

AVON



LEADS MANAGEMENT

Sales Leader's Guide

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Have you noticed that Avon is permanently running recruitment drives?

We are doing so because we want to connect YOU with all those people out there who are interested in the beauty business and new opportunities. Once they apply, we validate their location (city, street, etc.) and we allocate them to the closest eligible Sales Leaders.

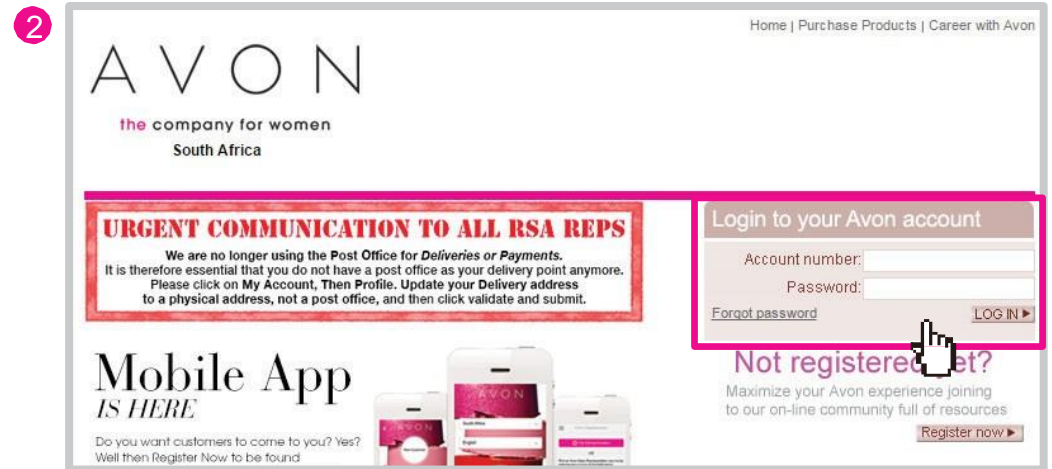
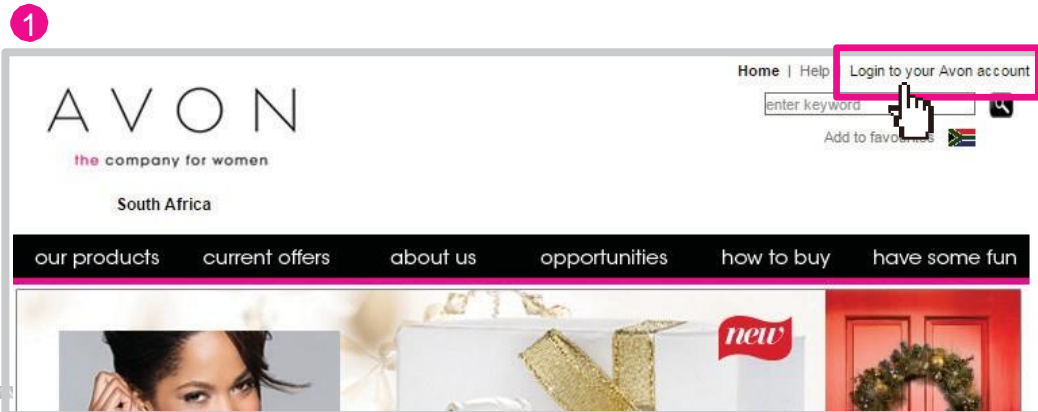
YOU can be one of those Sales Leaders!

New applications are waiting for you in My Avon Office! Read below how you can turn these Leads into your Customers or Representatives quickly and easily.

LOG INTO YOUR PAGE

Log in as you usually do, using your account number and password.

On the Homepage you will find the My Avon Office Leads click on this, you will gain access to the Leads Management page.



