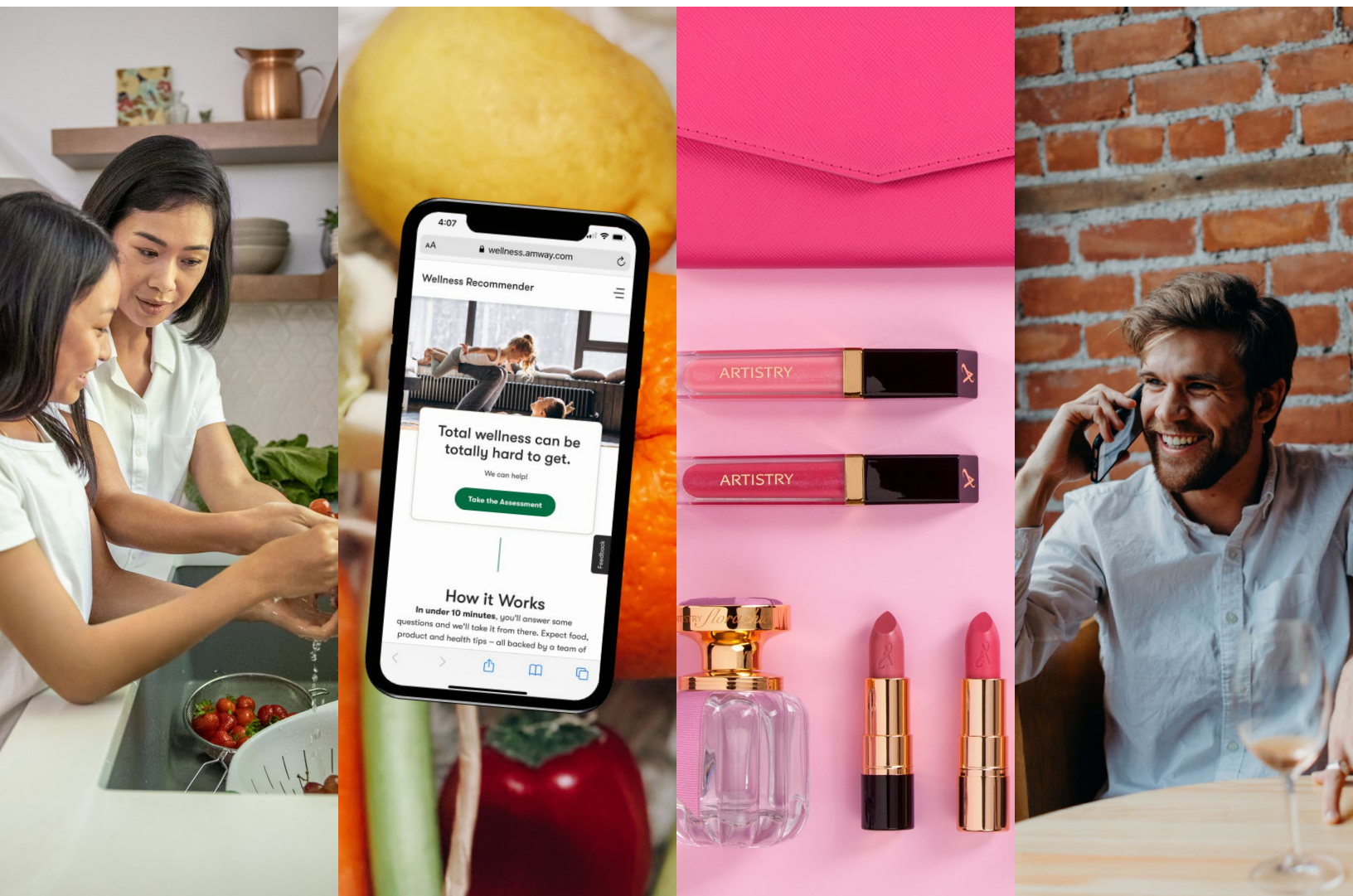


MAY 2022

# Weekly Wins

Make the most of May! Check out the topics covered here to keep your conversations with customers fresh and exciting. Weekly Wins provides *simple, specific steps* your group can follow to boost customer sales this month by taking advantage of timely product promotions and proven selling tools from Amway.



