

Holding an Avon party



Parties Mean Sales!

Give your Avon business a real boost. A great way to do this is by holding an open house party.

Parties are an informal, fun way to get to know people and find new customers, plus it's a great opportunity to increase your earnings – parties allow you to easily promote special offers and new products. Parties also enable customers to see the products – far better than only relying on the picture in the brochure.

Invite your family, friends, work colleagues, customers and people who have not ordered yet - ask everyone to 'bring a friend' – they will feel more comfortable and you may gain more customers.

If you have been a Representative for a while, you will be surprised just how many products you have around the home, but you can always add to what you have by ordering demonstration products from Hello Tomorrow. Remember – customers who try, buy!

Here are some useful questions and answers to help you host a successful party and boost your sales and earnings.

Q. Where should I hold my party?

A. Hold the party in your own home, or you could ask one of your customers to use their home if it is more conveniently situated. If you do hold your party at someone else's home, be sure to offer them a gift or a small discount and be prepared to provide light refreshments

Q. How long should the party last?

A. As long as you feel comfortable with; as a guide 1 – 2 hours should be enough.

Q. How many people should I invite?

A. Invite as many as you can accommodate, plus a few more. Not everyone will turn up

Q. When should I give out invitations?

A. Deliver invitations at least one week before your party.

Communication is key, so remind your guests personally the night before or even on the day.

Q. When is the best time to hold my party?

A. Chose a date and time that will suit your customers. Depending on whether or not your customers go out to work you can decide if they are more likely to attend a party during the day or in the evening.

Q. What else will I need?

A. You will need plenty of Avon brochures and order forms. If you have products for people to try, then tissues or cotton wool could be handy.

Q. What about refreshments?

A. Keep it simple. Tea, coffee, soft drinks, maybe a glass of wine – anything will be welcomed, as will crisps or biscuits.

Q. What should I wear?

A. Casual clothes that are smart and comfortable. Wear Avon jewellery, make-up and fragrance. Play background music as this will help provide a relaxed atmosphere.

Q. How can I encourage people to buy on the day?

A. Talk to them whilst they try the products and when they like a particular product, suggest that they put it on their order form so that they don't forget it later. Remind them about the Avon guarantee.

How do I set up a display?

1. Clear the display area required. A dining table would be fine.
2. Using boxes or cubes, build a pyramid shape. This will be used to display your products.
3. Cover the boxes with a cloth. Tuck in any rough edges.
4. Always display products starting at the top of the pyramid and work downwards. Separate different categories into different areas, e.g. fragrance, skincare, make-up, men's products.
5. When displaying each group, use the tallest product first, working down in size to create a pyramid shape.
6. Having positioned all of the products, add props to complete the display image, e.g. Christmas – garlands / baubles, Easter – daffodils; summer – sea-shells.