STRUGGLING TO ACCESS THE LEADS PAGE? TRY THIS SOLUTION



1

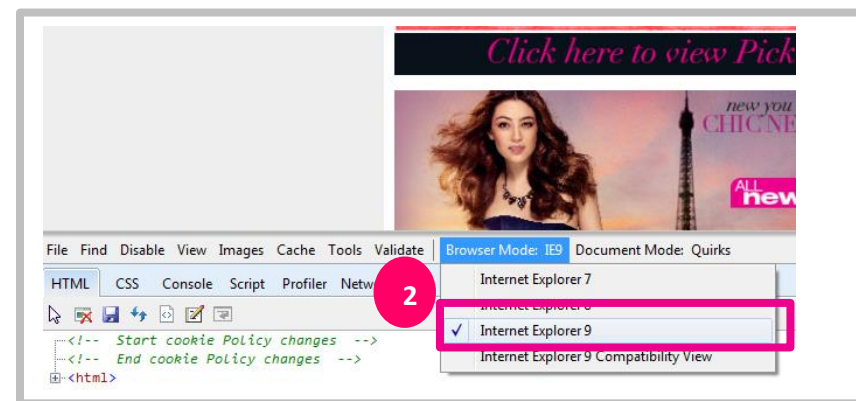
1. Press F12 to display the Bar Page

The Bar Page appears at the bottom on your screen

2. Select Internet Explorer 9

3. Press F12 to continue

Note: My Avon Leads should ideally be accessed using Firefox or Google Chrome. However you may use Internet Explorer as well, provided that you **do not use a version older than Version 9**



2

BECOME AN ELIGIBLE LEADER

If you are confirmed as a **Coordinator** and if you have successfully appointed at least **2** new Representatives in your team over the last **3** months, then you're ready to go further and edit your profile to become eligible to receive Leads from Avon.

Your eligibility status will be verified on a continuous basis. You are eligible to receive leads from Avon, if:

- You opt in to receive Leads and agree with the Terms and conditions;
- Your Out-of-office option has not been activated

To keep your eligibility status, ensure that the contact details you have provided to Avon are always up-to-date and accurate (cell phone number and e-mail address). Also, once you opt in to receive Leads, ensure that you are familiar with the Leads management process and that you manage your Leads on time. Each of your new Leads should be contacted within a maximum of **48 hours** and processed. Remember to also change the Lead's status from "New" to the applicable status. Always focus on being a true professional – each of your new Leads should be treated with respect and dedication.

Welcome back: THORA DEBORAH KENNED

Out Of Office

I'm out of the office

Prior to

You will not receive leads while you're on vacation.

I want to receive leads and I agree **Terms and conditions**

I do NOT want to receive leads

You are not Eligible to receive leads

- Out of Office Message is enabled

Save changes

Now, let's start!

Representative Store Manager > My Profile Log out

MY PROFILE MY AVON OFFICE

Welcome back: THORA DEBORAH KENNEDY

Out Of Office

I'm out of the office
Prior to
You will not receive leads while you're on vacation.

I want to receive leads and I agree Terms and conditions
 I do NOT want to receive leads

You are not Eligible to receive leads

- Out of Office Message is enabled

[Save changes](#)

If you click on “My Profile”, you will be able to indicate that **You want to receive Leads and you agree with the Terms and Conditions** of the Avon website by clicking in the applicable boxes. Save your settings and you are ready to receive applications.

On the **My Profile** page you can also set your **Out of office** time. Use this option while on vacation or whenever you are not able to manage your Leads activity. Our system will detect your Out of office status and won't assign any Leads to you during that time. Once the Out of office period is up, you will receive a notification that the period has come to an end.

You are now ready to receive and manage applications!

Avon will notify you by means of an SMS and an e-mail that a new potential Representative or Customer has been assigned to you! The Lead is also notified by means of an SMS/e-mail that his/her application has been received by Avon and that he/she will be contacted soon.

MANAGE AND PROCESS YOUR LEADS

2

This is how new applications will be displayed on your My Avon Office Page.

1

Representative Store Manager > My Profile Log out

MY PROFILE **MY AVON OFFICE**

Welcome back: THORA DEBORAH KENNEDY

Out Of Office

I'm out of the office
Prior to
You will not receive leads while you're on vacation.


I want to receive leads and I agree Terms and conditions


I do NOT want to receive leads

You are not Eligible to receive leads

- Out of Office Message is enabled

Save changes

Create New Lead 

Lead Status **▼ (New)** Lead Sub Status **▼ (All)** Order By **▼** **Go** 

Displaying 1 - 5 of 5 results

Lead ID	Lead Type	Account Nr	Mobile	Email	Lead Source	Lead Form	Status	Sub-Status	Did you contact?	Actions
780000002000093	FGL		27-82-290-6574		SL/ZM Entry Form	SL/ZM Entry Form	New	New Lead	Did you contact Piet Poggenpoel?	Edit Lead Appoint Become a customer Reject
							New	New Lead	Did you contact Louna Johnson?	Edit Lead Appoint Become a customer Reject

Lead Status Filter: New (checked), Contacted, In Progress, Closed, Rejected

Customize how your Leads are displayed on the page by applying filters like the **Lead's Status** and the **Lead's Sub-status** (Go to [Page 12](#) to learn how to use these statuses.)

