

Responding to Online Leads

Your first response to incoming online leads is a make or break moment!

Knowing what you want to say, precisely and succinctly, yet still having room to maneuver is one of the keys to a successful telephone pitch. This is about communication and about being prepared. The reality is that all sales leaders (all sales people!) can and do benefit from using some sort of a script and this includes those that have years of experience.

When calling leads, one of the biggest mistakes made is to focus too much on selling our opportunity, when better goal is to simply focus on having a conversation. Ask questions and build rapport. The goal of the call is to set an appointment. You are not asking her to buy anything or change anything that she does - only to meet with you. Scripts keep you focused on this and on the value statements that convert the lead.

Remember, whether you use the scripts below or opt for a version of your own, speed matters when it comes to converting online leads.

LEAD SCRIPT:

Hi, my name is ____ I'm a (title) with Avon. I am reaching out to you because I understand you are interested in

(a) learning a bit more about Avon

or (if applied on a earning opportunity site)

(b) learning about a home based business. I'd love to tell you how Avon can help you earn the extra money you're looking for. Sound good? - Great!
(If not – go to objections sheet)

So before we get started let me ask you -

How familiar are you with Avon or the Avon earning opportunity?

- If she's sold before say: **Well clearly you love and miss Avon because you contacted us to return - so I have to ask: Why did you stop?** *This is KEY information and great insight into what the barriers to her success were in the past. (lack of support, too far from training/events , family situation etc)*
- If she's a customer say: **I love when Customers decide to become Representatives, it's such an easy transition because you have a familiarity with the product line and understand the experience so much better. You are already ahead of the curve!**

- If she is not a former Rep or a current Customer – she still knows of the brand ask: **When the last time you've seen a brochure or ordered from Avon?**

Regardless of answer say:

Ok - Thanks – that's helpful to me. It gives me the best starting off point to explain Avon to you.

As you may know, being an Avon Representative is simple, fun and profitable primarily because Customers know and trust the Avon name and brand. Avon is of course one of the world's largest Direct Selling Company.

Let me ask you -how much money are you looking to earn? **LET HER ANSWER**

If she says she doesn't know or is not sure say "well if you were making \$5 a week with this or any other opportunity that probably wouldn't make you too happy right? **(She'll say of course not) then say** "I didn't think so! So what *would* be the minimum amount per week or per month that would make it worthwhile for you? **LET HER ANSWER**

Well, that's actually a very achievable goal with Avon. We have many Representatives who earn at that level. So let me tell you a little bit about us.

Here us where you use your value statements:

At Avon, no minimum order, no sales quotas, no inventory to purchase, and no party kit to buy are just some of the benefits every Avon Representative enjoys. Avon is unlike almost all other Direct Selling companies in that regard. Your selling vehicle is, of course, the Avon brochure. You're probably familiar with our iconic Avon brochure but what you may not know is you can also sell online with a personalized eStore that Avon provides to you free of charge!

The average Representative earns between 30 and 35%. Our most successful, Representatives earn up to 50% commission on their sales.

And best of all – it's Just \$15 to join!

The next step is to get you started. I'd love to schedule a face to face appointment so I can explain everything to you in full detail. Are mornings, afternoons, or evenings better for you? **BOOK APPOINTMENT**

If scheduling a time / location is a factor say:

You might want to opt for our "self sign up" feature which allows you to open your Avon account online right away. Once completed, you can set up your eStore immediately and start selling online right away. Your new rep kit which contains your Avon brochures for your face to face selling will be shipped UPS the next business day. Which do you prefer?

See separate sheet for objections and responses