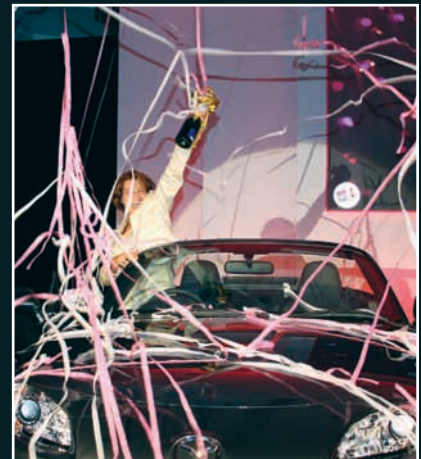
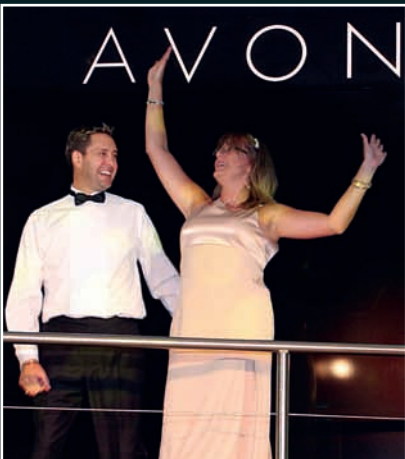


AVON

# in-sight

THE PUBLICATION FOR SALES LEADERS

SPECIAL EDITION 2010



## Succeed in Sales Leadership





**Sales Leadership is an important part of the Avon business and provides women and men with the opportunity to work towards their own goals at their own pace.**

Whether you are new to Sales Leadership or have been involved for some time, the stories in this publication show what can be achieved from a financial and personal viewpoint. They provide fascinating reading and wonderful inspiration for everyone.

For more stories and information In-sight is available throughout the year.

Be motivated, be inspired and be yourself!

Best wishes

**Anna Segatti**  
President, Avon UK and Ireland



2 **Hannah Cooke**



Hannah enjoys her dream wedding.

**Hannah is currently at Executive level with over 80 in her first generation, but altogether within her three generations, she has over 200.**

**How and why did you get involved with Avon in the first place?**

I joined as a Representative after responding to a local newspaper advert; I was working full time but was on holiday and thought I'd look to see what other jobs were available to help me top up my earnings. I never realised that I would become as successful as I have!

**How do you sell the Avon opportunity?**

I sell the brand and the opportunity simply by talking... anytime, anywhere, always, ask. Most people think I'm nuts but I am so enthusiastic that even if I'm in a queue I talk to the person next to me! I promote the opportunity through newspaper advertising and prospect where I am able. I leave my business cards everywhere I go!

**What are your priorities/interests outside of work? How does Sales Leadership fit in with your life?**

Until recently I had combined another full time job with my Sales Leadership business, but now as an Executive Sales Leader I have been able to cut back on my other employment and concentrate on Sales Leadership. My priority is to ensure I make time for myself and my husband. We have animals which we love to pieces: a horse, two goats, two rabbits and a black Labrador. With Sales Leadership you can make it fit for you; you choose when to work and how many hours you want to commit to.

**What have you been able to purchase/experience thanks to Sales Leadership?**

Sales Leadership has changed my life. I am so much more confident now; I go to places I would never have gone to before and meet new people and make new friends. My Sales Leadership business paid for the dream wedding that my husband Adam and I have dreamed of since we were young. We had a big white church wedding with horse and carriage followed by an amazing honeymoon in New York and Florida. 2008 felt like the best year ever, but my success continues and 2009 has been even better. We are now in a position where we have money available to put a deposit down on our own house. I wouldn't have been able to do it without Sales Leadership.

**What are your plans and aspirations?**

The only way is up! I am pretty close to reaching Senior Executive level which I plan to achieve early in 2010. I want my financial freedom to continue so that Adam and I can start a family. My new dreams are to buy a home, hopefully with land, and also to go back to Disney World and take the kids too! Ultimately though, I just want to be live comfortably and be happy.