- New
- Contacted
- In progress
- Closed
- Rejected

My Leads

Create New Lead

Lead Status ▾ (New)
Lead Sub Status ▾ (All)

Order By ▾
Go
Q

Piet Poggenpoel

Edit Lead

Lead ID: 780000002000094

Lead Type: FGL

Account Nr:

Mobile: 27-82-453-7689

Email:

Lead Source:

Lead Form: SLIZM Entry Form

Status: New

Sub-Status: New Lead

Did you contact Piet Poggenpoel? Yes No

Appoint

Become a customer

Reject

Piet Poggenpoel

Edit Lead

Lead ID: 780000002000093

Lead Type: FGL

Account Nr:

Mobile: 27-82-290-6574

Email:

Lead Source:

Lead Form: SLIZM Entry Form

Status: New

Sub-Status: New Lead

Did you contact Piet Poggenpoel? Yes No

Appoint

Become a customer

Reject

Louna Johnson

Edit Lead

Lead ID: 780000002000074

Lead Type: FGL

Account Nr:

Mobile: 27-82-290-9568

Email:

Lead Source:

Lead Form: SLIZM Entry Form

Status: New

Sub-Status: New Lead

Did you contact Louna Johnson? Yes No

Appoint

Become a customer

Reject

Order By ▾

Last Changed Date

Creation Date ✓

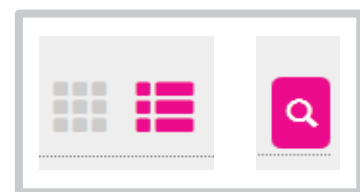
Lead Type

Lead Name

Manage the order in which your Leads are displayed by using the following filters:

- Last changed Date
- Creation Date
- Lead Type
- Lead Name

Use the Grid or List icons in the top right corner to view your Leads in the way you prefer, or click the magnifier icon to search through them. Click on **GO** to proceed.



CREATE NEW LEADS

You will often get new Leads during prospecting drives or during your own recruitment activities in the field. Below you will see how you can log these Leads on your page in My Avon Office and how you can manage them during the stages that follow.

To start, click the **Create New Lead** button located at the top right of your screen.

Add Lead

* First name

Middle name

* Last name

Date of birth

Email

Confirm email

* Mobile phone

Work phone

Home phone

On the page that opens up, go to the first column and fill in all the personal data you have collected from your Lead:

- First name*
- Middle name
- Last name*
- Date of birth
- E-mail address
- Phone numbers*

Compulsory fields are marked with a *

In the second column, fill in any other details that you might have, such as **Province**, **Town**, **Suburb**, **Address line** and **Postal code**, selecting them from the drop-down list or by typing them in the text box, as required.

Province

Choose Province...

- EASTERN CAPE
- FREE STATE
- GAUTENG
- KWAZULU NATAL
- LIMPOPO
- MPUMALANGA
- NORTH WEST

Add Lead

* First name <input type="text" value="First name"/>	Province <input type="text" value="Choose Province..."/>
Middle name <input type="text" value="Middle name"/>	Town <input type="text" value="Choose Town..."/>
* Last name <input type="text" value="Last name"/>	Suburb <input type="text" value="Choose Suburb..."/>
Date of birth <input type="text" value="dd/mm/yyyy"/>	AddressLine <input type="text" value="AddressLine"/>
Email <input type="text" value="Email"/>	Postal code <input type="text" value="Choose postal code..."/>
Confirm email <input type="text" value="Confirm email"/>	Alternative Postal code <input type="text" value=""/>
* Mobile phone <input type="text" value="27-_-_-_-"/>	Best time to contact <input type="text" value="Choose the best time to contact..."/>
Work phone <input type="text" value="27-_-_-_-"/>	Lead Source <input type="text" value="Select the Lead source..."/>
Home phone <input type="text" value=""/>	Notes <input type="text" value="Notes"/>

Then, select from the list the best time to contact your Lead (morning, evening, etc.). This will help you get in touch with Leads only when they are indeed available to speak to you.

