

Avroy Shlain®

Your

CONFIDENT

START

BEAUTY ADVISOR BUSINESS GUIDE 2023/2024

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As of 1 May 2023 we are excited to launch our new look earnings plan – **Avroy Shlain PLUS** - which features some key enhancements and additional new benefits to your earnings at Avroy Shlain.

## What is Avroy Shlain PLUS?

Avroy Shlain PLUS is the upgraded new look Avroy Shlain Earning Opportunity which launches in May 2023

## What are some of the key changes/benefits you can expect?

- Beauty Advisors will now be remunerated for growing their network through RECRUITMENT & ACTIVATION of new Beauty Advisors
- Avroy Shlain PLUS provides strong motivation for BAs and Managers to achieve Personal Sales Monthly
- Managers will now earn on their manager promote outs **for life**



# Welcome

Dear New Beauty Advisor,

Welcome and Congratulations on taking the first step towards making Beauty Your Business. Your incredible entrepreneurial journey with Avroy Shlain begins NOW!

The heritage of Avroy Shlain dates back to 1973 and has been a journey of empowering women and men across sub-Saharan Africa to be the best versions of themselves. Through our compelling business opportunity, you will be able to grow as an independent entrepreneur by connecting with people and distributing our world class beauty products. Avroy Shlain has been – and continues to be – a company that is passionate about changing lives through enlightening, educating and empowering our salesforce to achieve their goals.

We endeavour to partner with you from the very beginning, providing you with a platform to learn new skills, business acumen and knowledge to grow into a world class successful entrepreneur.

Wishing you much success!

Jennifer Matoushaya, Sales Director



# UNDERSTANDING YOUR BUSINESS

## WHAT AVROY SHLAIN OFFERS YOU

Owning your own Avroy Shlain Beauty Business has many benefits:

- Great quality, cruelty free beauty products
- Life changing earnings
- An opportunity to create a life you've always dreamt of in your own time and according to your own terms
- Grow with Confidence
- Be part of a business with purpose
- Build and grow your network
- Become an influencer

Of course you are not alone in your journey, we will ensure that you have:

<p><b>FREE BUSINESS, LEADERSHIP AND PRODUCT TRAINING</b></p>  <p>Training that will empower and equip you to grow your business and build your confidence.</p>	<p><b>ACCESS TO BUSINESS RESOURCES &amp; TOOLS</b></p>  <p>Access to business resources through our digital business platform for ease of doing business</p>	<p><b>DIGITAL MARKETING RESOURCES</b></p>  <p>Digital marketing resources that give you a branded advantage</p>	<p><b>FREE REWARDS</b></p>  <p>Earn additional reward gifts for your performance</p>	<p><b>SALES FORCE SUPPORT</b></p>  <p>Customer support that offers professional, helpful services</p>
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## HOW DO I EARN?

As an Avroy Shlain Beauty Business owner you can earn in two ways.



**1 CLASSIC PROMOTION OF PRODUCTS**



Earn from marketing, promoting and selling our world class Beauty Product offering to your personal network

+

**2 GROWING YOUR NETWORK**



Share the business opportunity with your personal network and earn on their sales performance

LEVEL	PERSONAL SALES	PERSONAL SALES EARNINGS	#OF BAs	BA TEAM SALES	EARNINGS FROM BA TEAM
BA	R0< R999999				0%
LEVEL 1 BA	R1500+	25%	3	R4 500 – R8 999	2%
LEVEL 2 BA	R1 500 +	25%	6	R9 000 – R14 999	4%
LEVEL 3 BA	R1 500 +	25%	10	R15 000 - R22 499	6%
LEVEL 4 BA	R1 500 +	25%	16	R22 500 +	8%

## HOW DO I CALCULATE MY BEAUTY ADVISOR EARNINGS?

Lets take a look at this example where your customer buys our iconic Coppelia 60ml EDP for R599.

<b>Step 1:</b> R619 divided by 1,15	= R538
<b>Step 2:</b> = Multiply R538 x 25%	= R135
<b>YOUR EARNINGS</b>	<b>= R135</b>



Access the Revolution Resources Page to view the complete Avroy Shlain Business Earnings Schedule.

# YOUR BUSINESS START UP TOOLS

## YOU ARE ALL SIGNED UP, WHAT'S NEXT?

To ensure that you have a confident start, you need the correct tools:

- Your 7 digit Avroy Shlain account number that was sms'd to you  
(You need this in order to access the Revolutions Business portal for all transactions)
- Your 14 digit Pay@ number (you'll need it to process payments for all your orders.)
- Log onto our exclusive Revolution Business portal via <http://bit.ly/asclogin02>

On this site you are able to:

1. Place your orders
2. View your orders
3. Recruit other Beauty Advisors and grow your business
4. Track your business performance
5. Access business resources
6. Update your personal information



To see our training videos on how to make the most of the Revolution site visit <https://streaming.avroyshlain.co.za/> or scan the QR Code or access the videos under Resources on the Revolution Business portal.