**What experience/ knowledge would you share with other Sales Leaders?**

- Talk Avon all the time.
- Be enthusiastic.
- If you have a bad day, just move on.
- Believe in yourself.
- Have dreams and keep driving towards them.
- Don't give up and keep fighting.
- And enjoy those earnings when you get them!

Sales Leadership has changed my life.



Nadine and Wayne at Live Your Dream 2009.

## Nadine and Wayne Rowlands

**Nadine is a Senior Executive Sales Leader; she currently has 1,035 in her team. Her husband Wayne is one her team members.**

"To be honest, like most people we started with Avon because we needed the extra money. We were in rented accommodation at the time and the landlord told us that we had to move out in five weeks as he had sold the building! We had managed to get a mortgage and had found a house to buy, but knew we really wouldn't be able to afford the payments. We had to do something and had tried other network marketing opportunities previously, which hadn't worked. When I found out about Sales Leadership I was sold! I **KNEW** it would work because Avon is such an established brand with excellent products. I have always loved the products and have been a Representative twice before.

We sell the opportunity with complete confidence as a fantastic, rewarding and satisfying business, especially when your team members respond well and build their own teams. We still get excited when we speak to people and show them our progress. I think people can see and hear the enthusiasm we have about our business and it makes them want to do it too.

Don't be afraid of hard work and don't give up at the first hurdle.

My husband Wayne became involved with Sales Leadership really because of me. I encouraged him as I had been a Representative before and that this would be nothing like the other opportunities we had tried. He was the first Representative in my team and when we recruited our first Sales Leader, he also became a Sales Leader. This had the added bonus of helping me move up to Advanced level.

At first he got a lot of stick from his workmates. He just laughed it off and said "once you get used to the high heels and the lipstick it's ok!" He knew we had to do it; we needed the money so he used humour to help him come out of his comfort zone. They soon stopped laughing though when Wayne informed them how much

we were starting to earn with Sales Leadership!

We have always worked at Sales Leadership as a team. At the beginning of 2009 Wayne's job circumstances changed which led to him leaving his job to concentrate on Sales Leadership full-time. This caused a great stir amongst his workmates and a couple of their wives became Representatives. So Wayne is now building his team on a daily basis and loving it!

I still work full-time as a legal secretary. We also both train and go to the gym four to five times a week. Sales Leadership fits perfectly around other activities, responsibilities and interests. All you need is the energy, drive and motivation to keep you going. I have done Sales Leadership part-time around full-time employment for 3½ years, but seeing the potential of the business just makes you push on – we needed it to work so we made it work.

Thanks to our Sales Leadership business we were able to afford those hefty mortgage payments and bills! Prior to starting I had not had a two week holiday abroad for 14 years! Within our first year we managed to save up and go to Lanzarote which was great and we have been abroad every year since. In fact this year we have managed to have two, two-week holidays and a week in Portugal!

Despite driving for many years I had never owned my own car. Two years ago we were able to buy a Renault Clio Sport, which has been great. Wayne's car is an S-Type Jaguar which makes his day a little easier! We both have personalised number plates, which always go down well on appointments.

We have achieved two of the Top 20 trips: to Prague in 2007 and Majorca in 2008. Both trips were fantastic; we enjoyed ourselves tremendously and have made lots of great friends.

Our major goal is for me to give up my full-time job and work with Wayne doing Sales Leadership full-time.

Having qualified at Senior Executive level I am looking forward to securing that position and building my team. We aim to get Wayne to Executive level shortly and then Senior as his team grows. We continually strive to build

our teams and are working towards qualifying for the trips to Monte Carlo in 2010 and Berlin in 2011.

What experience would I share? Don't be afraid of hard work and don't give up at the first hurdle. Everything won't run smoothly all the time, but if you can bounce back up after a knockback you will succeed. You have to **believe** that it will work, so stay positive and confident - not only does it work, it works well.

