

## 10 Step Swiss Skin Care Workshop

First 5 pages of document explains how to do the presentation. The presentation is only 10 Steps - "*new/shortened version*"

***“Arbonne is dedicated to bringing beauty, health and prosperity into your life, and the lives of others”.***

The above is our mindset. It’s what we are all about. We are showing the sophistication and quality of our products, company and how we do business. Make your workshop fun and educational. We want our guests to enjoy themselves, use the products and refer others.

### Preparation for the Workshop

#### Goal of the Workshop

- Create educated consumers. Help them achieve fast results and beautiful skin. Skin care is 70% of our reorders and therefore should be our primary focus. We want to teach people to use our products DAILY and reorder them. Our goal is to sign up preferred clients and sell RSVPs. We offer the RSVP first before any others specials.
- Generate a minimum competency standard for our retail or business consultant which is to do an average of \$500 QV per presentation.
- Book a minimum of 2 or more Swiss Skin Care Workshops **or other types of workshops: health and beauty, nutrition, cosmetics workshop, spa party.**
- Invite everyone to the next Opportunity Event or a personal consultation to explain the Arbonne income opportunity.
- Consultant comes from a place of service and teaches how to achieve radiant skin, how to take care of your skin, allow them to play with the Arbonne Cosmetics basics; primer, concealer, foundation, bronzer, lip polish and why ingredients are important.

#### Items to Bring

##### Products

Note: Products should be in brand new condition. Bring sets in one bag. Easy to set up, easy to pack up.

RE9 Advanced Set in Gold Tote	RE9 Treatments - Supplement, Neck, Lift, Age spot minimizer
RE9 Body Wash and Body Cream	FC5 Set in Blue Tote
FC5 Shower Set in Set Box	Primer (optional)
Foundation Samples or full size	Mineral Foundation Samples
Concealer	Mascara & Disposable Mascara Brushes (optional)
Skin Conditioning oil	Lip Polish & Disposable Lip Brushes
Bronzer (optional)	Cotton Balls to apply Bronzer
Awaken Salt Scrub	

Awaken Sea Salt Scrub - You may want to do this and then offer it as a booking gift that night to be given to them the night their workshop is held.

\*re: foundations - you may want to have a few of each mineral/liquid/tinted moist -to test with otherwise you use a lot of samples. Liquid: Buff, Honey Beige, and Neutral Beige, Rosy Beige. Mineral: Medium Beige, Tinted Moisturizer: Medium.

## Tools

### For Guests:

Product Catalogs (with your label)

- Pre-Order Forms - closing sheets
- Customer Care Forms
- Application Forms
- Invitations to next Empower Your Life Arbonne Advantage/Opportunity Event
- Host Packets
- Some type of Product Sample to go in Host Packets - Shampoo/cellular masque etc.

### Consultant Tools and Supplies:

Your Master Catalog + workshop script or cards  
 Before/After Laminated Photos  
 Hostess Gift  
 "Bring a Friend" Thank You Gift  
<http://www.wysiwipes.com>  
 alcohol wipes  
 Make Up Sponges  
 Q-Tips  
 Cotton Balls to apply Bronzer if you use it  
 Mirrors  
 Headbands

## Mindset of Women Coming to the Class

- Women don't want to be sold to. They want to have a luxury experience; they want to have fun. Selling sets is the only way we can ensure our clients get the best and fastest Results. When women come to a presentation, they are thinking, "I'll buy 1 or 2 things."
- Keeping the sets together will help alleviate this thinking.
- Our goal is to have them buy 1 thing - the **ULTIMATE VALUE PACK WHICH IS THE RSVP**. Remember "think in sets." Our guests do not know what an RSVP is - they think it means **"I'll get back to you"**. We add value by calling it an Ultimate Value. We are building value throughout the presentation. Women buy value and they justify value. See close sheets for different RSVP packages. Some will want to have all the products that you cover in your presentation. Some will want to add in health products from the Arbonne Essentials line or other products like ABC baby care or men's line. As long as the total does not exceed \$700 they can place what they want in their package.

## Mindset of the Consultant

- Be of the **SERVICE** mentality, not the "sales" mentality.
- Weave your story throughout your presentation.
- Share what you love about your business. Use the words "income" opportunity in place of "business" opportunity.
- Have the mindset that each customer already bought the **ULTIMATE VALUE PACK**.
- Your presentation justifies the purchase.

