

# *Avon South Africa Beauty Boss Getting Started Guide*



*Everything you need to know to get started with your own  
Avon Beauty Business Today*

Eighth Edition 2021

COMPILED FOR ILOVEAVON.CO.ZA BY

TRACY LEE GOLDSTONE (@iloveavon.co.za)

## Contents

Introduction .....	3
Why join Avon? .....	4
Who Can join Avon?.....	4
What Can You Earn? .....	4
What Does It Cost to Join Avon?.....	5
How to Share the Avon Brochure .....	5
Digital Brochure link to share: .....	5
Download the PDF brochure .....	6
Get Started Right Now .....	6
Your First Order.....	6
Avon Business Starter Kit .....	6
Understanding Product Codes .....	7
I have submitted my order and required documents and information - Now What? .....	8
Types of Accounts .....	8
Account Payments .....	8
Receiving your First Avon Delivery .....	9
What's in the Box? .....	9
Keeping Records.....	9
Customer Service .....	9
Your Special Touch.....	10
Consumer Protection .....	10
Support and Resources .....	11
Incentives .....	11
<i>Downloads and Links</i> .....	11

## Introduction

*Hello and welcome to all aspiring Avon Beauty Bosses! I'm Tracy and I have been associated with Avon as a Beauty Representative & Business Owner for 15 years. I am very passionate about Avon and I love being able to share my passion and inspire others to be successful and empowered through their journey with Avon.*



Becoming part of Avon has changed my life and I want to show you how easy it is to join the wonderful family of Avon Beauty Bosses. If you haven't yet done so, please subscribe to my [mailing list](#) for my blog [iloveavon.co.za](http://iloveavon.co.za). You will get a link to download the current Avon brochure, as well as a surprise bonus. Plus, every month you will get an email with highlights from the new Avon brochure and never miss out on a new beauty post.

I hope you find this book informative and helpful and remember that if you have any questions, you can just drop me an [email](#).

*Best of luck with your new Avon business!*

*Love Tracy*



*By Tracy*



[WWW.ILOVEAVON.CO.ZA](http://WWW.ILOVEAVON.CO.ZA)

[tracy@iloveavon.co.za](mailto:tracy@iloveavon.co.za)

I LOVE AVON  
Blog

## Why join Avon?

- Do you want to earn some extra cash or even a full time living?
- Do you have a passion for beauty and looking fabulous?
- Are you inspired and willing to work to build your own successful business?
- Are you ready to start NOW?

## Who Can join Avon?

- You must be over 18 years old
- Live in South Africa or Namibia (or have a delivery address in SA or Namibia) – PEP Stores delivery option now available

---

*You can still join Avon South Africa if you reside outside of SA BUT your DELIVERY ADDRESS MUST BE IN SOUTH AFRICA or NAMIBIA. Avon South Africa will only deliver to South Africa and Namibia.*

---

- Have a valid photo ID or passport?

## What Can You Earn?

How do you earn money? You earn because Avon offers their Beauty Representatives a discount based on their sales. The discount structure works on a sliding scale, which means that the more you sell, the higher your discount will be!

The discount of your first order will be 25%, thereafter your commission will be calculated based on your previous month's sales. The discount on jewellery is fixed at 20% and on accessories such as bags, purses and brushes (i.e. items that are not a toiletry, fragrance or cosmetic or jewellery), at 12%.

### Discount (Earning) Structure - updated 1 April 2020

**Minimum order value is R570.** Please note that Avon representative orders under R570 will not be processed so it is important to gather several orders together to make up this amount.

Award Sales	Discount	Potential Earnings
R570 – R894	15 %	R700 sale = R105 discount
R895 – R2 119	20 %	R1500 sales = R300 discount
R2 120 – R7 799	25 %	R3000 sales = R750 discount
R7 800 or more	30 %	R8000 sales = R2400 discount

## What Does It Cost to Join Avon?

- The joining fee for Avon is R90. This fee will be added to your first invoice and deducted from your first discount, therefore you do not pay upfront to join Avon. *If anyone tells you otherwise, they are providing false information.* For your own protection, only pay Avon directly using one of their preferred methods of payment.
- You will be charged an admin fee for every order you place with Avon. This is currently R25. No admin fee for orders over R2500.
- You will also automatically be billed for one Avon Brochure per month (R13.90) but you will also **get one free**.
- Other expenses could be samples, brochures, demo products, packaging, customer order slips, etc. All those items are optional, however, this is a business and these items will help increase sales and customer satisfaction.
- Please make sure that you order every month! If your account is inactive (i.e no invoiced order) for 3 months, it will be suspended and you will need to reactivate your account (same procedure as joining). In this case you will pay the joining fee again.

