

Cold calling

“I’m not a shrinking violet, but I’m uncomfortable cold-calling and I really hate feeling like I’m being pushy. How can I improve my sales without forcing my products on my customers?”



I really sympathise – not all of us are comfortable with a 'hard sell' technique, and sometimes it's easy to feel like you're being pushy or annoying. But don't worry; there are plenty of ways to sell without being aggressive about it! Firstly, it's always best to see someone rather than just posting a brochure through their door.

For improving your technique, tips and advice, it would be worth you checking out the videos by Julie Meyer. Avon has been working with Julie who is an award-winning businesswoman and she's kindly made three short videos for us. They offer valuable advice on how to make your business a success. [Watch the videos.](#)

If you take the time to have a chat with your customers you can really get to know them, and then you'll naturally be able to suggest new products to them without offering them anything they won't want. Rather than concentrating on selling, maybe focus on being friendly and personable with everyone you meet, and just talk about Avon. A good way to increase your customer base without cold calling is to pop two order forms into each brochure, and suggest that your customer shares her brochure with a friend. Parties are also good for finding new customers, especially if you ask each customer to bring a friend. You can make it into a fun occasion and people will be happy to buy whilst you're demonstrating products to them, without you having to impose on them.

Also – and I can't stress this one enough – wear the products! That way you're a walking advertisement for your business. If someone asks where you got an item from, you

can happily tell them that it's Avon, and that you happen to sell it. You'll be surprised at the amount of customers you meet this way, and they're actually finding you, not the other way around!

Finally, believe in what you do. Avon is a great brand and the brochure is full of premium products at value prices, so you can feel positive about recommending it to anyone and everyone you meet!

Read more tips in our [Selling door to door](#) article in the How to area.