to use all your resources*, including phone calls, social media, SMS and e-mail. Visibility is the key to success in Advanced Leadership.

*Ensure that you comply with the Consumer Protection Act. For details visit www.avon.co.za.

My first Representatives

Who do **YOU** know?

Who are my family and friends?

- Who is your best Avon customer? Convert her into a Representative
- Give people the opportunity to earn an extra income

Do they have family and friends? (Referrals*)

- Ask friends of friends and friends of family if they know someone who could use an extra earning opportunity

You belong to... grow your network by prospecting at:

- Work
- Clubs
- School runs/Lift clubs
- Nurseries
- Health clubs
- Local shops
- Retirement villages
- Local community/Social groups
- Hairdressers
- Local businesses

Know your surroundings and neighbourhood

- Do you attend any large community activities on a regular basis?
- Where are the best places to leave posters and flyers?***
- Let your daily routine work for you – talk to everyone you meet

Who will I invite to be **my first Representatives?** 

Name	Phone number	Appointment date

*For best results ensure that referrals are aware that they will be contacted.

**Ensure you have permission from the venue.

Key Skills

1, 2 and 3

1st
key skill

MY APPROACH

2nd
key skill

GENERATING
MY LEADS

3rd
key skill

MY
APPOINTMENTS



1st key skill

MY APPROACH

Approaching your friends and family may seem easy, but you will need to master the skill of approaching people you don't know

Potential Representative

Hi there!
Today I'm looking for people just like you - people who would like to earn an extra income. What would you do with an extra income?

Potential Representative

Hello there!
I can show you how to use your spare time to earn some extra money through Avon. Doesn't that sound like a great opportunity?

Potential Customer

Hi! My name is ...
Tell me, when was the last time you saw an Avon brochure?



Tools and resources

- Buy appointment packs and brochures.
- Internet access www.avon.co.za
- online ordering
- Avon mobile app
- mobile brochure
- training library

Top Tip

Appoint anybody who needs an extra income. Train and develop them and offer them the Advanced Leadership Opportunity.
Teach new Representatives how to find, serve and build a good customer base.


Business Planner for my approach

Generating my names

Practice and perfect your opening to sell the Avon Earnings/Leadership Opportunity

Talk to your friends, family and existing customers

Approach people via your personal e-mail listings and online via your social media friends lists etc

Take a few minutes and write your own dialogue on how you will approach your first prospective Representative: 

2nd key skill

GENERATING MY LEADS

The more you approach and speak to people, the more leads you will generate by asking them for referrals*. This is crucial to your success as a Sales Leader.

Start with the "Who do you know" list. It is always easier to generate interest from people who trust and know you.

Ask them to refer a friend

If someone says no, don't take it personally. They are saying no to the opportunity not to YOU. Ask them if they have a friend that might be interested. Remember each no is a step closer to a YES.

Always get referrals from everyone you meet by using the 4 A's of Avon:
Anytime
Anywhere
Always
Ask



Tools and resources
Avon brochure; samples; prospecting flyers; online resources for social media; Start Smart Guide; pen and note pad; posters

Top Tip

Use as many of the tools as you can to generate referrals*. The more you promote your new Avon business the more referrals* you will generate.

Business Planner for generating my referrals

Generating my names

Speak to friends, family and the people on your existing customer list
Refer to your Customer List in the Believe to Achieve book

Prospecting in your local main street and even at local markets.
Also attend all recruitment events in your area

Approach people via your personal e-mail listings and online via your social media friends lists etc

Social media is a great way to connect

How "Possible Sales towards your Group Award Sales" work:

$$\begin{array}{c}
 \text{10} \\
 \text{First} \\
 \text{Representatives}
 \end{array}
 \times
 \begin{array}{c}
 \text{R700} \\
 \text{Order Value}
 \end{array}
 =
 \begin{array}{c}
 \text{R7 000} \\
 \text{Group Award} \\
 \text{Sales}
 \end{array}$$

- Talk to 30 people about the earning opportunity
- Convert 10 into your first Representatives with an invoiced order

*For best results ensure that referrals are aware that they will be contacted.

3rd key skill

MY APPOINTMENTS

The appointment is the first step to success for every Representative. Spend time training Representatives because their success is your success.

Use the Start Smart Guide for all appointments to ensure Representatives know what to do next. Encourage them to place more than one order each month.
More sales = more earnings for the both of you.

Invite all your Representatives to all your meetings/training.
Did you know: Representatives who attend regular training sell more and stay in the Business longer.

Show all your new Representatives how to receive online training at www.avon.co.za as well as the mobile brochure tool, social media adverts and widgets.



Tools and resources
Buy appointment packs, order forms and brochures; internet access (www.avon.co.za); Avon mobile app; Start Smart Guide; online ordering; Training Library; Believe to Achieve book.

