

Host an

AVON

party

AND BOOST YOUR SALES



Host an Avon Party

Many Representatives are already harnessing the power of Avon Parties for their business. There are many different types of Avon Party and the beauty of it is you can make it your own to suit you and your customers.



AVON

P is for Planning

This section is all about how to actually organise your Avon Party – what to do, where to have it, who to invite and what you need to get ready. Go through this section so you feel thoroughly organised then you can think about the fun stuff!



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Type of Party

There are many different types of Avon Party and the beauty of it is, you can make it your own to suit you and your customers. An **Avon party can be anything including:**

- A few people having a morning coffee
- A children's afternoon play date where the mums get together as well
- Friends getting together for afternoon tea and cake
- A girly night in for a pyjama party
- A sophisticated evening with cocktails and canapes

The options really are endless. Basically, as long as you have products, brochures and order forms around, any time people gather together, it is technically an Avon party!

Who should I invite?

This depends on the type of Avon party you are holding. There's everything you might need in the [resources section](#) of the website in terms of games, ideas of things to do at your party but see the checklist on page 10 to what you physically need to have - it's not much - bet you have it all already!

Also in the resources section there is a form that allows you to map out everyone you want to invite so you can start working on your invite list now! Don't forget, if a customer is holding a get together for you, print one of these off for them too.

How do I invite people?

You could use any of the following methods but it totally depends what you prefer.

- **Avon party invitations**
- **Text message or phone call**
- **Facebook**
- **Email**

Most people will be really excited at the prospect of some time to share beauty tips and try out products so don't be afraid to invite people.

There are lots of different party invitations available in the [resources section](#) to suit whatever kind of party you want to hold.



Things to remember

- *Always invite a few more people than your target number of guests. For example, if you hope to have 8 guests, invite 10 people because not everyone will be able to make it.*
- *You could ask people to bring a friend. It can help people feel more relaxed if they don't all know each other and can mean extra orders for you.*

AVON

P is for Planning

Where to have it

You could hold a party at your own home or in the home of a customer. There are benefits to both options.

Your home

- **Invite customers to build relationships - make them feel valued**
- **Invite customers to bring a friend - new customers for you!**
- **You might feel more comfortable on your own turf, especially to start with**

A customer's home

- **They will invite their friends and family - more customers for you!**
- **They do a lot of the preparation for you**

But, remember, you must look after your host. Offer support and the right tools to a customer who is holding a party for you. It is also a good idea to give them something in return e.g. a free gift or a discount from their next order.

If a customer has agreed to host a party in their home, then the planning is slightly different for you. Use the checklist at the back of this guide to make sure you've covered everything.

What do I need?

This depends on the type of get together you are holding. There's everything you might need in the [resources section](#) in terms of games, ideas of things to do at your party but see the checklist below

• Variety of products

Letting people touch and try products is the essence of any get together no matter what style or size. If you don't have many products in stock then why not invest in a special pack to make sure you have great products to show people.

• Brochures

Once they've bought one item, they are likely to buy more so make sure you have brochures on hand for them to browse and order forms to write down what they want.

• Order forms

• Drinks/nibbles (style depends on type of party)

Everyone relaxes over a drink and something to eat whether it's a cup of coffee and a biscuit or a glass of wine and an indulgent pudding. You don't need to invest lots of time and money but the personal hospitable touch goes a long way.

• Samples

Samples are great way to keep the guests thinking about Avon as they leave. They might try it, love it and add it straight to their order! Why not give them two and ask them to pass one to a friend? You might get an extra order.



Things to remember

- *Tell everyone who has placed an order when you expect to deliver it*
 - *Swap contact details so you can keep in touch and continue to boost your orders in future*
 - *Why not put another sample in with the order to keep the customers excited and trying new products - there is a good chance they will go on to buy it next time!*
- Try out lots of products yourself before your party - if you can recommend with genuine experience, your guests will be more likely to buy.*

AVON

A is for Awareness



*Knowing the offers in the current brochure will help you at your party. It might be worth having some of the previous brochure available for people to browse through. Don't forget to put more than one order form in each brochure, encouraging customers to take the brochure away with them and show it to other people. Alternatively, offer to send them **your** POB link via email. This gives the customer the flexibility of shopping when it suits them.*

FREE GIFT
WORTH £15*

when you spend £10 or more on selected make-up across pages 6-23 and 46-75

Nailwear Pro+
Nail enamel fortified Dura-Plus Complex and acrylic gel for strength. 12 days of lasting colour. 10 days of shine and a nick-resistant finish. 10ml

NEW Cosmetics Bag
Pink transparent PVC cosmetics bag.

