

## Finding new customers

Anytime is a great time to look for new Avon customers. Here are just a few ways to get people interested!

### **Put in some leg work**

Get out and about, and re-canvass your whole area – you'll probably find people who weren't interested before will have seen all the adverts on TV and in magazines, and want to find out more. People's circumstances change, so it's always worth asking to leave a brochure, as they might just order something.

### **Look for removal vans**

When you notice 'Sold' signs outside houses – someone new is moving into the area, so they might not have seen a brochure before. This is a great opportunity to welcome your new neighbour, and introduce them to Avon at the same time. Just make sure you leave them to unpack for a week or two, or your brochure might get lost in the mess!

### **Baby joy**

Has anyone you know just had a baby? New mums may be at home a lot, and they will be really busy too, so ordering toiletries and everyday essentials from home would be useful for them, especially as they can save so much money with our great deals.

### **Go local**

Head to your local community centre and talk to people coming out of toddlers group or fitness classes. It's a great way to meet new people and get chatting about what you do – don't forget to take your brochures!

### **Remind friends and family**

Show a new brochure to all your friends and family – it's a good way to remind them they can order great products through you, and introduce them to any new products.

### **Get your hair done**

Take some brochures when you visit your hairdresser – they know hundreds of people – and they're great talkers. Ask them to spread the news about your Avon business!

### **Visiting time**

Next time you visit an elderly relative or friend in a nursing home – why not take a few brochures with you? Older people make great Avon customers, especially around Christmas time, as they want to buy presents for their family, but may find it a struggle going to the shops.

### **Workplace**

Make sure you always have a brochure with you at work and that you tell people you are an Avon Representative. . If you have a noticeboard where you can place a card let them know your contact details and when your next order is due in.

### **Doctor's surgery**

Leave a brochure in the doctor's surgery with the magazines and let the receptionists know you are an Avon Representative. Remember to put your contact details on the brochure.

### **Gym**

Leave a brochure in the changing room or café area at the gym. Make sure the instructors know you are an Avon Representative.

### **Handbag**

Always make sure you have a brochure in your handbag – you never know when you might meet someone you can chat to and who might be interested in buying – at the school gates, at the supermarket checkout, at the bus stop – the opportunities are endless.

### **Wear your products**

Using a current Avon handbag, or wearing some of our jewellery is a great way to introduce people – even strangers – to our ranges. When people compliment you, you can tell them about your business and give them a brochure.

### **Top Tip!**



Avon has a **brilliant guarantee**, which is a great selling point for new customers, who may be nervous about shopping from a brochure for the first time. If they're not 100% happy with their purchase, they can **return it** within 90 days of delivery for a refund or exchange – **even if they've tried it!**