Top Tip

Use the Start Smart Guide together with the Believe to Achieve training book to help Representatives achieve success.

Business Planner for my appointments

Generating my names

Show – Share – Observe

Carry out appointments with confidence and duplicate the 3 key skills

Follow up training calls

Plan your next meeting/training dates

Avon opportunity meeting: _____ Numbers attending: _____

Believe to Achieve meeting: _____ Numbers attending: _____

Brochure launch: _____ Numbers attending: _____

Meeting with Representatives: _____ Numbers attending: _____

Meeting with Downlines: _____ Numbers attending: _____

Let's talk

ABOUT THE

APPOINTMENT



APPOINTMENT

- Appoint your new prospective Representative using the Start Smart Guide
- Register your new Representative using the online appointment tab on My Avon Office



FACE-TO-FACE CALL

- Visit your Representatives as soon as they have received their box. Work through the Believe to Achieve book
- Show them how to place their next order, using either: Online (on the website), Mobile App or SMS Ordering



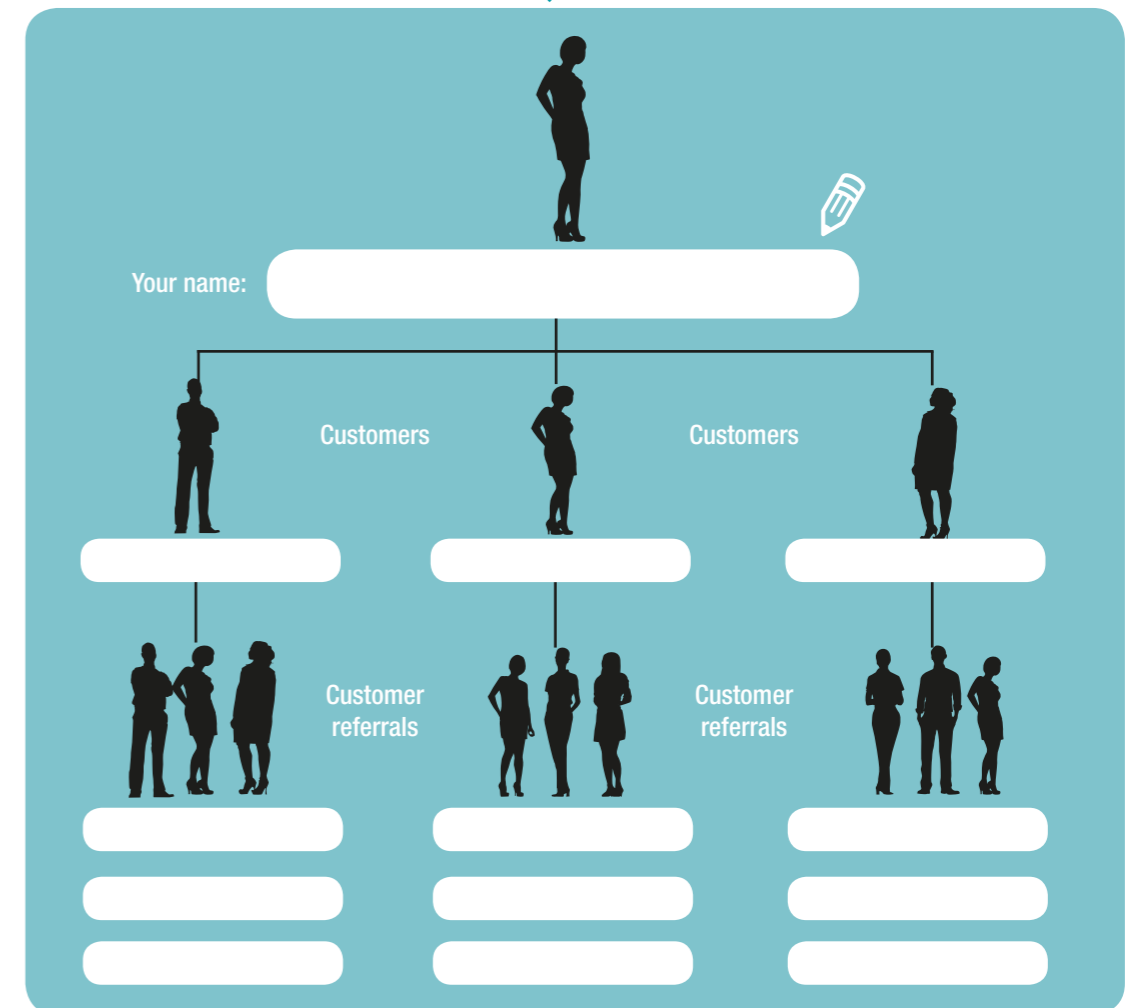
MEETINGS AND TRAINING

- Invite your team members to attend all your meetings and training days
- Representatives attending training, typically sell more and stay in the business longer than those who don't

How to

FIND MORE

CUSTOMERS



The Power of 3 will help you invite more people to sell Avon.