## WHAT ELSE DO YOU NEED?



Your Monthly Avroy Shlain Brochure (digital and physical copies available to you). This is your store. Showcase and share your digital or physical brochure with potential customers. You can download your monthly digital brochure under Resources on the Revolution Business portal



Your Career & Rewards Guide  
View the digital monthly Rewards guide to see what extra performance rewards you can qualify for



Your Avroy Shlain Order book (CODE:4425 for R36)  
This is an easy way to keep customer records, or you can keep customer records under on the Revolution Business portal.

# YOUR ONBOARDING PROGRAMME

**SO NOW THAT YOU HAVE ALL YOUR BUSINESS BUILDER TOOLS, LET'S GET YOU STARTED!**

Did you know that in your **first 3 months** after joining the business, you are eligible to participate in the New Beauty Advisor Onboarding programme, where you can earn **FREE** Avroy Shlain Product Samples to start building your Beauty Business Kit.

## 1<sup>ST</sup> ORDER

Place your 1<sup>st</sup> INVOICED ORDER to the value of **R/N\$750** within 2 weeks of registration and you will receive

**Earnings of R/N\$163**  
**Products valued at R/N\$130**



Roll-on Anti-Perspirants 50ml (Redd® Nights by Avroy Shlain for Her Endangered® for Him)

## MONTH 3

Achieve TOTAL INVOICED SALES of **R/N\$1 500** in Month 3 and receive

**Earnings of R / NS 326**



• A FREE Business Bag  
PLUS earn your Personal Sales Challenge Gift (as shown in the Rewards brochure)

## MONTH 1

Achieve TOTAL INVOICED SALES of **R / N\$1 500** in Month 1 and receive

**Earnings of R / N\$326**  
**Products valued at R200**



- Coppélia® Perfumed Body Spray 100ml
- Coppélia® Man Deodorant Spray 150ml
- Beauty Advisor Training Manual

You will also receive your Personal Sales Challenge Gift (as shown in the Rewards brochure)

## MONTH 2

Achieve TOTAL INVOICED SALES of **R/N\$1 500** in Month 2 and receive

**Earnings of R / N\$326**  
**Products valued at R/N\$228**



## QUALIFICATION!

Complete all 3 Months and qualify to purchase the Beauty Advisor Kit! Get the samples you need to sell more.

**FOR ONLY R160 / N\$160**  
**VALUED AT R/N\$1 587**



Beauty Advisor Kit contains 5 products: Coppélia® Eau de Parfum 60ml; Avroy Shlain JS® Perfumed Body Spray 100ml; Endangered® Anti-Perspirant Spray 150ml; CRT® Youth Gel 50ml; Body Essence® Tissue Oil 100ml

**NB: Products may vary**

6\* ColorFun® Legenberry Lipstick & Avroy Shlain Pure Lemon & Glycerine Body Cream

# AVROY SHLAIN PRODUCT OFFERING

Avroy Shlain specializes in high-quality, affordable products. We recognize that each individual is unique and we offer a wide range of products to address a wide range of beauty needs and concerns.

We offer the following product lines:

- COLOUR
- SKINCARE
- FRAGRANCE (FEMALE & MALE)
- PERSONAL CARE
- BODY CARE
- HAIR CARE
- FASHION



Attend our exclusion in-person or virtual Product Training Masterclasses, access the training schedule on the Revolution portal to see upcoming training dates.



# FINDING CUSTOMERS

Potential customers are all around you. You have several options.



**Your Personal Network**  
(Friends, Relatives,  
Neighbours, Church )



**Your Social Network**  
(TikTok, Instagram, Facebook and  
WhatsApp networks)



**Your Professional Network**  
(Your colleagues and like  
minded individuals)



**Local Businesses in your area**  
(Clinics, offices, doctor's rooms,  
schools, hair- and beauty salons)

To successfully close a sale, you will need to know your products well. You can access all digital product training material under Resources on the Revolution Business portal or visit: <https://streaming.avroyshlain.co.za> .



## SELL BY USING THE 4 W'S

**WHO:** **Make a list of the people** you could sell these products to.

**WHEN:** **Agree on a time** to meet, e.g Lunch Time.

**WHERE:** **Contact your potential client today** and agree on a place to meet.

**WHAT:** Decide on **what you are going to say**, e.g "This product helps reduce dark marks and age spots on your skin."