Sales Leadership is a proven system that really is effective. You need to "employ yourself" and treat it as a proper business. Approach it in a professional manner, be quick to help people in your team, be approachable and lead from the front. Above all else enjoy it!"

in-sight



Brian on the Top 20 Trip to Mallorca.

## Brian Reynolds

**Brian is part of a Sales Leader Partnership with his wife Gail. They are currently at Senior Executive level.**

### How and why did you get involved with Avon in the first place?

When Gail started Sales Leadership in 2003 I was very supportive, but never dreamt of what was to happen; at the time I just assumed it would be extra 'pocket' money coming in. It only took Gail a year to build a fantastic income each campaign, and as she was doing it part-time, I thought (a little chauvinistically) that if I became a full-time Sales Leader I could get to the same level in half the time! I was also not happy in my current job and felt I was not fulfilling my potential. Gail and I talked it through and I took the plunge in the summer of 2004. And like I planned, it did only take me six months to reach Executive level!

**How do you sell the Avon opportunity?**

As a man, I think I approach it a little differently. To me it's about the money, so I tell my own story - I was in a well paid job that I was no longer enjoying, but look at where I am now and that the opportunity is there for anyone. I talk about the benefits of meeting new people and making new friends, the flexible hours and the discounts on products too.

### What are your priorities/interests outside of work? How does Sales Leadership fit in with your life?

Gail and my family are my priorities, but our Sales Leadership business is very important to us too. I've always been a hard worker and with no other income coming in we have to make it work - without it our bills don't get paid and our dreams don't come true.

### What have you been able to purchase/experience thanks to Sales Leadership?

It is truly unbelievable what freedom we have been

able to achieve; from the early days when we needed a new computer and a new washing machine because the old one was too loud, to new phones, new cars and now six years on we are moving into our dream six bedroom home with a conservatory, massive office and large garden.

We have won many holiday incentives: Barcelona, Prague, Mallorca and New York and hopefully we are a dead cert to achieve the trip to Monte Carlo in 2010. We've also been able to enjoy our own holidays and like many men I love electronic gadgets and watches! However the best part of my involvement in Sales Leadership has been the friends I have made, genuine people who are all living the dream.

### What are your plans and aspirations?

My personal dream is to learn to fly; sit on a beach with Gail enjoying the sun and cocktails before we jump in my aeroplane and fly on to another beach! To get there we need to continue recruiting and developing our team to help them achieve their personal goals; our philosophy is that if we do our best for our team, we will achieve our own goals.

### What experience/knowledge would you share with other Sales Leaders?

Be yourself and tell your story. If you tell it like it is, you can win anyone over. Work hard now and the rewards will come.

## Partnership Sales Leader (PSL)

Working as a PSL is a personal choice for those people who prefer to work that way. You can divide the work and rewards, support each other and you may have complementary skills (one 'business head' and one 'people person', for example), which would benefit you both. How any benefits or profits are shared is the choice of the PSL partners, who should seek independent legal advice should they want to draw up a legally-binding agreement between themselves. For full details of Partnership Sales Leader see the E-Guide on your website.

## Rebekah Testar

**Rebekah is a Senior Executive Sales Leader. She has approximately 1,500 Representatives in her team, 10 first generation downliners and a total of 50 downliners.**

### Why did you become a Representative?

I became a Representative in November 2002 when I was approached in the street by a recruiter. I was taking my daughters to a local playgroup and this was the first and only time that I had ever walked there! At the time, my husband Tony had been advised by his doctor to have a career break as he was very poorly. It was a stressful time for us all, so I agreed to give Avon a go as I saw it as something I could do to take my mind off my worries. However after three or four campaigns I began to realise that I might be able to earn a reasonable income purely from Avon.

### Why did you become a Sales Leader?

Having taken a look at the opportunity in close detail, it soon became apparent that Sales Leadership could be very lucrative. When I began, Sales Leadership was only one generation; multi level marketing had not yet been introduced.

