



48-Hour Follow-Up Phone Call Script

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Open

Hi, (Name). This is (Name) with Avon. I wanted to call and see how things are going with your new business and give you some tips to make sure you're off to a solid start. So tell me, how is everything going?

(Listen carefully to her answers.)

I really want to help you achieve your dreams and goals.

Sounds like you're off to a great start!

What questions do you have about getting started?

(Answer all questions/concerns.)

Discussion

- 1) *Can you tell me how many people you have contacted from your "Who Do You Know?" list so far?*
- 2) *Did you discuss a skincare regimen with your Customers using the Conversational Skincare Cards?*
- 3) *Have you started to add to your "Who Do You Know" list? How many names have you added?*
- 4) *How many brochures have you handed out so far?*
- 5) *Remember, it's important to follow up on the brochures—check in after you drop them off to see what products your Customers want to order. How many orders do you have so far?*
- 6) *Were you able to sell a complete skincare regimen?*

(If yes) *Congratulations! Which skincare products did your Customers order? Did you know the average Customer spends over \$100.00, five times per year on skincare alone! The Conversational Skincare Cards are a great tool to promote repeat sales from our skincare line.*

(If no) *Did you have the opportunity to use the Conversational Skincare Cards? (yes/no) Having the chance to ask every Customer about their skincare regimen and offering samples of the regimen they should use will help encourage the sale along with giving your Customers great customer service!*

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Continue Discussion

- 7) *Great, and have you registered at yourAVON.com?*

(If yes) *That's super. As I mentioned at the appointment, the BOK courses are key for you to get started comfortably. Which BOK courses from the "Your First Campaign Checklist" have you taken?*

(Checklist is on page 22 of the AT1 Booklet.)

And what do you think will be the most valuable information from those classes that you will use to build your business?

(If no) *I know you'll learn a lot about starting your business, managing your money and selling techniques for our skincare, color and fragrance products as you continue to complete other BOK courses.*

And did you get started with your eRepresentative Web site and send out introductory e-mails to your potential eCustomers?

Did you check the box for automated e-mails to your eCustomers? That way, they'll get promotions automatically every campaign.

- 8) *Who on your "Who Do You Know?" list is considering the Avon Earning Opportunity?*

(If any) *How did they respond to you? Were you able to invite them to our upcoming AOM?*

(If no one) *Would you like me to follow up with anyone on your behalf?*

- 9) *Before we finish, do you have any questions for me?*

- 10) *You still have time to reach out to potential Customers before submitting your order. How many additional people can you reach from your "Who Do You Know?" list before your order is due?*

Close

We're scheduled for your next training contact on [date] at [time] at [place].

"I'm so happy for you! You're getting your business started and you've already had some great experiences."

I know we talked about the 2 Starter Kits. As you start to look at your potential earnings I'm sure you will see the value in investing in our Premium Starter Kit.

I wish you much success, and I'm looking forward to watching your business grow. You're off to a great start!

Please call me if you have any questions or concerns.