

# Unconverted Lead Script

Leadership Representative making call: \_\_\_\_\_

Lead Name: \_\_\_\_\_



**Outcome of Call: Appointment Scheduled? YES NO**

Hi. This is *[your name]* with Avon Products. I'm checking in today because you had previously expressed interest in learning more about Avon and we're doing a follow up to see if you have been contacted.

*[Project appropriate empathy with whatever answer they give.]*

If Yes – “*Did you meet with anyone from Avon to learn more about the great opportunities available? What was your original reason for calling?*”

If Yes – “*what made you change your mind? We've got great new products & opportunities at Avon -- if I could show you a way that you could [enter reason for calling from above] on your own time, would you be interested in learning more?*”

If No – “*I'm so sorry – I'm glad I was able to get a hold of you. What interested you in calling back in [enter month lead was received]? Are you still looking for an opportunity to earn an additional income?*”

If Yes – “*Are you working now? Do you enjoy what you do? What kind of extra money would make a difference for you? I'd love to sit down with you, go over the details and show you how Avon could work for you.*”

If No -- “*I'm sorry to hear that. Which of your friends or family members could benefit from an opportunity to make additional income each month?*”

## **IF INTERESTED:**

*I'll be in your area on [day] or [day] next week. What time would work best for you on either of those days? Set time and place of appointment*

## **NOT SURE – NEEDS MORE INFORMATION:**

- Invite to an Opportunity Meeting
- Offer an Explore Avon Envelope by saying: “*When I'm in your area next week, I'll drop off an “Explore Avon Envelope”? It's an opportunity to try Avon by passing a few brochures to your friends, family and co-workers.*”

## **IF NOT INTERESTED ANYMORE:**

*May I ask what changed your mind?*

*May I follow up with you again?*

*May I bring by a brochure for you to look at?*

*Who do you know that could benefit from an opportunity to make additional income each month?”*

## **LEAVE PROSPECT WITH A POSITIVE FEELING ABOUT AVON:**

*Thanks so much for your time. One thing I don't want you to miss out on is our “Say Yes to Avon” Event going on at [location] on [day, date, time.] Stop by and pick up your free Kissable Lipstick sample and a current brochure.*