# HOW TO PLACE AN ORDER

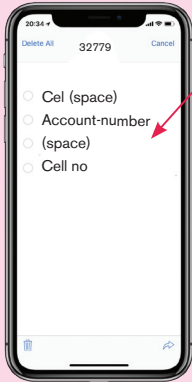
Placing an order is easy. There are two options available to you.

- Placing an order via SMS
- Placing an order via Revolution Shop.

## PLACING AN ORDER VIA SMS

### STEP 1

How to Register your Cellphone for SMS Ordering



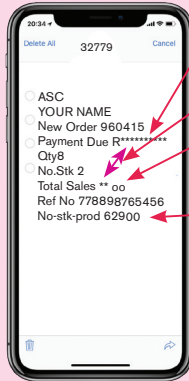
### STEP 2

How to place your order



### STEP 3

After you have placed your order by SMS, you will receive the following: An order confirmation message. The amount you will need to pay.



Place your order either via **SMS to: +27 79 695 9374**  
**OR to: 32779**  
**PLACE [space] Account Number [space] CODE [space] QTY**  
**OR**  
 Place your order via the **Avroy Shlain Revolution Portal**

**a.** Type cell (space) then your Avroy Shlain Account Number (space) then your cell number.

**b.** Type Place (space) then your Avroy Shlain Account Number (space) then the code you want to order (space) then the quantity number.  
  
**DO NOT USE** Commas, Stars X & # Only use Blank Space

**c.** Pay this amount with your EasyPay number.

**e.** This is the sales value of this order.

**d.** Difference between these two amounts = your earnings. (pink arrows)

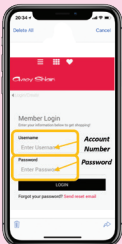
**f.** This means there is no stock of this code. Speak to your GM/AD to see if more stock will be coming in or should you stop selling this code.

## PLACING AN ORDER VIA THE REVOLUTION SHOP



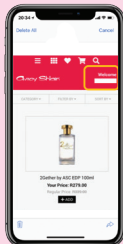
### STEP 1

To access the Shopping Cart, select the Sales Force Rep Login on the top right of the Avroy Shlain website and select SHOP LOGIN or use [bit.ly/aslogin02](https://bit.ly/aslogin02)



### STEP 2

Log-in using your account number as your username and the password sent.



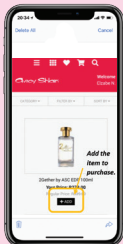
### STEP 3

Check that you are logged into the correct account by viewing your name and rank on the top right corner of the page.



### STEP 4

Search for items wither by product name or code using the search function.



### STEP 5

Click "Add" to place the item in your shopping cart



### STEP 6

When you are done shopping, select the "Cart" and continue to "Checkout"



How to place an order: <https://streaming.avroyshlain.co.za/campaigns/march-23/watch.php?a=317>



How to view orders: <https://streaming.avroyshlain.co.za/campaigns/march-23/watch.php?a=319>

# HOW TO PAY FOR ORDERS



Payments can be made via: Bank deposits, EFT Payments, Post Office & Payat outlets



Reference number to be used - unique Payat reference number.



Your Avroy Shlain account number appears in the Payat reference number



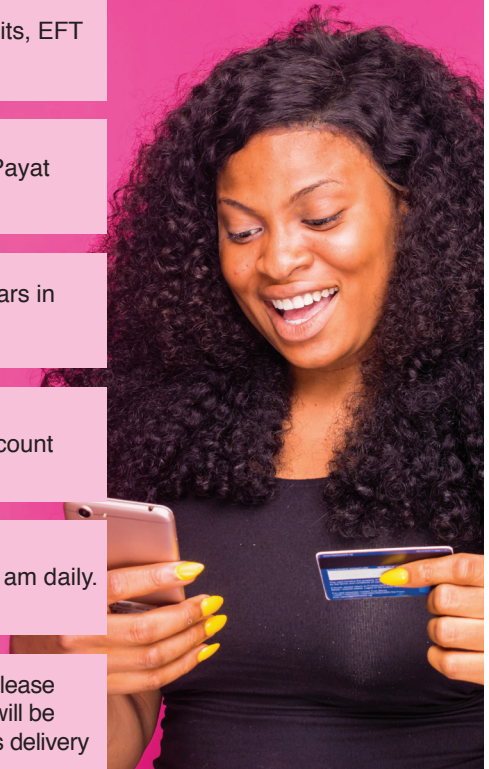
Payments uploaded onto the debtors account



All banks are normally uploaded by 9:00 am daily.



Deposits must reflect in the bank on the release day, for order to be released. If not, stock will be reserved to be released for the next weeks delivery



Checkers

makro

BOXER

Top it Up  
Convenience at your fingertips

Pick n Pay

ACKERMANS

game

PEP

SHOPRITE  
U save

Cambridge  
Food

SPAR

builders

KAZANG

flash  
TOP UP YOUR LIFE



## TAKE NOTE:

Your Payment Reference for Pay@ will always be

**11949 + account number**

EG : 11949123456

# HOW TO KEEP CLIENT RECORDS

Good knowledge of your clients, beauty needs and concerns as well as their Avroy Shlain product preferences enables you to provide them with a superior and professional service.

Utilise your Avroy Shlain Order book to keep track of your clients purchases.

<b>ORDER NO:</b> _____		<b>Avroy Shlain</b> <small>TRUE BEAUTY SHINES</small>		
Name:		Order Date:		
Address:				
		Delivery Date:		
CODE:		QTY	Price	TOTAL
I confirm that the above products have been ordered by myself and agree to pay for this order.			Amount Due	
<b>Customer's Signature:</b> _____				

Make the client sign as confirmation of order. This will help in avoiding cancellations.

If you take a deposit, record the amount and show the new balance due.

## 1 WHITE COPY

Leave top copy with the client and make her aware of the delivery date.

## 2 PINK COPY

Package your client's orders in Avroy Shlain bags and attach the pink copy.

## 3 YELLOW COPY

Keep the yellow copy in your order book for your records.



By keeping track of your clients' purchases, you can notify them when their favorite products are on promotion or when it's time for them to re-order their depleted beauty products.

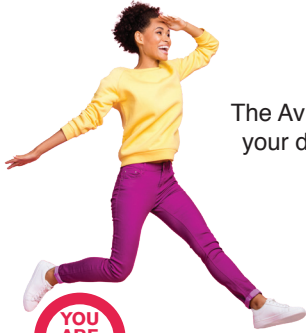


# YOUR CAREER AT AVROY SHLAIN

## CAREER PATH:

### Beauty Advisor to Area Distributor

The Avroy Shlain Career Path is your stairway to living your dreams... are you ready to take the next steps?



LEVEL	SALES	EARNINGS
GROUP MANAGER	R22 500 - R52 999	11%
SENIOR MANAGER	R53 000 - R85 999	12%
EXECUTIVE MANAGER	R86 000 - R141 999	12,5%
MILLION RAND MANAGER	R142 000+	13%

\*Level will increase annually



View the entire Avroy Shlain Business Earnings Schedule on the Revolution Portal

# BUILDING YOUR TEAM

The beauty of this business is that it gives you the ability to achieve your dreams by sharing the OPPORTUNITY with others and helping them achieve their dreams too.

The more you grow your network, the better your earnings, rewards and recognition.



**Your Personal Network**  
(Friends, relatives, anyone you know)



**Host an Avroy Shlain Business or Product Workshop or Pamper Party**



**Business Network**  
(Colleagues)



**Social Network**



**Local Businesses in your area**



**Recruit people that live nearby and are close to where you work. It's easier and more cost-effective to run a business that is not hundreds of kilometers away. Remember, you are changing lives - you have to meet them, activate them, motivate them - and if you don't see them they will forget you.**

## USE THESE 4 SIMPLE STEPS TO GROW YOUR NETWORK

### 1. Listen to what people are saying

**Too often we don't listen to what people are saying.**

"I wish I could afford a better school for my children."

"My husband is away a lot and I'm often very lonely."

"I'd love to own my own car!"

People are giving us clues on a daily basis..... are you really hearing what they are saying?

"Please recruit me!"

### 3. Answer questions

**Too often we don't listen to what people are saying.**

Answer any questions the potential recruit may have. If you don't know, it is ok to say "I will find out for you from my Area Distributor."

It's a good idea to share how the structure works and that you do not do business on your own, but always with support and training.

### 2. Offer the opportunity

**Then you offer the opportunity by saying the following:-**

"If I could tell you how Avroy Shlain can help you to afford the school fees (education) for your children, would you be interested?"

Practice saying this and it will come naturally!

### 4. Overcome objections (if necessary)

Overcome any objections they may have by using the "FEEL, FELT, FOUND" method.

**Example:**

"I'm too busy to do demonstrations."

**Then say:**

"I know how you feel, I have felt the same way, but I have found that you don't have to do demonstrations, you can still achieve fantastic sales just by selling from the monthly brochure."

Think of other objections and answers to overcome them.