- The idea is simple yet powerful: just show your Avon brochure to at least three new people every day and share the earnings opportunity
- To achieve even more success, ask every customer whether they are interested in selling Avon as a Representative or becoming an Avon Sales Leader

Achieving your goals starts with expanding your "Who do you know" list.

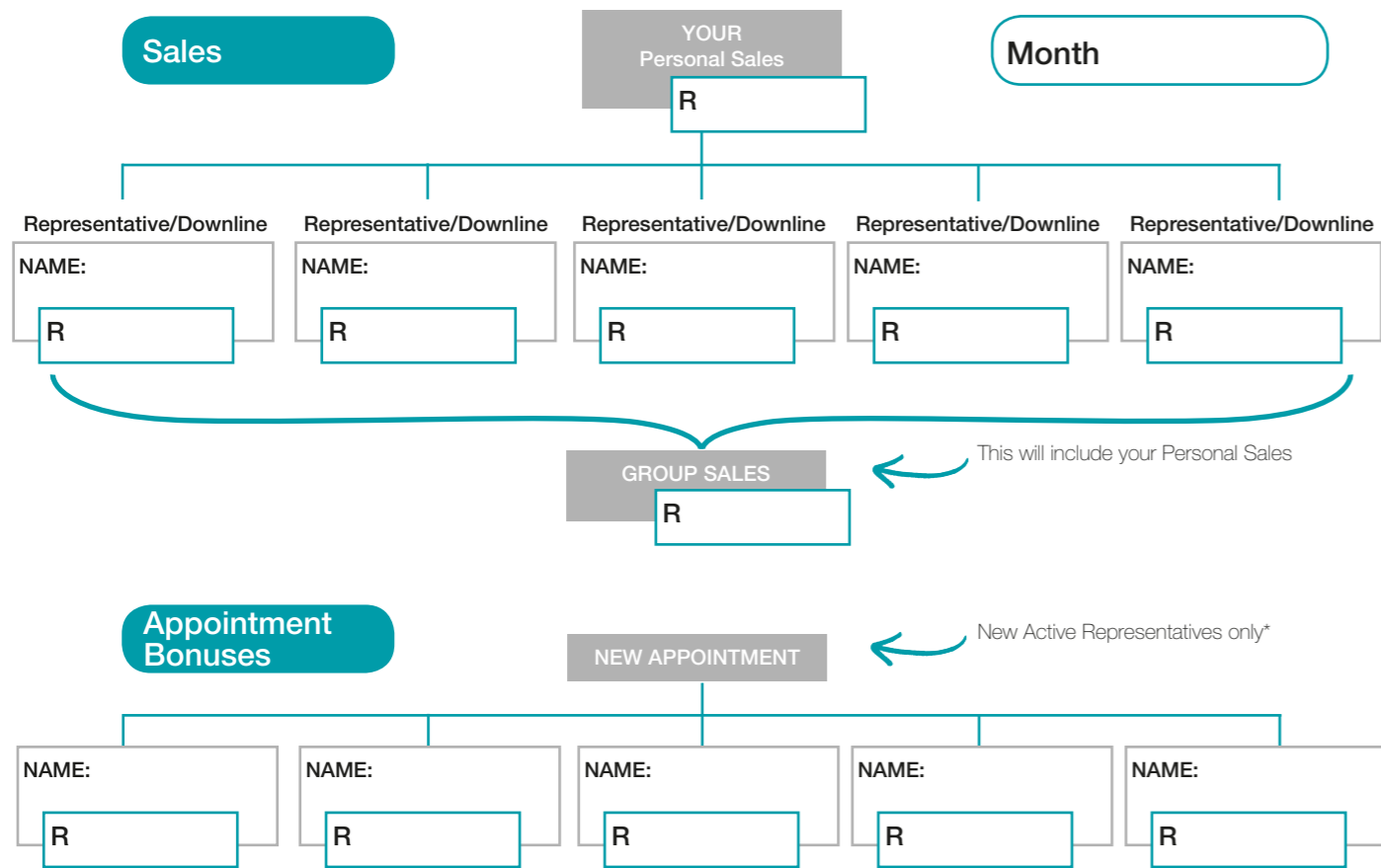


$$3 + 9 + 27 = 39$$

Let's begin

PLANNING

Make copies of this plan and complete/use it every month
Refer to the earnings and bonus structure handout



FAST START BONUS

Fast Start Bonus is a bonus on offer to all Sales Leaders in their first 9 months as a Sales Leader (LLOA** 0 – LLOA 8)

Month	1	2	3	4	5	6	7	8	9
LLOA	0	1	2	3	4	5	6	7	8
PAS									
Actives									
GAS									
Bonus									

DISCLAIMER: Do not be misled by claims that high earnings are easily achieved. All the rewards are subject to the qualifying criteria.