SuperShock Vivid Liquid Eyeshadow
Brilliant pearlescent liquid eyeshadow infused with moisturising vitamin E. Shake well to mix the ultra-fine pigment and moisturisers, apply and leave for a few seconds to set.

PERSONALISE YOUR FREE GIFT

STEP 1 choose a Nailwear Pro+ shade

STEP 2 choose a SuperShock Vivid Liquid Eyeshadow shade

STEP 3 order your gorgeous pink cosmetics bag using 00232

*Based on normal brochure prices.

Brochure 12 2014
avon.uk.com

try the trend **3D** NAILS

AVON

R *is for Retail*



*Who doesn't love to shop? Try to get a feel for what your customers like to purchase. We all have shopping habits, products we like to buy regularly. Understand these and you will be in a better position to use **Advanced Selling Skills** – through link, cross-category and bundle selling. More information on these can be found in **The Training Room** by watching Episode 4 of the Watch and Earn series, Customer Service.*



Retail is also about your shop display.

We've all got a table cloth lying around, this makes a great backdrop for any table. Create some height to your displays by putting empty boxes underneath the table cloth, to stand products on. Jewellery is possibly best displayed on stands. A small investment in these (less than £5) will add a certain touch of class.



AVON

T is for Theming

If you are holding a larger or more formal Avon party, you could give the event a theme. You can even tailor it to the guests coming along.

- [Coffee and cake](#)
- [Mum's playtime](#)
- [Pyjama party](#)
- [Pimms and pamper](#)
- [Spring clean your cosmetics](#)
- [Celebrity season](#)

You could also choose to theme around different times of the year – Christmas, Easter, Halloween, Mothers/Fathers Day. The ideas really are endless...

All a theme does is create excitement. If you want more info on how to make each of the themes above work, click on the links above and you'll have a guide on to how to embrace it!



AVON

Y is for You

If you're confident, you can show your guests how to achieve different beauty looks and use the products properly. You are an advocate for Avon, use it to your advantage. Remember to utilise everything available in the resources section and on the Representative website to brush up on your skills.



CHECK LIST

if a customer is hosting a party for you



What's in it for your host?

You might have offered an incentive to your host as a thank you for using their home and sharing Avon with their friends and family. Make sure you are agreed on what you are offering – perhaps a discount from their order, a free gift or a percentage of the sales from the event.

Preparation

Find out what your host wants from their party – are they planning a small party or a larger themed party? If they have a theme in mind or likes one of your ideas, remember to make sure you know the relevant products to suit.

Ensure the host has the below items in plenty of time:

- A copy of the guest list form so can note down all potential guests
- Plenty of invites

Why not?

- Ensure they have a couple of products to try before the event – perhaps samples?
- Give them a brochure – that way they can start thinking about what they want to order and will know what to show friends on the day

In the run-up to the party

Keep in contact with your host – see if they need any further information or support

Get yourself organised and make sure you have:

- Brochure and order forms
- Products
- Samples

On the day

Try to arrive before the guests so you can place products, brochures and order forms around and check in with your host to make sure they're happy and comfortable.

Let your host know how you plan to run the party so they feel involved. Are you planning to just let people mingle and touch and try the products or do you have an ice-breaker game in mind?

Before the guests leave, make sure they:

- Know when their order will be delivered
- Have your contact details
- Leave with a sample – they might go on to buy it!

Party planning check list

- Decide on the type of party you want to hold
Eg. a coffee morning/afternoon, a BBQ, an evening party
- Decide on a suitable location and the date/time
Eg. your home, a customer's home
- Think about whether you want a theme if you're having a bigger party



AVON

Your Party Planning Checklist

Map out your potential guests and decide on your invite list

NB: Remember to always invite a few more than you actually want and why not ask people to bring a friend?

Send out your invites

Choose a design you like and most reflects the type of party you are having

During the run up to your party.....

Place an order for enough:

- Products
- Brochures
- Order forms
- Samples

Check out brochures, First Look and online to learn about the products

Remember you don't need to know everything, however, make sure you know some talking points whether it's an application tip or knowing that the product has been featured in magazines. It's always best to use the products yourself and offer a genuine recommendation!

Buy some drinks and nibbles

Tea and cake or canapés and cocktails – all goes to make people feel more comfortable

- If you're having them, get anything you need for your games
- Watch any videos in the resources section of the website

Boost your confidence and learn tips that you can pass on

Get the videos set up on your PC/laptop to add some background to your party

If you're following them along as an activity then set up your room so everyone can see

If you're holding one, organise your fund-raising raffle

Get a raffle ticket book and set out the prizes – from bottles of wine to products

At your party.....

- Tell your guests about the products you love
- Make sure they leave with your contact details and know when their order will be delivered
- Make sure they leave with a sample of another great product