**IN CLOSING:**

You could say the following:

"You probably did not expect to chat to me about a new career but how would you like to have an additional R500/ R1000 to spend every month?"

# THE AVROY SHLAIN **MANAGER** OPPORTUNITY

## TAKE THE NEXT STEP IN YOUR CAREER

Are you ready to achieve more in your business?  
If so then the Avroy Shlain Manager opportunity is for you.

Sharing the Avroy Shlain Business opportunity with your network will not only secure you better earnings, it will also allow you to experience some exclusive rewards at Avroy Shlain.

Becoming a Manager at Avroy Shlain has many benefits, such as:

**The opportunity to lead your own team of Beauty Advisors**

**Local and international travel rewards**

**Attend exclusive networking events**

**Performance Rewards and Recognition**

**NEW MANAGER ONBOARDING PROGRAMME**

Qualify as a Manager, you have the opportunity to participate in the 3 month manager onboarding programme and earn Gifts valued at R/NS\$ 878

For each month of the onboarding programme, you must achieve 8 new recruits per month and...

Month 1	Month 2	Month 3
CRITERIA: R/NS\$22 500 Group Sales in	CRITERIA: R/NS\$22 500 in ... Group Sales	CRITERIA: R/NS\$22 500 in ... Group Sales

**Earn R/NS\$ 174**

**REWARDS:**

- Avroy Shlain-Branded Peak Cap
- Red Apron
- 2 Clipboards
- A set of 5 Pens
- Mini Cosmetic Brush Set

6% Service Fee

**NEW MANAGER QUALIFICATION**

**Qualify as a new manager THIS MONTH!**  
Achieve the following criteria and you will earn:

**CRITERIA:**  
Achieve R/NS\$22 500 in Group Sales in the month  
16 new recruits (no time frame)

When you qualify, you will become a Junior Manager and receive

**REWARDS:**

- Product Hamper
- BA guide (x10 pack)
- Manager Guide

PLUS join the Manager Onboarding Programme to earn more incredible rewards!

6% Service Fee

**QUALIFICATION CEREMONY**

Qualify in all 3 months and receive:

- Avroy Shlain-Branded Scarf
- Avroy Shlain Manager Badge
- Manager Certificate
- ASC Branded Business Bag

**Earn R/NS\$ 174**

**REWARDS:**

- Avroy Shlain-Branded Shopper
- Avroy Shlain-Branded Hamper
- Avroy Shlain-Branded Scarf
- Avroy Shlain-Branded Manager Badge
- Avroy Shlain-Branded Manager Certificate
- Avroy Shlain-Branded Business Bag
- Colour Guide
- Other Guides available
- Pack of Blotters (x100)

6% Service Fee

Find out more about the Avroy Shlain Manager opportunity via the Revolution portal Resources tab.

# FAQS

**Q: How do I access Revolution ?**

**A: You can access Revolution in two ways:**

- a) Use the following link [bit.ly/asclogin02](https://bit.ly/asclogin02)
- b) You can access the Business Login or Shop Login via the Avroy Shlain website [www.avroyshlain.co.za](http://www.avroyshlain.co.za)

**Q: How do I update my details ?**

**A: You can update your details by logging onto the Business Portal by selecting My Profile >>> Edit My Profile.**

Note: You can update all your personal details except the shipping / delivery address. To change your shipping address contact CSD on +27 860 114 182 or send an email to [csd.helpdesk@avroyshlain.co.za](mailto:csd.helpdesk@avroyshlain.co.za) with the relevant documents.

**Q: What should I do if I have forgotten my password ?**

**A: Click on forgot password and follow the displayed instructions.**

**Q: How long after registration can I place an order ?**

**A: Immediately. You can use the username and password sent to you via sms to log into Revolution and place an order.**

**Q: How soon after placing my order can I make payment ?**

**A: Within 24 hours. Payment can be made via the Pay@ mobile and digital payment portal or instore at an approved Pay@ partner.**

**Q: What should I do if my Pay@ number is rejected at the kiosk?**

**A: If you are a new Beauty Advisor, you need to inform your manager so they can escalate accordingly**





Avroy Shlain®

JOIN OUR WORLD OF OPPORTUNITY!  
MANAGE YOUR OWN BUSINESS

**Customer Services 0860 114 182 (Share Call)  
or +27 11 655 3500 for more information**

For more information visit our website at  
[www.avroyshlain.co.za](http://www.avroyshlain.co.za)



Page: AvroyShlainSouthernAfrica  
Group: Avroy Shlain Sales Community



[avroyshlain\\_sa](https://www.instagram.com/avroyshlain_sa)



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Your  
**CONFIDENT**  
START