*Terms & Conditions apply. **LLOA = Leader Length of Association.

My 1st Month

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

→ Continue serving my own customers and invest in buying brochures

How to invite people:

- Make a list of names from your surroundings and contact them
- Invite them to an Avon Earning Opportunity meeting and share your success story with them so they too can believe in Avon's opportunities

How to get new names by referrals* (Power of 3)

- Contact the people you meet during the week and share the Avon Earning Opportunity with them
- Add the additional names you received through referrals to your "Who do you know" list
- Contact these referrals*, invite them to a meeting and share your success story with them

Top Tip

Use these ideas to complete your Planner

How to find new names by prospecting:

- Add to your list by prospecting every day
- Use your prospecting flyers by distributing them at local events and markets
- Write these names on your "Who do you know" list for easy reference
- Contact these people and continue with the "How to invite people" section above

*For best results ensure that referrals are aware that they will be contacted.

My 2nd Month

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

- Place my order to fulfil my customers' needs and invest in buying brochures
- Continue prospecting

How to train Representatives to sell more by maximising the sales tools available to you:

- Focus on sharing more knowledge by inviting your team to training and meetings, for example: Brochure launches; how to sell more from the next brochure; using my samples and demo-products to maximise my sales



My 3rd Month

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

- Place my order to fulfil my customers' needs and invest in buying brochures
- Continue prospecting

How to inspire Representatives to achieve Coordinator Level:

- Invite Representatives to the Introduction to Sales Leadership & Coordinator Workshop

Remember to continue with best practices

- Continue following best practices month after month

If you're not achieving the desired results, duplicate success and change actions.



Advanced Leadership

A-Z

GUIDE

Active Representatives – are one of the qualifying criteria's to achieve as a Sales Leader

Bonus – we have the fantastic Leadership Bonus programme in place

Commission – an earnings opportunity

Downline Sales Leaders – the way to grow your Group Award Sales

Executive Commission – evolution, enhanced earning, additional opportunities

Fantastic earning opportunity is what we know you will say about the Advanced Leadership programme when you're out and about prospecting

Group Award Sales – is the key to success with the new programme

Hard work – is essential, but remember to work smart

Inspirational levels – what the new programme offers, plus: keep an eye out for the VIP levels soon

Join together – work with your Area Sales Managers and your Downlines to ensure you are all working towards the same objectives

Keeping the best of what we already have. We know what works and have enhanced this

Levels – 11 titles (10 core) are split into three separate segments of Leadership: Coordinators, Leaders and Executive Leaders – we also have the two VIP Levels coming soon!

Multi-level marketing – reflected by the new Advanced Leadership programme

New business – real earning opportunity for all Sales Leaders

Oppportunity – time is of the essence. Now is the perfect time to get geared up and ready

Personal Award Sales – don't forget your own personal sales requirements

Qualification – more opportunities to qualify means more successes to celebrate for you and your team

Representatives – as always they remain the heart of the business

Success – with ambition and drive, you can build your business and achieve your goals

Titled Levels – an increase in Levels offers more opportunity

Unlimited – the sky is the limit with Avon if you work smart with your team and get the fundamentals right

VIP – don't stop at Executive Leader Level; there are advancement opportunities when you reach the VIP Levels

Work – when we work together, we win together

XI – the number of Titles the Advanced Leadership programme has to offer

Your Avon meeting – your opportunity to build and strengthen your team

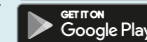
Zoom – your way to success

Important Information

Website: www.avon.co.za

DOWNLOAD OUR APP!

[Search Avon Brochure](#)



Avon Service Centre

Tel: 0860 10 23 45

E-mail: leaderqueries.sa@avon.com

Proof of Payment

Tel: 0860 10 23 45

E-mail: creditcontrol.sa@avon.com

Account Balance

To find out what your account balance is, SMS the word "BALANCE" followed by a space and your account number to 31394 for example: [BALANCE 12345667](#)

Order Status

To find out where your order is, SMS the word "WHERE" followed by a space and your account number to 31394, for example: [WHERE 12345667](#)

My Details

Name:

Avon Account Number:

E-mail Address:

Phone Number:

Area Sales Manager Details

Name:

Mobile Number:

E-mail Address:

Phone Number:

Direct Upline Details

Name:

Name:

E-mail Address:

Phone Number: