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As a busy executive, I have very little time for vendors who cold-call me. However, I was totally surprised by Wendy Weiss who not only was persistent enough to keep calling, but also eventually sold me on her product.

When Wendy first called me, I told her I was busy (she took that at face value, just as she teaches in her book "Cold Calling For Women") and she asked if she could send me her book and then call me back. I responded that I rarely have time to read the books that vendors send me, but she persisted and told me to look for her book in a purple envelope (just as she teaches others to do). When it arrived, it stood out loudly on my desk, enticing me to open it. I did and popped the book into my briefcase for train reading.

Within 2 round trips between Trenton and NY, the book was completed and I liked the tactics she was teaching. To my surprise, she called me when she said she would and proceeded to model each cold calling tactic that I had just read about. We agreed to meet and I learned more about her and her products and seminars and was very impressed. She sold me—something that no other vendor who had cold called me in the past was able to accomplish.

Wendy's cold calling tactics are well thought out and they work—something she was able to validate early on. And, they are easily duplicable, which is important to my business. She is a very quick read and was able to learn all about our business early on—allowing her to ask the right questions, determine our needs and actually show us the right product that would meet our needs.

We look forward to incorporating Wendy and her products into our Representatives' businesses to enhance and develop skills they were afraid to try before. She's right for our business and has become a true partner in the development of our Representatives.

Sheril Hirsch  
Director, US Sales Leadership, Avon Products, Inc.