

# HOW-TO GUIDE FOR A SUCCESSFUL AVON PARTY

By Dianne Vickers and LeShan Gardner  
Avon Powderpuffs of Brevard, District # 1265

**Disclaimer: This is only a guide. Tailor it to fit your style/needs.**

- **2 WEEKS BEFORE PARTY:** Give hostess invitations to hand out and hostess packet. Give her a few brochures so she can collect orders from those who can't attend the party.
- **1 WEEK BEFORE PARTY:** Follow up with hostess and answer any questions she may have. Check to see how many guests are coming. Get their phone numbers or e-mails so you can contact them and get them interested in the show.
- **2 DAYS BEFORE PARTY:** Call hostess again to see if she needs help with anything or has any questions. Also check about set up, see how many outside orders she may have, and how many guests are coming. (The main reason you are doing this is to make sure she doesn't end up cancelling. She's more likely to hold to the show when she knows you are serious, knows you won't reschedule her, and knows you've called her guests already.)
- **DAY OF PARTY:** Arrive 1 hour prior to party time to set up. After you set up and you are waiting for guests to arrive, enlist your hostess to help you get more sales, bookings, and recruits with this incentive. Tell your hostess that you have a "Special Cash Bonus Program for Hostesses." Hand her 3 Hostess Packets. Tell her she knows her family and friends better than you do, and ask her to find out who, out of her friends and family would want to have a show.
  - for the 1st Booking she will receive.... \$10 in Free Merchandise
  - for the 2nd Booking she will receive... \$20 in Free Merchandise
  - for the 3rd Booking she will receive.... \$30 in Free Merchandise
- **ITEMS TO BRING:** sign-in sheets, display table with table cloth, products (skin, body, nail, perfume, etc.), campaign promotional items, samples, recruiting flyer/info, raffle tickets, games, gifts for winners of games, hostess gift, small gift for everyone in attendance, credit card processing forms/equipment if you use the Square or similar product, cash/change for cash purchases, calculator, clipboard or folder that contains brochures, order forms, pens, paper (if you're doing a game that requires writing), appointment kits w/brochures, and "Try It" kits.

The hostess will have refreshments. Most guests will show up 10-15 minutes before the party. During this time, be social and mingle with them. This is the perfect time to get to know them and to identify potential recruits.

## **PARTY TIME!!!**

When everyone is done with refreshments (normally 15 - 20 minutes after party start time), begin the party!! Here are the nuts and bolts of a typical AVON party.

1. Thank hostess for having the party and for allowing us in her home. Introduce yourself and tell the guests how you got started with AVON. Tell them about the benefits of being an AVON rep. By doing this, you've already planted the first recruiting seed. At this time, you give a raffle ticket for everyone just for coming. Give another for everyone who was on time and/or brought a friend.
2. Play an icebreaker game (Dice game). The winner receives a prize (ex. body wash).
3. Play another game (Alphabet or Left/Right game). The winner receives a prize (ex. Footworks item).
4. Play recruiting game(s). Everyone with a correct answer gets a raffle ticket. The winner receives a prize. Now you're watering the seed you planted in #1. Tell the winner and those who were close to winning that you will talk to them later about the AVON opportunity.

Here are some clues on what to be on the lookout for at your party:

- \* Party guests who give the most input about your product
- \* The guest with the largest order
- \* Guests who ask lots of questions
- \* People who bring extra guests to a show
- \* People who nod their head when you give your recruit talk
- \* Anyone who stares at you during the presentation
- \* The guest who picks up a product and demonstrates it
- \* The guest who lingers after the presentation
- \* People who are not working now but would like to find something to occupy their time
- \* People who need extra money
- \* People who are bored in their careers
- \* Someone who is temporarily out of work (male or female)
- \* Part time worker
- \* Mothers with small children
- \* Women whose families are grown
- \* The person who is naturally attracted to you as a person
- \* Anyone who needs money or is dissatisfied with their job
- \* The person who is looking to buy a car or any type of luxury
- \* The person who is kid crazy and needs a night out
- \* The person who is middle age and bored

Of course, the best way to recruit is to have people see how much fun you are having! Who wouldn't want to join you in the fun?