Selecting the Lead Source will help you remember the context of acquiring the Lead and help us measure the success of our events and recruitment drives (Avon prospecting drives, magazines, etc.). The last field is for your personal notes and remarks on that Lead.

Click on **Send** to create the new Lead. 

Town

Choose Town...

- ACTONVILLE
- AKASIA
- ALBERTON

Town
ALBERTON ▼

Suburb
ALBERANTE ▼

AddressLine
12 Rosewood Road

Postal code
1449 ▼

Alternative Postal code

Best time to contact
Choose the best time to contact... ▼
Choose the best time to contact...
Afternoon
Evening
Morning
Weekend

Best time to contact
Choose the best time to contact...

LeadSource
Select the Lead source...
Select the Lead source...
Avon Brochure
Avon Email advertisement/invitation to cooperation
Avon Facebook
Avon Leaflet/Flyers
Avon Recruiter
Billboards
Call
Email
Exhibitions
Field Events/Street Prospecting/Door to door
Friend/Recommendation
Internet
Letter
Magazine
Marketing events/Presentation

If the Lead you have created is not a duplicate Lead, you will be directed to the Lead's details page and from there, you should process the Lead in the next **14 days** like any other Lead allocated to you.

1 JS **John Smith**

Edit Lead

2 **Lead ID:** 780000002000021

3 **Lead Type:** FGL

4 **Account Nr:**
Mobile: 27-12-121-2121

5 **Email:** john.smith@gmail.com
Lead Source: Marketing events/Presentation

6 **Lead Form:** SL/ZM Entry Form
Status: Contacted

Sub Status: Appointment Scheduled

- Contacted Update
- Appoint
- Become a customer
- Reject

Add Note

Lead ID: 670000001000360

1 **Lead ID** is a unique Lead identification number that helps Avon measure the success of its recruitment drives and events and also to check if the Lead has applied before.

Lead Type: AGL

2 The **Lead Type** field indicates whether the Lead has been generated by means of drives or events organized by Avon (AGL), or a Field-generated drive (FGL*); in other words, a Lead that you yourself have generated.

** Field-generated Leads are not subject to the escalation process, so they won't be assigned to anyone else. They will remain on your page for a period of 90 days, after which they will be deleted. Leads are not considered to be successful applications until they have actually been appointed.*

Account Nr:

3 **Account number** – when the Lead is appointed, they will have their own Account Number displayed in their details.

Mobile: 792-505-009-26
Email:

4 **Mobile and E-mail** – these fields contain the contact details that the Lead has provided or which you have completed when you created a new Lead.

Lead Source:
Lead Form:

5 **Lead Source** and **Lead Form** – Lead source indicates how the Lead found out about Avon, while Lead Form displays a reference number to track the type of form used when the Lead was created.

Status: Contacted

Sub-Status: Appointment Scheduled

6 Status and Sub-status – The Lead can have several statuses and corresponding sub-statuses over time. These fields are modified either automatically by the Leads Management process, or manually, when the available action buttons displayed below are activated (Appoint, Become a Customer, Reassign back to Avon and Reject). Sub-statuses assist you in deciding how to approach the Lead. For example, a Lead that has been delegated to you will have to be approached in a different way to a normal Avon Generated Lead.

Estimated Time To Escalation: 1h

Escalation time – One of the conditions for your eligibility to receive Leads is to process Leads and also to change their status to reflect the latest action you have taken in your dealings with them.

This is what the Estimated Time to Escalation clock indicates:

For Avon Generated Leads with a status of New, this field indicates the time remaining until the Lead is escalated, should it not be processed. This means that in a maximum of **48 hours** after the Lead had been assigned to you, you should contact them and process their application. After you have done this, do not forget to also change the status from New to the applicable status – based on the action you have taken with that Lead. If you fail to change the Lead's status, your eligibility will be lost in that particular month and you will not receive any other Leads until the end of that month. Should the New Lead not be contacted in **48 hours**, the Lead will automatically be rejected.

For Avon Generated Leads with a status of Contacted, this field indicates the time remaining until rejection.

