



AVON lead

THE PUBLICATION FOR SALES LEADERS • ISSUE 1 2012

Media marvels

Facebook forward

20 years of anti-ageing

Welcome



I'm delighted to introduce the first issue of Lead Magazine – a newsletter especially for our Sales Leaders. It includes success stories, news, tips and experiences from people who really know what they're talking about ... YOU!

We'll keep you up to date on what's happening in the business, and share news about sales tools and events.

Lead will be emailed to you or you can download it from the website.

This is your magazine so we'd love to hear from you. Send us your success stories, business tips or any advice you think could help fellow Sales Leaders. You can contact the Lead team at editorsa@avon.com.

Best wishes

Linda

Linda Clayton-Evans
National Sales Director

Media marvels

The Avon earnings opportunity has been big news lately. Here are just a few of our field people who've featured in the media over the past few months.

Hazel Masebe in Meadowlands Urban News

This article is about how Avon gives anyone – despite adversity – the opportunity to earn a living. Hazel is morbidly obese and spends most of her time in her bedroom. Despite this, she successfully runs an Avon business from home.



Yandiswa Senior Executive Unit Leader Toto-Mfengwana

Yandiswa, a married mom from East London, started out selling Avon products part time. Last year, she quit her job to focus on her Avon business. She reached Senior Executive Unit Leader status in just eight campaigns. "I am extremely passionate about what I do and I believe that's what drives my success," she says.

She now has over 115 Representatives, five Advanced Unit Leaders and one Executive Unit Leader in her team. She runs her business from her own office and holds training and Sales Leadership workshops.

Yandiswa and her team prospect across East London twice a week looking for recruits and sales.



Nontombi Mthwethwa in Chawelo Urban News

Nontombi started her own Avon business after graduating in 2010. The article is about how students and unemployed youth are drawn to the Avon earning opportunity.

Sydney Mokwena in Longevity Magazine

A former teacher, Sydney is one of Avon's "few good men" and last year's Direct Selling Association Personality of the Year. He now runs his Avon business full time and is particularly focused on empowering others and helping them to succeed.



Facebook forward

Avon South Africa launched its official Facebook page (AvonSouthAfricaOfficial) in January and things are really starting to get hot! You can do the usual Facebook thing: add comments to posts, share with friends but now there's a whole lot more ...



The DSA celebrates 40 years



The Direct Selling Association of South Africa (DSA) turns 40 this year and hosted a lavish celebration at the Sandton Sun in May.

Guest speaker Lindiwe Sisulu, the Minister of Public Service and Administration, spoke about how the direct-selling industry helps to alleviate poverty by offering people from all walks of life an earnings opportunity.

We're featuring customer competitions and product giveaways that are exclusive to Facebook. Talk about exciting! This will mean a lot more people visiting and liking the page.

WIN

Customer services

We're also adding a customer services tab for Representatives with all sorts of useful info like how to place orders online and via SMS, our banking details, etc.

And don't forget ...

Remember that www.avon.co.za has a feature called the Facebook widget. You can log on to your Avon account and post selected pages of the eBrochure on your Facebook page along with a customised message. It's a great way to promote current offers in the brochure and create excitement.



Web sense

Are you using ALM (Avon Leadership Manager) to give your Avon business the edge? ALM gives you precise info to help you plan your campaigns and manage your business with a higher level of control.

What kind of info?

Well, you can download four kinds of reports from ALM:

1. Sales Leader earnings statements

Breaks down all the commissions for the campaign

2. Changes to title

Lists your Downlines whose titles have changed

3. Candidates

Lists your Candidate Sales Leaders and why they haven't qualified as Unit Leaders

4. Sales Leader ranking

Ranks your Sales Leaders by performance according to KPIs

Using ALM

Log on to your Avon account, click on the ALM link and then on the Reports link. If you need a little help, there's also an eTools link where you'll find easy-to-use training documents.

What are you waiting for? A small cyber-step today can mean a giant leap for your business.

