

Credit crunching

“So many of my customers are complaining about the recession these days, and who can blame them? How can I keep them ordering when times are tough?”

I always say – do your market research! Next time you’re out shopping, take a walk down the beauty aisles and make sure you know what competitors are charging for their products – everything from make-up to toiletries. Next time your customer mentions her money worries, let her know how much she’s saving by shopping with you. Maybe even write a few items down so she can see the difference. Remind her that she’s not even spending on petrol or bus fare either as you’ll be delivering everything she needs directly to her door! Don’t be mean with your samples either – if she knows you’ll throw in a little freebie if she spends a certain amount, she’s likely to order that little bit more.

Product knowledge

“I’m a new Representative and I sometimes feel a bit stuck for words when customers ask about products. How can I make sure I can answer their questions?”

I can’t say this enough – know your products! Read Hello Tomorrow so you always know what’s coming up and there’s a great new area on the website called [Avon Brand Guides](#).

Also make sure you look through every brochure before you take it out so you know all the offers and you can point them out to your customers.

Stock up on demonstration products – the power of demo is key to your success!
If they ask about something new, make sure you have it to show them next time.
Tantalise your customers with a product – how it looks and feels, the packaging, the smell, the whole overall effect of it. The more products you’re aware of, the more you can make them aware of and the more

they'll order! Good luck on your
Avon journey!

Read more about [Demonstration products](#) in the 'how to...' guides.