**Amway**

For existing IBOs only. Not for use with prospects.

# For your meetings this month

## WEEK 1

### MADE FOR MOTHERS

Mother's Day is May 8! Your customers will love doing last-minute shopping from your inventory. Inspire them with **curated gifts**. From favorites in skincare and perfume to supplements and makeup, they're the perfect way to say, "You're the best, Mom!"



## WEEK 2

### WIN WITH WELLNESS

Looking to bring wellness tips and tools into your conversations with customers? Or, ready to take it to the next level? Remember the **Wellness Recommender** is here for you. Meet customers where they are on their journey. Make it easy, make it personal, make that sale!



## WEEK 3

### SUMMER SKIN

Summer is coming soon! And a new season means new skincare needs. Help customers change it up with **skincare and beauty products** perfect for that summer sun.



## WEEK 4

### DON'T FORGET TO FOLLOW UP

Following up with a customer – or potential customer – matters! Don't leave a customer hanging. Check in, listen well, **close the sale!**



WEEK 1

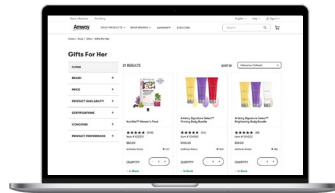
# Made For Mothers

Mother's Day is May 8! Your customers will love doing last-minute shopping from your inventory. Inspire them with **curated gifts**. From favorites in skincare and perfume to supplements and makeup, they're the perfect way to say, "You're the best, Mom!"



## ► FIND IT HERE

As you plan to sell out of your inventory, browse the [gifts for her](#) page for inspiration!



## ► TRY THIS

- Pick your fav from the gifts for her page. Share your testimonial with customers to help inspire their gift giving.
- Share the products you gift the moms in your life on social\* and ask your followers to do the same.



## ► SHARE WITH CUSTOMERS

- Send the gifts link via the [Share feature](#) for credit.
- Have customers interested in skincare and beauty? Host a last-minute Mother's Day [Beauty Break](#) to demo products, answer questions and score sales.
- Head to [YouTube](#)<sup>†</sup> for super fun videos to text or email (like [Artistry Studio™ Skincare](#) or [Artistry Skin Nutrition™](#)).

## ► LEARN MORE

Take these courses to get "the ask" right, the first time.

- [Selling Artistry Studio Skincare](#)
- [Artistry Signature Select™ Masks](#)
- [Find the Need](#)



\* At all times, respect Amway Social Media Guidelines.

† YouTube<sup>™</sup> is a registered trademark of Google LLC.



WEEK 2

# Win with Wellness

Looking to bring wellness tips and tools into your conversations with customers? Or, ready to take it to the next level? Remember the **Wellness Recommender** is here for you. Meet customers where they are on their journey. Make it easy, make it personal, make that sale!

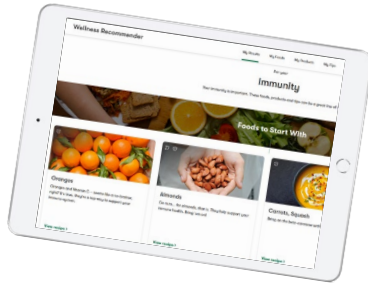
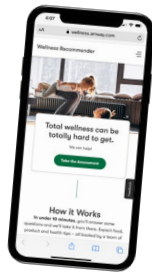


## ► FIND IT HERE

Use the [Wellness Recommender](https://wellness.amway.com) at [wellness.amway.com](https://wellness.amway.com).

## ► TRY THIS

- Use the [Recommender](#). Reference your own results with customers!
- [Learn](#) about the nutritionists, scientists and experts who helped develop the recommendations and drop their experience in sales conversations.