Awards

Avon Justine DSA Personality of the Year

Congratulations go to Alice Mthini for this well-deserved recognition. Her success is proof that with hard work and determination, anyone can succeed, no matter what the obstacles.



Alice Mthini accepts her Personality of the Year award from Richard Clarke, DSA Chairperson

Vision for Tomorrow Excellence Awards

The DSA presents the Vision for Tomorrow Awards to companies who give back to their communities. Avon Justine was delighted to receive two awards: one for the iThemba Crusade of Hope against breast cancer and the other for the Speak Out Against Domestic Violence programme.



Katlego Modipane and Vicky Saunders from the Avon PR team accept the Vision for Tomorrow Excellence Award from Richard Clarke, DSA Chairperson

Your say matters



A big THANK YOU to the 3 000 plus Sales Leaders who responded to the sales survey conducted in April!

By completing the survey, you've given us the feedback we need to support you better in the field and enhance the earnings opportunity.



To show our appreciation, we randomly picked ten participants who each received a fabulous Avon hamper! Congratulations to the following Sales Leaders.

- | | |
|-----------------------------|-----------------------------|
| Wendy Poulter | Marileth Naudé |
| Hannelie Kruger | Carol-Ann Otto |
| Judith Ojo-Amorokudu | Elizabeth Molomo |
| Suriakumari Pillay | Ntombifuthi Mdlaluse |
| Thembisile Mafura | Erika Beresford |

Training is gaining

Towards the end of last year, the Sales Training team held a series of workshops designed to help Candidate Sales Leaders achieve Unit Leader status, and Unit Leaders to reach Advanced Unit Leader status.

The training went down extremely well and the results are expected to really start showing mid-way through this year. As part of an ongoing programme, the trainees will also be passing down what they learned to their own teams.

Candidate training

Some of the topics included in the training were

- Increasing personal sales
- Recruiting active Representatives
- Increasing team sales
- Money management

Unit Leader training

The focus of this training was on

- Achieving personal sales of over R1 000
- Recruiting and keeping ten active Representatives
- Achieving team sales of over R25 000
- Recruiting and keeping a minimum of two Unit Leaders



20 years of anti-ageing

Eureka!

In 1992 Anew pioneered the use of AHA – which is now an industry standard – igniting a revolution in anti-ageing skincare.

The brain trust

Since then Anew has introduced many anti-ageing firsts to the market. Each Anew breakthrough is developed by a team of around 200 scientists, PhDs, chemists, clinical analysts and consumer behavior

specialists. We also consult with world-renowned universities, research institutions, dermatologists and beauty experts.

So the jar of Genics Treatment Cream you sold today represents years and years of dozens of scientists slaving away over test tubes in a lab in the USA. It's really quite amazing!

Happy birthday, Anew!



Conference champs

This year the top-performing Sales Leaders in the country were invited to attend the National Sales Conference. They are the first Sales Leaders ever to be invited to this real show-stopper of an event!

- Ruth Adriaan
- Gael Angus-Leppan
- Petronella Basson
- Lynette Bekker
- Lauretta Bernhardt
- Helena Boettger
- Marina Ausenda Bordalo
- Michelle Botha
- Anne Botha
- Louisa Johanna Brannon
- Stephanie Conradie
- Ursula Hilda Cornelius
- Kangezile Dladla
- Maria Duvenage
- Jacobus Etsebeth
- Elizabeth Fisher
- Ursula Anne Fourie
- Magdalene Maria Groenewald
- Vidhanti Harrychundh
- Pauline Helm
- Margery Hough
- Colleen Hughes
- Cheryl-Lyn Jansen Van Rensburg
- Carine Jansen Van Vuuren