For Leads created by you (FGL) and those that are Avon Generated (AGL), but have not been appointed – this field indicates the time remaining until the Lead is deleted.

The Escalation Time is highlighted in red for all Leads whose escalation/rejection/deletion time is running out. As soon as you have changed the Lead's status, the clock stops, so it is crucial for you to change the status.

PROCESS YOUR LEADS

The Statuses and Sub-statuses that Leads may have are:

1. New

Status: New
Sub-status: New Lead

Leads have the sub-status of New Lead when they are assigned to you, or after you have created your own Lead. The clock starts immediately and the Lead needs to be contacted, processed and their status changed in order for the clock to be reset.

Status: New
Sub-status: Redistributed

New Leads have the sub-status of Redistributed when they have been redistributed to you, either as a result of Avon's escalation process, or as a result of the roll-up process (when the previous owner of the Lead has been removed). The status is set by the system and the clock is reset.

Status: New
Sub-status: Escalated


New Leads get the sub-status of Escalated when they have been escalated to a ZM after unsuccessful re-distribution. The status is set by the system and the clock is reset.

Status: New
Sub-status: Delegated

New Leads have the sub-status of Delegated when they have been assigned to you by your ZM, and you will be able to see the reason for delegation (e.g. vacation or coaching). The status is set by the system and the clock is reset.

Status: New
Sub-status: Transferred

New Leads get the sub-status of Transferred when you transfer them back to Avon's Customer Service. The clock is reset when you select this status for the Lead. You have to set this status manually, using the **Reassign back to Avon** action button and selecting the appropriate reason (e.g. wrong address, wrong personal information, etc.). The clock starts as soon as you have set the status for the Lead.


My Leads

AI

Ana Ion

Lead ID: 780000002000020

Lead Type: FGL

Account Nr:

Mobile: 27-11-111-1111

Email: ana.ion@avon.com

Lead Source: Call

Lead Form: SL/ZM Entry Form

Status: New

Sub-Status: New Lead

Edit Lead

Did you contact Ana Ion?

Appoint

Become a customer

Reject

Add Note

2. Status: Contacted

Status: Contacted
Sub-status: Appointment scheduled

Use the Appointment scheduled status when you have contacted the Lead and you have scheduled an appointment meeting with her/him. Keep in mind that once you set this status, your Lead will **be notified about the status change by SMS**.

Status: Contacted
Sub-status: Delegated

Contacted Leads have a sub-status of Delegated when they have been assigned to you by your Zone Manager, and you will be able to see the reason for delegation (i.e. vacation, coaching, etc.). The status is set by the system and while the clock is off for escalation, it will start counting the time to rejection.

Status: Contacted
Sub-status: Transferred

Contacted Leads get a sub-status of Transferred when you transfer them back to Avon Customer Service. You have to set this sub-status manually using the **Reassign back to Avon** action button and you have to select the appropriate reason (e.g. wrong address, wrong personal information, etc.). The clock starts as soon as this sub-status is set.

Status: Contacted
Sub-status: Redistributed

Contacted Leads have a sub-status of Redistributed when Avon Customer Service has re-distributed them to you, or as a result of the roll-up process (when the previous Lead owner has been removed). The status is set by the system and the clock stops when the status is set.

Status: Contacted
Sub-status: Rolled-up

Contacted Leads get a sub-status of Rolled-up when they have been redistributed to you as a result of the Roll-up process (when the previous Lead owner has been removed). The status is set by the system and the clock stops at this time.

BB

Bryan Betton

Edit Lead

Lead ID: 780000002000100

Lead Type: FGL

Account Nr:

Mobile: 📞 27-82-897-1583

Email: nilton.mendes@avon.com

Lead Source:

Lead Form: SL/ZM Entry Form

Status: Contacted

Sub-Status: Appointment Scheduled

Contacted Update

Appoint

Become a customer

Reject

Status: Contacted
Sub-status: No-reply

Use the No-reply sub-status when the Contacted Lead does not answer your calls and e-mails. You have to set the sub-status manually by answering **YES** to the question **Did you contact the Lead** (if the Lead's status is New, or if the Lead has already been contacted). Simply select the appropriate response from the drop-down list and the clock will stop at this time.

Status: Contacted
Sub-status: Deferred

Use the Deferred sub-status when the Lead wants to be contacted later. You have to set the sub-status manually by answering **YES** to the question **Did you contact the Lead** if the Lead's status is New, or if the Lead has already been contacted. Simply click on the Contacted Update button. The clock will stop at this time.