## ► SHARE WITH CUSTOMERS

Use the tool in any type of conversation...

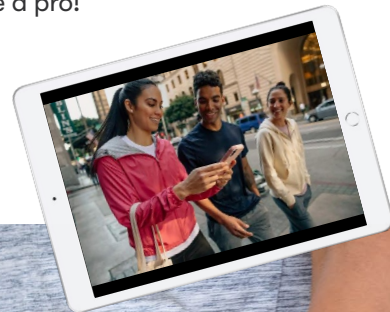
- Meeting in person? Listen for cues; then pull it up, walk through it and chat about results.
- Part of an online fitness group? Send the link to your squad – and use the [Share feature!](#)

...and for any type of customer!

- Have a customer way into wellness? Use the [Focused Path](#) to jump right to products.
- Customer just starting out their wellness journey? Use the [Comprehensive Path](#) for expert tips for up to three specific needs.
- New connection? Use [the tool](#) to find out what they like and need! You'll look like a pro!

## ► LEARN MORE

Refresh your Recommender knowledge with [this course](#).





WEEK 3

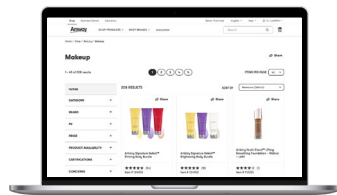
# Summer Skin

Summer is coming soon! And a new season means new skincare needs. Help customers change it up with **skincare and beauty products** perfect for that summer sun.



## ► FIND IT HERE

See [skincare](#) and [beauty](#) on Amway.com.



## ► TRY THIS

- Update your [MyShop](#) with summer-ready skincare and makeup.
- Spread the love for Artistry Skin Nutrition with this [Healthy Skin](#) story!
- Save your fav [Artistry Studio Skin Tiles](#) to send later.
- Keep tabs on the [Artistry Instagram](#)<sup>†</sup> for great videos and photos!



## ► SHARE WITH CUSTOMERS

- Makeup is a mood. Head to social\* to show off your summer glow.
- Texting a customer? Ask about their summer style and mention these fun products. Include this [blog post](#), too!
- Help customers find their vibe using the Artistry Virtual Beauty App ([iOS](#)<sup>\*\*</sup>, [Android](#)<sup>\*\*\*</sup>).

## ► LEARN MORE

Watch the [Virtual Beauty App tutorial](#) and [Studio Skincare](#) course.



\* At all times, respect Amway [Social Media Guidelines](#).  
\*\* iOS<sup>®</sup> is a registered trademark of Cisco Technology, Inc.  
\*\*\* Android<sup>™</sup> is a registered trademark of Google LLC.  
† Instagram<sup>®</sup> is a registered trademark of Instagram, LLC.





WEEK 4

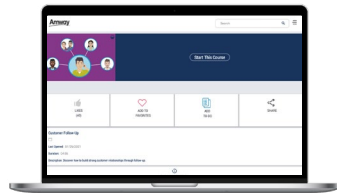
# Don't Forget To Follow Up

Following up with a customer – or potential customer – matters! Don't leave a customer hanging. Check in, listen well, **close the sale!**



## ► FIND IT HERE

Crush the follow up with the [Customer Follow Up](#) course!



## ► TRY THIS

- Write a list of customers you haven't heard from in a while. Use this month's Weekly Wins for conversation thought starters!
- Make customers feel seen and heard. Always be personal and purposeful – never pushy.
- Product update? Tried a sample? Birthday? Create a list of reasons to check in and use it!

## ► SHARE WITH CUSTOMERS

- Connect on their terms. Don't call someone who prefers to receive emails!
- Enhance your follow up with Customer Tiles, blog posts, your MyShop link, etc. Always give a value add!
- Offer convenience: Mention [AmPerks™ Customer Rewards](#) and [DITTO™](#).

## ► LEARN MORE

- Take it up a notch with the [They Said Yes Now What](#) course.
- Use the [notes and to dos](#) in the Customer List Tool to manage connections and follow ups!

