

Crusader

"A friend was recently diagnosed with breast cancer and it's made me want to work harder on behalf of Avon's Crusade. What can I do to help?"

I'm so sorry to hear about your friend – I hope she recovers. One of the most important things you can do is to raise awareness amongst your customers. Encourage them to buy Crusade products and Crusade pins, and of course wear one yourself wherever you go.

It's a good idea to buy ten or so in advance and sell them when you're out on your rounds. A pink pamper party is the perfect way to raise awareness and funds for the Crusade. For more info on holding a pink pamper party, log on to avonpinkpamper.org.uk and get planning!



How to [hold a party](#)

Fragrance fears

"I know there are some new premium fragrances coming out before Christmas, and I'm a bit worried about how to sell them in a recession – my customers might not want to splash out. How can I encourage them?"

Ok, don't panic! Firstly, remember that premium fragrances always do very well at Christmas time as they're very 'giftable'. Having said that, we are in a recession so you will need to make an effort to interest your customers. Buy the demo products and take them around with you so you can give your customers a squirt, or even leave them with the bottle for a couple of days.



Try spraying your order forms with the fragrance and scribble a little note on the top to say what it is. The demo products might feel like more of an investment for you, but you won't have to sell many to make them pay for themselves.

[How to sell fragrance](#)