

Proven Techniques for More Customers

Check at least three techniques you will start with first. After two campaigns, select three new techniques to put into action.

Follow up! Follow up! Follow up! If you haven't done so in a while (or if you are new, this is a good lesson) contact every person who has ever placed an order with you and get a book out to her!

Advertise? Always wear an "Avon" pin on your coat.

Canvass a new neighborhood each campaign.

Leave 'sample-filled brochures' or flyers on car windows in a parking lot.

Leave 'Avon buy or sell' flyers at convenience stores.

Put an 'Avon ? buy or sell' sign in your yard.

Place 'free Avon' bookmarks in brochures and ask customers to get orders for you from their workplace.

Offer Avon to people at work.

Sell to the places of business in your area.

Network at local clubs, organizations, meetings and events.

Order extra brochures and ask customers to recycle them by passing it along to their friends.

Offer a thank-you gift to customers who refer new customers to you.

Organize an open house. Ask your customers to invite their friends to come along.

Organize a fund-raiser with a local school or church.

Conduct a survey of everyone you come in contact with during the day to determine if they are currently using Avon.

Sell to retired customers - concentrating on daily needs.

Leave 'sample-filled' brochures to hard-to-reach customers.

Sell to men - offer gift baskets and wrapping services.

Use a 'gift basket' as a raffle for new customers.

Put a 'shower caddy' with suction cups to your car window when you go shopping - putting a handful of Avon books inside.