## **At the Workshop**

### **Setting Up Your Display**

- All the products stay in their respective bags.
- Keep all anti-aging products grouped together, FC5 together, and makeup together. Do not put out individual bottles. You will go over these in the workshop as product "ranges". Put out mirrors, headbands, /alcohol wipes or 1/2 alcohol 1/2 water in a spray bottle, disposable mascara and lip brushes, q-tips, and sponges.
- It's a very simple set up. We are NOT doing a party. We are doing a workshop. The setup is everything in the Ultimate Value Pak. Which is the RSVP. It should only take 5-10 minutes to set up-- nothing fancy.
- Whenever possible, try to have a new consultant with you who you can train and who can assist in giving out product to the guests.
- You will offer them a drink after they wash their face in the bathroom - they may decide to just try on their hands. That's okay. No food until after the class is over - otherwise you will be waiting until they eat to get started. You can even say *"The workshop will last for about 45 minutes and then we will have some snacks while you shop."* A bowl of Arbonne Chews and some nuts is always a good idea.
- Skin Conditioning Oil - this is a good product to have on hand in case someone has a reaction to something. It is very soothing and calming. It is also an excellent product to have for people who have dry skin. I like to give this product for 1/2 price with the RE9 Set. It can be used along with the night cream and day cream. Add a couple of drops to the product.

### **Guests Arrive**

Notes: It is okay to use your script or note cards and catalog. This is your safety net.

Examples of actual verbiage is in blue.

- **Meet and Greet Guests**

As guests come in, you meet and greet them. As soon as the first person walks in, welcome them and assist them in taking off their makeup in the bathroom. (some will leave their eye makeup on. That's okay! You are in control - this should not take long. (You can take 2 or 3 guests at one time ). Get them in and out so that you can get them a drink and have them sit down for the workshop. The host should get their drinks.

*"Lisa, Pam and Cindy would you like to come to the bathroom? We're just going to get started and take your makeup off now and take you through a couple of products (wash, toner, serum)*

- **Remove Make Up in Bathroom**

You are setting up the Swiss, luxury experience from the beginning. Use Wysi Wipes (which will get their attention because they are high tech and disposable) to cleanse face

and take off their makeup and then dry their face.

Once they use the wipe, they keep it with them throughout the class. Guest can cleanse their own face. They learn to use the product and they become competent with the products.

### **Use Wash, Toner & Serum in Bathroom**

In the bathroom, tell them this is going to be fun. This is your time to build rapport and have fun. Use your time in the bathroom productively. Make connections. Ask questions.

*"What would be the one thing you'd like to change with your skin?"*

*"What products are you currently using?"*

*"We are going to start with a clean canvas tonight and use 3 products right now: our Wash, Toner and Serum. I'll tell you a little about them while you use them. This is going to prepare us for the anti-aging experience."*

**Cleanse:** Cleanses face and removes makeup while leaving the skin soft and supple - no stripping or drying.

**Tone:** Use after Wash. Removes final traces of cleanser, regenerates, firms & tones & restores pH Balance.

**Serum:** Vitamin cocktail in a bottle. These products have prepared your skin for the anti-aging experience.

- Offer everyone a drink and invite them to sit down around the dining table or coffee table.
- Give them their Customer Care Form to fill out - they will keep this with them throughout the presentation.

### **Presentation Begins (next 5 pages)**

**Step 1 - Once all of the guests have arrived you can start off the evening by doing an on-time drawing.** (as guests arrive give them a ticket and let them know that you will be doing an on-time drawing at the beginning of the presentation. Any small item is good for the drawing - purse size hand cream, mini candle, mini aromatherapy lotion or salt scrub. This is a signal to say "we are ready to get started".)