## How to Share the Avon Brochure

The Avon Brochure is **Your Shop**. Share your brochures as well as the brochure link on Facebook, Whatsapp, and other social media platforms.



The AVON Brochures can be handed out or shared digitally via WhatsApp, Facebook, Instagram and other digital platforms.

## Digital Brochure link to share:

Copy and paste the below link to share with your customers:

**<https://za.avon-brochure.com>**

## Download the PDF brochure

Click the block below to access the download page where you can download the PDF brochure.



You will be able to open and manage your own **Online Avon Store** as well as have access to your **own unique Avon Digital Brochure link** once your account has been created.

## Get Started Right Now

Once you have collected **orders** totalling R570 (minimum order value) or more, please submit your **clear photo ID** copy (front and back of ID card), together with your **physical and delivery addresses, email address, contact number** and **name and contact number of next of kin** to [tracy@iloveavon.co.za](mailto:tracy@iloveavon.co.za) or Whatsapp **0836930824**.

## Your First Order

### Avon Business Starter Kit

What will you need to give your new Avon business a head-start?

- **Brochures!!!** You can pass them out to family, friends and co-workers. A good start is 5 or 10 – always order your brochures one month in advance, e.g. in January you will order your February brochures. The more you order, the less you pay per brochure.
- **Customer order slips** are useful to keep track of your customers' orders, or you can make your own, e.g. on an excel spreadsheet
- **Branded plastic bags**, large (50 for R31) and small (50 for R17). I always deliver my products in an Avon bag with a pretty ribbon and a few pink sweets. It adds a professional yet personal touch.
- **Top-selling products and samples** for you to try yourself and demo for your customers. Demo and trial offers are available from the Avon Representative only brochure, **Let's Talk**. You can [download the current Let's Talk](#) here.

**Example: In my starter business kit, I would order the following:**

- 10 Brochures for the next month (always order brochures one month in advance) – R70.00
- Customer order slips – code 26509 – R11
- Plastic order bags: small x 50 – code 80315 – R17
- Plastic order bags: large x 50 – code 80314 – R31

**Total cost of business items = R129.00**

### *Understanding Product Codes*

Each Avon product has its own five-digit code. Ask your customers to always write down, text or email the **page number, code and the quantity** of the products they wish to order, e.g January Brochure: page 77 40452 2, page 51 33352 1, etc. If there is a special offer, such as “Buy One Get One Free” – the free product will **automatically be included** with your order, so you only need to order the one product. If the special says: “All 3 for R?” – then there will be a **special offer code** to be used for that purchase. Note: if you use the separate codes and not the offer code, Avon will charge you the regular price and the discount will not be available. If there are qualification criteria, such as “Spend R? across page numbers x to y and get this product at R?” – You will need to include the code of that product with your order since there is a charge involved, however, if the product is free then you must leave the code out. **Instructions and explanations are usually in the brochure itself and are quite clear, but you can always contact Avon customer services if you have any questions or if you are unsure!**

**Please submit your FIRST ORDER using the following formula:**

Page number Product Code Quantity  
 Page number Product Code Quantity  
 Page number Product Code Quantity  
 Page number Product Code Quantity

For example:

**19 30357 1**

**67 18070 1**

Etc...

Or **[DOWNLOAD THE ORDER FORM](#)**

## *I have submitted my order and required documents and information - Now What?*

- You will receive an OTP by SMS on the number that you provided which you need to forward *IMMEDIATELY* to your Leader (OTP numbers expire after a short time)
- Once your application has been processed, you will receive another SMS from Avon. The SMS will contain your Avon account number as well as your credit account information. You will be given one of the following 3 types of accounts...see below.

## *Types of Accounts*

- **CAHS ACCOUNT – Pay as you Go**
  - Cash account - No Limit
  - Collect order from customer with payment upfront, or collect a deposit or you can use your own money
  - Pay Avon for the order and send proof of payment before it will be dispatched
  - Deliver products, collect next order and the payment and continue your business
- **21 DAY – Credit Limit depending on your credit score – to be paid within 21 days (NOT MONTHEND)**
  - You will receive a credit limit up to R1250 to start (can be increased in future)
  - Collect customers' orders and order through Avon
  - Deliver products to customer and collect payment immediately, collect next order
  - Pay Avon and yourself
  - Place your next order
- **Deposit to Buy – Pay a Deposit to Buy Credit**
  - Pay your deposit to buy immediately (Deposit R250 to get a trial credit limit)
  - Place your order
  - Deliver products and collect money from customers
  - Pay Avon and yourself
  - Place your next order

## *Account Payments*

### Avon Training: How to pay your Avon Account

- Pay@ online: Fastest method and secure: <https://payat.io/qr/11454>
- Pay@: Pep, Spar, Ackermans, Checkers, PicknPay, Makro etc
- Credit card payment online via your account dashboard on my.avon.co.za



## Manage your Avon credit account responsibly to avoid penalty fees for late payments!

### South African Invoices

- A Past Due Fee penalty of R50,00 will be charged on your account when your date of invoice reaches 45 days from date of invoice.
- When your date of invoice reaches 60 days from date of invoice a **second** Past Due Fee of R50,00 will be charged again on your account.

