

## How to use Avon Brochures

The Avon brochure is our shop window that changes every three weeks\*, each time introducing new and innovative products. As a Representative the brochure is key to enticing your customers into our shop to generate as many orders as possible for you.

There are simple steps that you can take to achieve this.

- Firstly, make sure you order enough brochures for your existing customers and potential new customers. You always order your brochures in advance and you can buy them in packs of 5.
- If you cover allocated roads in your local area, ensure every home sees a brochure. This can be achieved by either ordering a brochure for every home or rotating the distribution of your brochures throughout the campaign. For example, if you drop 25 brochures off to some of your homes, you can go back after a few days and pick them up to redeliver to other homes.
- Make sure you bring new customer order forms with you to the next set of homes. This means that you can do all steps in one journey and reduce the time you spend on this!
- Use your customer order slips as bookmarks to highlight offers on pages throughout the brochure
- Allow your customers at least 2-3 days to see the brochure – this gives them time to browse the fantastic offers and choose the products they would like, allowing you time to re-distribute the brochure and maximise your campaign sales.
- To save time you may want to consider One Stop Selling – see our separate guide for tips on this

\* except on shorter campaigns at the start of the calendar year where there are fortnightly campaigns.