5. Brochure(s) introduction. Ask the guests to follow along as you highlight the campaign brochure's featured product. Also, briefly go through the brochure and explain to them how it's organized. Don't forget to point out the "Wow Deals", specials, and the "Lowest Price Ever" item on the back cover. Since skin care is where we make the most money, you may want to print out and distribute the Skin Care Quiz. Be sure to stress the importance of skin care and any starter kits they could order to try it out. After you've gone through the brochure, inform them of any other brochures you have given them (Mark, Outlet, etc.)
6. Invite guests to your AVON display to try on any jewelry you have or sample any perfumes, lotions, or skin care products. **NOTE:** You may want to carry 1 bottle of Skin-So-Soft lotion and squeeze a little in each guest's hands. They will see how soft their hands are and will be more inclined to get up and check out the other products you have. Share your experiences. As an Avon representative, you should trust the products enough to use them. If you're featuring an eye shadow, perfume, or skin care product that you use regularly, tell the guests about it. Explain the benefits of the product and let them know that you use it. Guests will be more likely to purchase a product if you can validate its worth.
7. Provide one-on-one consultations and collect customer orders. Ask your hostess to set up a side room where you can meet with the guests individually. Talk to them about their skin type and suggest products that will work for them. This personalized consultation is an effective way to convince your party guests that they are selecting beauty products that will work for them.

While finalizing customer orders, ask each of them for referrals of people they think will like to buy/sell AVON products. If they give you names, you may want to give them a discount on their order to say "Thank you". (Ex. 10% off total price, 20% off one item, etc.) Also, follow-up with recruiting game winner, runner-ups, or anybody you identified in #4 to discuss the AVON opportunity. Ask them "Have you ever thought about having your own AVON business? I am looking for people to join my team and I think you'd be a natural at this. When are you available for me to tell you all the details about the AVON opportunity and to sign you up?"

If time permits for both of you and if the hostess doesn't mind, sign them up while they are there. If not, schedule a time within 1-2 days to do the appointment. If someone is unsure if they want to join, give them an AVON "Try It" Kit and follow-up with them in a few days.

8. Pull raffle tickets and give away small gifts such as minis.
9. Talk about fundraisers and Play Deal or No Deal Game to get future party bookings.
10. Thank guests for coming and give each of them a "Thank you for coming" gift. (Ex. Lip balm, a few pieces candy, and your business card/magnet)

11. When everyone has left, help the hostess figure the total amount of all orders, including hers, with the shipping and tax. Let's say her total is \$600.00. Ask her "Would you like to earn up to 40% of your total orders, (or \$240), MINUS \$10.00 for a leadership kit, that you will give to me to become an AVON representative." Explain leadership. Let her know she will receive 40% off all orders FOR 4 CAMPAIGNS! If she signs up, tell her she is in your 1<sup>st</sup> generation. "Now that you know how to host an AVON party, you can give those that will host the same opportunity to go into leadership. That is a way to build your "down-line."

If your hostess signs up, let her know you will be there for her, helping her all the way, and FOLLOW UP!! FOLLOW UP!! FOLLOW UP!! Call frequently to let her know you are there for her, and ask if she has any questions, or concerns.

**Estimated Time for Party: 1 ½ - 2 hours. It could be longer if a lot of guests came to the party.**

**TIP:** Don't schedule 2 parties back to back because you don't know exactly when they will end.

- You now have the basic tools needed to have a successful AVON party. Remember, just have fun with it and enjoy the new growth your AVON business will experience because of it. Good luck!!
- If you have any questions, please email us at the addresses below. We will respond to your questions as soon as we can.

Dianne Vickers [sddmom@aol.com](mailto:sddmom@aol.com)

LeShan Gardner [leshangardner@att.net](mailto:leshangardner@att.net)