### How did you achieve Senior Executive status?

People probably think that I am very lucky. However, I have a fantastic team who work very hard, as I do. We set ourselves extremely high standards and it seems to rub off on everyone. Becoming Senior is not about me, but about the efforts of my team members; all are serious about Avon, they know what they want to achieve and go for it, and more will no doubt be 'Seniors' themselves soon.

### What motivates you? Do you have specific goals you want to achieve, either professionally or personally?

I always set myself short, medium and long term goals.

My short term goal is currently to achieve £150K jointly with my husband by Christmas 2010. My long term goal is to have a second home, mortgage free in a beautiful location which can be used as a retreat and as a base to find Representatives and Sales Leaders in another area!

It touches me to hear how Avon can affect so many Representatives in different ways.

### What do you like best about the job?

The potential earnings, the ability to give yourself a pay rise every campaign and changing peoples lives now. It touches me to hear how Avon can affect so many Representatives in different ways. Often Representatives have said to me "Thanks to my Avon business I have decorated the house, bought a new car or gone on holiday etc". The money Representatives earn really does make a difference and this is the best part about the job, as while they are achieving their goals collectively, they are helping me and my family achieve ours.

### Your husband is also a Sales Leader; how did he become involved? How does he see his career progressing?

My husband has always supported me and as his health has improved, he has become more and more involved with the business. Tony will continue to bring his extensive managerial and sales experience to develop

and help grow the business in which ever way we feel is best at the time. Over the last eighteen months he has been seriously building his team and has reached Executive level. He also won Highest Downline Growth at the Live Your Dream event in 2009!

### You're in the top level; where do you go from here, what are your aspirations?

In 2010 I hope to have more of my Sales Leaders achieve higher levels, increasing their earnings and ensuring a solid base for my business. Having achieved Bronze level

in 2009 I want to achieve Silver, or maybe Gold, in the Drive Your Dream incentive.

### What's your top tip for a successful Sales Leader?

Allow your downline Sales Leaders to work at their own pace. It is very easy to push them along at your speed, but not everyone wants to progress as quickly as you would like. Trying to turn all your Sales Leaders into 'Seniors' is nigh on impossible and will nearly kill you! Let them work at their pace or be prepared to lose them.

Sales Leadership is not easy - nothing in life worth achieving is, but always believe in yourself and keep your eye on the long term goal. Remember this is a marathon, not a sprint! You can do it! Anyone who has determination and staying power can be a success. The secret is when you've had one of those days, (and let's face it, we've all had them), get up and try again. Keep going - it takes time, but it will be worth it!

in-sight

Rebekah and her husband Tony celebrate winning a car in the Drive Your Dream incentive.



It is truly unbelievable what freedom we have been able to achieve.



## Roz Walker

**Roz is an Advanced Sales Leader. She has around 50 in her team, with four downlines.**

I was a Representative many years ago so I knew a little about Avon. I'm a diabetic with two small children so finding a job that was flexible to allow for them and my medical appointments was proving to be a big challenge.

I joined as a Representative in January 2009 when my youngest child Sam was two months old. Becoming a Representative did help to work off my baby bump through lots of walking with the buggy! My eldest child Ben loves helping me deliver brochures and putting them into bags! After a couple of campaigns my upliner Jane

Hughes suggested Sales Leadership and I've not looked back since! Jane has offered me amazing support – I couldn't have done it without her.

Becoming a Sales Leader is not an easy journey; it requires a lot of time and effort and there are some rough patches to get through. It takes a while to pay off - patience is definitely a virtue, which I lack at times! When I didn't get as far as I had thought I had I was devastated; Representatives in one of my downliner's teams had not placed orders or dropped out so my downliner didn't qualify. I felt like I'd let her down and I have learned lessons in how to do things in the future. It's a sharp learning curve.

My dream is to provide my family with a financially stable environment and to be able to pay the bills. Support from my husband and children is vital; there have been a few arguments, especially when I was at Sales Leader level, but I think they have been resolved. Eventually I'd like to move to a bigger, more comfortable house and for the general pressure to be lifted a little. Very humble dreams really.