- Audrey Julyan
- Judith Kalamatila
- Julia Karr
- Marinda Kibby
- Maria Kruger
- Catharina Labuschagne
- Lynette Lamprecht
- Raylene Lawrence
- James Mabaso
- Nomthandazo Elizabeth Mazibuko
- Nombuso Mfeka
- Busisiwe Modubu
- Mmaphefo Mogotsi
- Sydney Mokwena
- Alice Mthini
- Louise Mtsweni
- Selinah Mukheli
- Mushoni Salmina Mulaudzi
- Roelien Nel
- Gillian Nell
- Makhaokana Linah Ngobeni
- Promise Nonhlanhla Ntuli
- Ekene Ojakorotu
- Letsogile Ookeditse

- Monja Oosthuizen
- Ceinwen Oosthuizen
- Edith Pietersen
- Sushiela Pillay
- Wendy Dell Poulter
- Amanda Sophia Pretorius
- Estelle Riddin
- Olemogile Segotso
- Sonia Smith (Vollmer)
- Sannette Swanepoel
- Yandiswa Toto
- Hester Van Den Berg
- Sandra Van Der Merwe
- Christene Van Der Merwe
- Sarah Anne Van Niekerk
- Priscilla Van Vuuren
- Ian Venter
- Hester Wepener
- Alison Witcher
- Mildred White
- Fezile Xhaka
- Denise Zwiars

AVON South Africa proudly introduces new celebrity spokesperson

Pabi Moloji

Beautiful, vivacious and successful Pabi is a national radio and television star and a role-model to women across South Africa.

The ambitious 20-something has featured in numerous magazines and TV shows and was one of Cosmopolitan magazine's Fun Fearless Females in 2010.

As a young girl she watched her aunt and mother work as entrepreneurs to put her through school and keep a roof over their heads. She's always been inspired by their tireless efforts to make full use of every opportunity she receives.

"I endeavour to give some options to the youth under the umbrella of my Kgaketsa Foundation's Presenting Yourself to Life expos, where I invite potential bursars, funding agencies and Avon to show high school learners what work, study and business opportunities there are for them after achieving their senior certificate," says Pabi.

"It seems a simple concept. I see it this way, if I hadn't had my mom and aunt to show me what options I could legitimately explore, I'd never be where I am today. With the help of former students in each area, the Presenting Yourself to Life expos give the same chance to as many scholars as possible."

A committed humanitarian, Pabi will be joining our many thousands of Avon Representatives who support the iThemba Crusade of Hope against breast cancer, as well as our efforts to end violence against women.



Welcome to the Avon family, Pabi.



Avon cares



Fighting breast cancer for 20 years

This is the 20th year that Avon has been raising funds globally to fight breast cancer. We've raised over \$840 million in 58 countries.

In South Africa, iThemba has raised over R8.5 million with our amazing Representatives and Sales Leaders leading the way by selling our special iThemba products.

iThemba Ladies' Day 2012

In August, we're holding our fifth annual iThemba Ladies' Day in support of Look Good ... Feel Better – a programme that supports women who are undergoing cancer treatment.

Guests will enjoy a fabulous meal, excellent speakers and entertainment, spot prizes and a goodie bag.

Let's talk about the walk

Our biggest iThemba events of the year are getting closer. The Jo'burg and Cape Town Walkathons are a great, fun-filled way to raise awareness of breast cancer and allow the entire family to join in ... even the dogs!

Every year they get bigger and more popular, generating more media attention and public interest.

Tell everyone you know to register now on www.ithembawalkathon.co.za.

Jo'burg

Sunday, 21 October
Marks Park Sports Club

Cape Town

Sunday, 4 November
Green Point Common Sports Field



Diary

- 9 August Women's Day
- 25 August iThemba Ladies' Day
- 21 October iThemba Walkathon – Jo'burg
- 4 November iThemba Walkathon – Cape Town
- 6 December Light Up to Speak Out Candle-Lighting Ceremony

Share it

Do you have any great tips or advice on recruiting, training or selling? Want to share a great Avon experience? Any events coming up in your area?

Please let the Lead team know at editorsa@avon.com
We'd love to hear from you.