3. Status: In Progress

Status: In Progress
Sub-status: Appointed – pending first order

Leads will have a sub-status of Appointment in Progress when you have clicked on the **Appoint** action button and entered their account number. The Lead has now become a Representative and the first order is pending. This sub-status is set by the system and the clock stops at this time.


4. Status: Rejected


Status: Rejected
Sub-status: Wrong Data

Select the Wrong Data sub-status when contact information provided in the form is incorrect (phone and e-mail). You have to set this sub-status manually, by using the **Reject** action button and selecting the appropriate sub-status. The clock stops at this time.

Status: Rejected
Sub-status: Exists as Rep

Use the Exists as Rep sub-status when the Lead has already been appointed as a Representative (although the system checks for duplicates, there are cases that prevent the system from matching the Lead application to the Representative who have already been appointed). You set this sub-status yourself, by using the **Reject** action button and selecting the appropriate sub-status. The clock stops at this time.

 *My Leads*

 **John Smith**

Lead ID: 780000002000021

Lead Type: FGL

Account Nr:

Mobile: 27-12-121-2121

Email: john.smith@gmail.com

Lead Source: Marketing events/Presentation

Lead Form: SL/ZM Entry Form

Status: Rejected

Sub-Status: Wrong DATA

Notes:

28 Nov 2014 5:23:43 PM test [More](#)

Add Note

Status: Rejected
Sub-status: Contacted, no longer interested

Use the Contacted, no longer interested sub-status when you have contacted the Lead, but he/she is no longer interested in the Avon opportunity. You have to set this sub-status using the **Reject** action button and selecting the appropriate sub-status. The clock stops at this time.

Status: Rejected
Sub-status: Contacted, no response/no show

Use the Contacted, no response/no show sub-status when you have attempted to contact the Lead, the contact details are correct, but you did not receive any answer. You have to set the sub-status, using the **Reject** action button and selecting the appropriate sub-status. The clock stops at this time.

Status: Rejected
Sub-status: Under-age

Use the Under-age sub-status when you have contacted the Lead and have determined that the Lead is younger than 18. You have to set this sub-status using the **Reject** action button and selecting the correct sub-status. The clock stops at this time.

Status: Rejected
Sub-status: Duplicate Lead Appointed by another

Set the Duplicate Lead Appointed by another sub-status when you have contacted the Lead and have determined that the Lead has already been appointed by another Sales Leader (although the system checks for duplicates, there are cases - like misspelling, etc. that prevent the system from matching the Lead application with the duplicate Representative). You have to set the sub-status by using the **Reject** action button and selecting the appropriate sub-status. The clock stops at this time.

Status: Rejected
Sub-status: Not contacted in 14 days

The sub-status of Not contacted in 14 days is set by the system when the new Lead has not been processed in the required timeframe. The clock stops at this time.

Lead Status

IB

INge Benjain

Lead ID: 780000002000005

Lead Type: FGL

Account Nr:

Mobile: 27-11-111-1111

Email:

Lead Source:

Lead Form: SL/ZM Entry Form

Status: Rejected

Sub-Status: Underage

Add Note

Status: Rejected
 Sub-status: Not contacted in 90 days
 The sub-status of Not contacted in **90 days** is set by the system when a Lead with a status of Contacted has not been processed within the required timeframe. The clock stops at this time.

5. Status: Closed

Status: Closed
 Sub-status: Appointed
 The sub-status of Appointed is set by the system when the Lead has been appointed. The clock stops at this time.

Status: Closed
 Sub-status: Converted to Customer
 Use the sub-status of Converted to Customer when the Lead decides to be only an Avon Customer. Only Leads with a status of New or Contacted can be closed using this sub-status. You have to set this sub-status manually by using the **Become a Customer** action button. The clock stops at this time.

Lead Status

RC

Raluca Canache

Lead ID: 780000002000008

Lead Type: FGL

Account Nr: 145612

Mobile: 27-11-111-1111

Email:

Lead Source:

Lead Form: SL/ZM Entry Form

Status: Closed

Sub-Status: Appointed

Add Note

PROCESS YOUR LEADS - ACTION BUTTONS

Appoint - When a Lead has been contacted and has decided to become a Representative, you can follow the normal appointment process and then change the Lead's status by clicking on the **Appoint** action button and filling in the account number.