Building relationships is important, whether it be with your Representatives or Area Managers in the areas where you work. When we all work together we all benefit. Make sure that you set realistic goals that push you a little but not too much - you're in this to have fun as well as earn money and what use is success if you're too tired to enjoy it?

I love the fact that what I put into Sales Leadership is reflected in what I get out of it. It's a job I'm good at, I enjoy it and it works for me. I'm proud to be able to say that about what I do."

I love the fact that what I put into Sales Leadership is reflected in what I get out of it.



## Michael Pink

**Michael is an Executive Sales Leader. He has around 400 in his team including eight downline Sales Leaders.**

I had previously worked with network marketing companies Amway and Kleeneze, but didn't enjoy it. I knew the Avon products were good so I answered an advert in the paper. I also wanted to change my work;

due to previous injuries I am 60% disabled and could no longer do my previous job as a herdsman.

The Avon opportunity truly sells itself. All I have to do is talk and I'm never short of people who want to make the most of the opportunities available. I use a range of methods to find people: advertising, expired brochures, cards in shops windows, flyers and prospecting. I don't rely on one particular method as you never know where your leads will come from! For example one Sales Leader (who is currently at Advanced level) came to me via a flyer through her letterbox; when she rang me she said she had been thinking about doing Avon for some time and the flyer had nudged her into doing something about it!

Having my Sales Leadership business allows me to spend much more time with my family: I can collect my three boys from school and concentrate on them, coaching in football and cricket. I also don't need to find carers during the holidays as I can work my schedule around them.

My main interest is breeding pedigree Jersey cows! I have always been interested in dairy cattle since I was a boy, but due to injuries can no longer do this as a full-time job. As a result of my Sales Leadership business I have been able to purchase a few Jersey cows of my



**Roz achieved fourth place in the Champions League incentive in 2009; she won a two-night theatre break in London.**

"Winning fourth place amazed me – I had no idea it was possible to compete with the top dogs at such an early stage. In 2010 my husband and I get to spend Valentine's Day weekend in London – as a chef we have never been able to be together on this busy day, and winning this prize means it'll be extra special! Having this story to tell, along with my own enjoyment of the job, has enabled me to build a stronger team. I'm now very excited and my confidence in my business has grown."

own and I would really love to own a small farm where I can do things how I want, without being told what I do by another farmer! The main thing that Sales Leadership has given me is the opportunity to do what I want to do each day. I no longer have to get up at 3am to milk the cows, but sometimes I actually choose to get up that early!

I have 20 years experience in direct selling and four years with Avon. It takes between two and five years to build a really good business; you can't expect it to happen overnight. To build your business you need to invest time and money and practice what you preach - you can't expect your team to do things you wouldn't be prepared to do yourself.

Sales Leadership has given me the opportunity to do what I want each day.



## Lynda Phillips

**Lynda is an Executive Sales Leader who has always loved cosmetics and first became a Representative when she was 18.**

I got back into selling Avon purely by accident; while visiting a friend an Area Sales Manager and a Trainee Sales Leader called by, as my friend had previously been

a Representative. I knew the Trainee Sales Leader so I joined their team there and then and it wasn't long before I became a Sales Leader too.

I am always talking to everyone about the fantastic opportunities that Avon offers. I also tell everyone how great it is to run your own Sales Leadership business, talk about the incentives I have won and carry press cuttings with me to promote Avon and Sales Leadership.

Sales Leadership fits nicely around my family as I choose when and where I work. My daughter was nine when I started, so I know the importance of trying to combine a business with family life. My children are older now so I can put more time into my business.

Anyone who knows me knows I love to shop! Thanks to my Sales Leadership business I was able to achieve my dream of a shopping trip to New York in 2009. I bought my fabulous Jimmy Choos' and enjoyed a horse drawn carriage ride in Central Park in the snow, watching people

ice skate - it was magical!

By achieving an Avon incentive I won £1,000 of holiday vouchers which enabled me to take my husband and daughter to visit my cousins in Oregon, USA for Christmas in 2009. I've been able to help my eldest son and his girlfriend furnish their first home. And I've been able to buy myself a Peugeot 307HDi which I love!

