

## Feedback Guidelines

By following the guidelines shown here, you'll be able to provide your Sales Leaders with feedback that will allow them to improve their skills and achieve their goals. Simple phrases like these can make all the difference in the effectiveness of your feedback message.

Feedback Guideline	Feedback sounds like...	Criticism sounds like...
<p><b>Keep it professional.</b> Don't use accusatory language. Placing blame doesn't solve anything.</p>	<p>"Here is some information that may help you improve results." "How will you approach this situation differently in the future?"</p>	<p>"You did this wrong." "This is your fault."</p>
<p><b>Use I instead of You.</b> Keep the feedback neutral and nonjudgmental. This prevents the person from feeling attacked or accused.</p>	<p>"I'm confused." "Maybe I misunderstood something."</p>	<p>"You're confusing me." "What are you talking about?"</p>
<p><b>Don't give orders.</b> A person who is bossed around doesn't feel respected or trusted. Saying please and thank you goes a long way.</p>	<p>"Perhaps it would work better if you..." "Do you mind calling Mrs. Brown right away?"</p>	<p>"You have to..." "You need to call Mrs. Brown today!"</p>
<p><b>Take responsibility.</b> This helps the person see that you are working with them to solve the problem.</p>	<p>"If I were in your shoes, I would..." "You'll find the information you need on <a href="http://www.avon.uk.com">www.avon.uk.com</a>."</p>	<p>"It's your Avon business. Do what you like." "You should look that up on <a href="http://www.avon.uk.com">www.avon.uk.com</a>."</p>
<p><b>Avoid causing defensiveness.</b> Remember, mentioning good things along with the bad is important. Keeping a balance between the good and bad helps the person stay focused on the goals and not lose confidence.</p>	<p>"You did a good job, and..." "That may not be the most effective solution to this problem."</p>	<p>"You did a good job, but..." "That's never going to work!"</p>