### Namibia Invoices

- A Past Due Fee Penalty of R50,00 will be charged on your account when your date of invoice reaches 60 days from date of invoice.
- When your date of invoice reaches 90 days from date of invoice a **second** Past Due Fee of R50,00 will be charged again on your account.

## *Receiving your First Avon Delivery*

You will get an SMS from once your order is on its way to you. Please make sure that there will be someone at the delivery address that you provided who will sign for the box and keep it safe for you if you are not able to be there when your Avon order is delivered. Please check that the box is sealed before accepting it.

NEW: Pep Stores Pick-up Points offer a free collection service at selected PEP stores nationwide.

## *What's in the Box?*

Your invoice, your Avon Products, Avon brochures, Let's Talk, your Avon training material, President's Club flyer. Training material and promotional items and/or information.

Check your Invoice and Picking Slip and tick off each item that you received.

## *Keeping Records*

Keep all your invoices for at least 2 years. Get yourself a lever arch file and file all your invoices together with your customers' order records. It's always a good idea to keep a record of your customers' orders together with the invoice of the specific order so that you can refer back to it if you ever need to.

## *Customer Service*

Reliability and consistency will get you very far when it comes to gaining and retaining customers. Think about how you would like to be treated as a customer. You would probably be much more comfortable giving your money to someone who you trusted. So how do you gain their trust and loyalty? Simple. Start with punctuality. You arrive when you say you will. That means that if you make the appointment for 11h00 then you must be there at 10h55.

## *Your Special Touch*

Giving your customers a little bit of special attention will set you apart from other Avon Beauty Representatives. I always include a sample and a few sweets with my customers' orders, and they really appreciate it! Run a monthly lucky draw for your loyal customers or and offer a voucher to the winner that they can use towards their next purchase with you 😊

## *Consumer Protection*

As an Avon representative you have a responsibility to respect your customers' rights under the Consumer Protection Act. Below are some of the important clauses which you need to be aware of.

For more information on the CPA, visit the website of the Department of Trade and Industry at <http://www.thedti.gov.za>.

To protect the privacy of consumers, the CPA gives the consumer the right to put a stop to unwanted approaches by marketers. If a customer asks you to remove him or her from your mailing or contact list and not contact them in future, you must comply with the request.

In terms of the CPA, you may approach customers only during the following hours:

Weekdays 08:00 to 20:00

Saturdays 09:00 to 13:00

Sundays/public holidays: You may not approach customers

However, if your customer agrees, you may make an appointment with him or her outside these hours.

### Customers' right to accurate information

You may not make any claims about Avon's products that are false or which have not been approved by Avon. For example, you may believe through your own experience that a certain eye cream also clears up spots. If this claim does not appear in any Avon literature, you may not share this perceived benefit with your customers. Both you and Avon could be held liable should your customer not experience the results you have claimed or, worse, should she have an adverse reaction by using the product in a way that Avon does not recommend.

### Right to privacy

In terms of the CPA and other legislation, you may not divulge anyone's personal or contact details to a third party. This is true for your customers and, if you are a Sales Leader, for the members of your Avon sales team. The consequences of revealing private information can be severe and Avon takes this matter very seriously.

## Support and Resources

Avon Call Centre: 087 011 AVON (087 011 2866)

Avon Queries: [queries@avon.com](mailto:queries@avon.com)

### Incentives

- Sign up for Success Program: Free gift with your first order every month for your first 4 months!
- President's Club – Exclusive rewards for top sellers! You will receive an information flyer with your first delivery
- Monthly and Quarterly competitions & rewards – Avon runs various competitions and incentives throughout the year. Keep an eye on your email and in your Let's Talk for updates. Your Avon sales leader or zone manager may also offer some incentives.

### Downloads and Links

Take your Avon business to the next level with this  
FREE AVONGIRLBOSS Success Planner

[Click here to view the current brochure](#)

[Brochure Download](#)

[www.iloveavon.co.za](http://www.iloveavon.co.za)

[Click here to join the mailing list](#)

[Avon order form](#)