My plan is to get to Senior Executive level and stay there, and to see my two Executive Sales Leaders achieve Senior status as well.

I encourage other Sales Leaders to never give up; keep building your team and talk to everyone you meet about Avon. Learn by your mistakes and put them behind you. I have learnt that time management and planning is foremost in Sales Leadership. Treat new Representatives as individuals; everyone is different and has their own way of working so find out what their dreams are and help them achieve.

Keep building your team and talk to everyone you meet about Avon.



Lynda congratulates her downline Sales Leader Michelle Clark who won a Mazda MX5 in the grand draw at Live Your Dream 2009.

# Erena Shaw

**Erena is a Senior Executive Sales Leader. Her love of Avon has inspired her daughters Aimee and Zoe to become Sales Leaders too.**

**Why did you become a Representative and when?**

I first became a Representative 22 years ago in the village where I grew up, for the extra money. I started again in 2003 as I wanted to get out of the house and meet new people. In 2004 my Area Sales Manager told me about Sales Leadership, the new earnings opportunity, as she thought I might enjoy the challenge. My business has blossomed and I currently have 680 Representatives and 45 downliners.

**Your daughters Aimee and Zoe are also Sales Leaders. How did they become interested in Avon?**

Both my daughters started as Representatives while they were studying at university. When they were younger they always used to dive into the boxes to see the new products and now my youngest daughter, eight year old Charlotte, is showing the same interest! Around the time I started building my team Aimee was learning to drive so she took me to appointments. During this time she watched what I did, so she was already training! They now both work full time and run their Sales Leadership businesses.

**How do you work with your team?**

I hold meetings every three weeks; they help to develop comradeship across the group and provide great opportunities for training. I couldn't have got to where I am now without my team and we all help to drive each other forward.

**What has Sales Leadership meant to you and your family?**

My Sales Leadership business has helped to pay for putting my two eldest daughters through university. My



Erena with daughters Aimee and Charlotte

husband and I have been able to help them further with a deposit to get their own house together. We also love our holidays and had four in 2009!

**What's your top tip for a successful Sales Leader?**

Put yourself out there with your team to ride the highs and lows - work together, have fun together and always be there for them in a constructive way.

**Quote to use**

"My Sales Leadership business has helped to pay for putting my two eldest daughters through university."

"My Sales Leadership business has helped to pay for putting my two eldest daughters through university."

## Great press coverage for success story of 2009



Debbie and Dave at the Live Your Dream event 2009.

**Their story of success with Sales Leadership not only received extensive coverage in the national and local press and magazines, but Debbie was also interviewed on GMTV and her story was picked up across the internet, featuring on Sky News and Yahoo News.**

**At the end of 2009 Senior Executive Sales Leaders Debbie Davis and Dave Carter were making news!**



Articles from issues of Women's Own and The Guardian, 2009.



In 2009 Debbie Davis and Dave Carter celebrated being Avon's two highest earners for the fourth year running. The couple were recognised at the Live Your Dream event and were able to keep driving the BMW and Mercedes they had achieved previously by reaching the highest level in the Drive Your Dream incentive. Richard Pinnock, Executive Director of Sales, said, "Debbie and Dave have proven to be stiff competition to beat, but I am thrilled to see them walk away being the highest earners again and win the cars for another year. They're an inspiration for other Sales Leaders and are proof of what you can achieve through hard work and dedication."

Debbie and Dave's business has gone from strength to strength and in 2009 turned over an astonishing £5.5million approx. The couple has over 2,500 Representatives in their teams.

Debbie said, "I never thought at the age of 29 I would be able to say I was running my own lucrative business

with my partner. You just have to talk about the benefits such as being your own boss and working the hours you want and people want to sign up straight away. Dave and I want to thank all our Representatives, as this (our success) is as much down to their hard work as it is ours."

**in-sight**

"I never thought at the age of 29 I would be able to say I was running my own lucrative business."