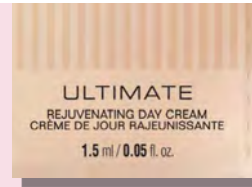


AVON



New Samples, Lower Prices!

We heard you...we're now offering more samples at can't-miss prices. Check out this guide for quick tips and our complete samples offerings, available for purchase in What's New and AvonNow.com.

Love at first try!

Samples are a great way to introduce customers to our products. They can experience the texture of our skin care and body care products and the scents of some of our favorite fragrances. Samples also inspire customer loyalty and make an easy thank-you gift for placing an order. Here are some ways to sample your way to full-size sales!

- Drop samples in your customers' orders.
- Attach one to your business cards.
- Let customers know they'll receive free samples with their purchase.
- Thank new customers for their first order with samples.
- Drop some samples in a bag along with a Brochure to hang on your neighbors' door knobs.
- Attach samples to Brochures and ask local business owners if you can leave some at their salon, laundromat, coffee shop, etc.
- Send samples to customers for sharing your online store and for customer references.
- And remember...follow up with customers to see how they liked them!

belif

believe in truth

The true cream - moisturizing b
Rich cream for the face
Crème riche pour le visage

Retains moisture for up to
Maintient l'hydratation jusqu'à 26 hour
Our belief to deliver an "explosion" of long-lasting moisture
Notre conviction: délivrer une intense "explosion" d'hydratation
Facile de reconnaître, cette crème apaisante enveloppe le z

Dermatologically tested
Testé dermatologiquement
3 ml / 0.10 fl. oz.

How to Order Samples

Why Offer Samples?

Customers love to try new things! Many consumers purchase products after trying a sample.

Think about the last time you went to the cosmetics department at your local department store. Their employees are experts on product sampling because the store sees the benefits. The same applies in the Avon business model...sampling is how you create an emotional connection to the product for your customers.

The key is to keep the conversation natural and not forced. The more you practice, the more natural it will become.

Sampling Conversation

Here's how a sampling conversation could go.

Product: Hydra Fusion

Scenario: Representative is attending an activity. While there, they start chatting with someone about skincare.

Representative to Prospect: You mentioned that your skin is starting to feel so much drier than it used to feel.

Have you heard about the fantastic benefits of hyaluronic acid?

(Allow for response)

It's a super hydrator that holds more than 1,000X its weight in water so skin looks smooth, refreshed and vibrant.

(Allow for response)

I have some samples here if you would like to try our gel cream from our Hydra Fusion line. I think you will love it!

If you can jot down your contact information, then I will follow up with you in two days to see what you think!

More Sampling Tips

Let's review other ways that you can introduce samples to your customers:

- Include product samples with your customers' purchases such as fragrance or skin care.
- Offer a goodie bag of samples for referrals.
- When you meet new potential customers, ask questions to get to know them. Provide samples based on what they told you by matching a product to the need.



Put your Samples to Work!



Use this worksheet to build a list of 40 contacts in 4 minutes, select which samples you want to share with them, and keep track!

Fill in their name, contact information and the type or sample that you shared with them, make sure to set the time to follow up. And keep growing your list!

Who	Phone/Email	Product Sample	Follow-up date
Family			
1.			
2.			
3.			
4.			
Friends			
1.			
2.			
3.			
4.			
Co-Workers			
1.			
2.			
3.			
4.			
Social Media Friends			
1.			
2.			
3.			
4.			

Put your Samples to Work!

Places You Do Business with			
1.			
2.			
3.			
4.			
Clubs you belong to			
1.			
2.			
3.			
4.			
Neighbors			
1.			
2.			
3.			
4.			
Connections through kids			
1.			
2.			
3.			
4.			
Out of State Relatives			
1.			
2.			
3.			
4.			
People you grew up with			
1.			
2.			
3.			
4.			

How to Order Samples

You can order samples when you are placing your order for other products.

In AvonNow, click Browse Products > Samples. You'll see samples are very reasonably priced!

The screenshot shows the AvonNow website interface. At the top, the logo 'AVON now.' is displayed. Below the logo are navigation links: 'BROWSE PRODUCTS' (circled in red), 'MANAGE ORDERS', and 'MANAGE BUSINESS'. A dropdown menu is open under 'BROWSE PRODUCTS', listing various product categories. The 'Samples' category is circled in red, and a mouse cursor is pointing at it. Below the navigation menu, there are buttons for 'TOTAL CATALOG' and 'ORDER PRODUCTS'. The main content area shows a 'Samples' page with a 'SORT BY All Products' dropdown. Three sample products are listed:

- Anew Clinical Power Serum Samples - Pack of 5 - New Lower Price**
Price: \$2.00
QUICK SHOP
- belif The True Cream Aqua Bomb Sampler Pack of 3 - New Lower Price**
Price: \$1.40 (Regular Price \$3.00)
QUICK SHOP
- belif The True Cream Moisturizing Bomb Sampler Pack of 3 - New Lower Price**
Price: \$1.40 (Regular Price \$3.00)
QUICK SHOP

At the bottom of the list, a fourth product is partially visible: 'Black Suede Vial-On-Card Sample - Pack of 5' with a 'QUICK SHOP' button.