Representative Store Manager > My Avon Office

MY PROFILE MY AVON OFFICE

Sub-Status: New Lead
Did you contact test fgl zes?
Appoint
Become a customer
Reject

Sub-Status: Delegated
Estimated Time To Escalation: 0 hrs
Did you contact Adriano Mendes?
Delegate to your downline

Sub-Status: Escalated
Estimated Time To Escalation: 0 hrs
Did you contact Naeema Sheik?
Delegate to your downline
Appoint
Become a customer
Reassign back to Avon
Reject

2517231

Delegate to your downline
Contacted Update
Appoint
Become a customer
Reassign back to Avon
Reject

A vertical stack of six magenta buttons: *Delegate to your downline*, *Contacted Update*, *Appoint*, *Become a customer*, *Reassign back to Avon*, and *Reject*. A mouse cursor is clicking on the *Reassign back to Avon* button. A dropdown menu is open, showing a list of reasons: *Choose Reason...*, *Incorrect Address*, *Incorrect Personal Information* (highlighted), *Incorrect Postal Code*, *Incorrect Zone/Division*, *Lead Requests Contact*, and *Other*.

Become a Customer – use this action button when the Lead decides to be only an Avon Customer. Only Leads with a status of New or Contacted can be closed using the status of Converted to Customer. The clock stops at this time.

Reassign back to Avon – use this action button when you want to transfer the Lead back to Avon. Select your reason for reassigning the Lead from the drop-down list, add clarification comments if you have, then submit the form to Avon. The clock is reset when you select this status for the Lead.

A vertical stack of five magenta buttons: *Contacted Update*, *Appoint*, *Become a customer*, *Reassign back to Avon*, and *Reject*. A mouse cursor is clicking on the *Reject* button. A dropdown menu is open, showing a list of reasons: *Choose Reason...*, *Contacted - no longer interested*, *Contacted - no response/no show*, *Duplicate Lead - Appointed by another*, *Exists as Representative* (highlighted), *Underage*, and *Wrong DATA*.

Reject – use this action button when any one of the following is applicable:

- Wrong Data
- Exists as Rep
- Contacted, no longer interested
- Contacted, no response/no show
- Under-age
- Duplicate Lead Appointed by another

PROCESS YOUR LEADS - NOTES

You can add notes by clicking on the **Add Note** button at the bottom of the Lead section. This will enable you to add other information about the Lead you are managing. The notes will be saved on your Lead's history and will help you remember detail about the Lead, but if the Lead is transferred to someone else at a later date, your notes will not be transferred further.

PROCESS YOUR LEADS – LEAD'S DETAILS

philisiwe mzwana Back Q

Lead ID: 78000000004651	Geo Level 1: WESTERN CAPE	Delegate to your downline
Lead Type: AGL	Geo Level 2: CROSSROADS	Contacted Update
Account Nr:	Geo Level 3: CROSSROADS	Appoint
Mobile: 27-84-642-3346	Street: ngabe street	Become a customer
Work Phone:	Postcode: 7750	Reassign back to Avon
Home Phone:	Estimated Time To Rejection: 0	Reject
Email: pmzwana@gmail.com		Activity Log
Best time to contact: Evening		Lead Owners History
Status: Contacted		
Sub-Status: No reply		
Delegation Reason:		
Delegation Comments:		
Reassignment Reason:		
Reassignment Comments:		
Contacted Comments:		
Rejection Comments:		

Notes:

Comments:
28 Nov 2014 5:59:25 PM call only after 09:00 PM

To access a more detailed page for each Lead, click on **Edit Lead** button. This will take you to a new page, where you will be able to see:

- Delegation and Reassignment reasons, as well as comments on those processes; you can also view any comments on Contacting and Rejection of the Lead.
- Lead's history: using the **Activity Log** button you can see the history of that Lead, as he/she was processed.
- Notes: you will be able to see the Notes that you have inserted, in addition to any Notes that the Lead may have added when he/she filled in the Lead application form.

This page allows you to process the Lead in the same way as on the Home Page by using the action buttons on the right side of the page.

AVON

For any queries related to Leads Management,
please contact advanced.leadership@avon.com