**Step 2 - Acknowledge and Gift Your Host and Pass Out Catalogs, pens and Customer Care Forms inside Catalog:** (some consultants prefer to handout the catalogs at the end of the presentation)

**Your host is your common connection with the guests.** *I want to thank you all for coming today/night. . I'd like to thank Mary for hosting our workshop tonight. Mary told me that she had some wonderful friends that she was going to invite and I'm so happy to meet all of you. We are going to have some fun tonight. Again, Mary, thank you for hosting tonight. Here is a gift to thank you and this is only the beginning. Lots more gifts to come!*

*Today/night you are going to get a chance to try some of the most advanced skin care products on the market.*

*Did you all get a drink? (cup of our detox tea/iced citrus drink) Each of you has a catalog in front of you. This catalog is filled with descriptions of our fabulous products, ingredients and also, what makes Arbonne unique. The catalog also will explain the different opportunities for you to get involved with our products and company. I'd also like to ask you to please wait to look through the catalog until the end of the class. I know it's tempting to jump ahead in the catalog, particularly since our catalog is so beautiful, but I promise that you will enjoy the presentation much more, if you stay with me during the presentation. (Don't forgot to smile and have fun with the guests!!)*

**Step 3 - Share Your I Story: How you were introduced to Arbonne. Why you are doing Arbonne. Share your experience or the experiences of people you know whose health and skin and lifestyle were improved greatly by the products and income opportunity.**

*"I was introduced to the product and business....."*

*I love sharing these amazing products because.... My life has been so busy these past 10 years, that I've decided, it's my time. Arbonne is giving me back control of my time and finances and I'm passionate about building this business. Our products will change your skin; our business can change your life. Watch me tonight - I'm building a strong team in this area and I'm looking for people who are looking for a way to create an additional income or looking for a new career that will allow them to earn more and live the lifestyle that they truly deserve!*

**Step 4 - Arbonne Story and Arbonne Advantage:**

Arbonne was founded in the U.S. in 1980 by a Norwegian entrepreneur, Petter Morck. Today, Arbonne is a 31 year old Anti-Aging & Wellness Company currently in 4 countries, US, CA, AU and the

UK. Arbonne has combined sales of over 1 billion dollars in just the last 3 years. Our products are inspired by nature and enhanced with Science. We provide products for the entire family, Our products are:

***The purest, safest and most beneficial on the market today. They are free of mineral oil or petroleum, high levels of preservatives or harsh chemicals, free of animal products or by-products and no Paba. We are also Vegan certified***

Recently the cosmetics safety review released this information:

Women use an average of 12 cosmetics a day

Men use an average of 8

Women are exposed to 512 chemicals a day

Teenage girls - 200 a day

***In 2003 the European union banned 1400 cosmetic chemicals***

***Since 1938 they have banned over 12,000***

***In the US the FDA has banned ONLY 8***

*It takes 26 seconds for chemicals to get into your blood stream*

*We are so proud of the fact that Arbonne is developed under European Guidelines*

**Arbonne abides by the two highest standards of cosmetic safety:**

- *The European Union Cosmetics Directive and the*
- *European chemicals agency know as REACH (Registration, Evaluation, Authorization and Restriction of Chemicals).*

*More than likely you are already using hair products, bath products, skin care, makeup, shakes and vitamins in your home.*

- *We simply show people how they can SWITCH to Pure, Safe and Beneficial products.*
- *How to enjoy one stop shopping and SAVINGS EVERY TIME YOU SHOP!!*
- *And if you are interested in getting a discount and earning money I can show you how to do that as well.*
- *"The essence of Arbonne is empowerment, confidence, looking and feeling your very best and making a difference.*
- *One of the best ways you can make a difference today is to teach others how they can have more in life; whether it is better health, confidence, money or time.*

- *Today, women and men wear so many hats. Some of you moms, not only are homemakers, but you work outside of the home too. Tonight our goal is to help you learn how to take care of you. At Arbonne, we say, "how old you are is your business, how old you look is our business!"*

### **Step 5 - RE9 Advanced:**

*Are you ready to try some products that prevent and reverse the signs of aging? There are 3 categories of skin care on the market today:*

- *Economy Products: (drug store/grocery store/beauty supply brands)*
- *Premium Products: (department store, salon's and physician's offices)*
- *Ultra Premium with Distinction: (Swiss products that are extremely expensive and not readily available to everyone because of the price)*

*Arbonne falls into the Ultra Premium Swiss category.*

*It's Swiss formulated & It's Affordable because we sell through Direct Sales*

*Because we don't advertise, we have no middleman. This enables us to get these fabulous products in the hands of our consumers for an economical price.*

*90% of aging has to do with outside factors, such as the environment, sun, diet, smoking, exercise, and mineral oil based products. Our Anti-Aging product, RE9 Advanced, prevents, reduces and reverses the visible signs of aging.*

*RE9 synergizes 9 Major age-defying elements & botanicals in a powerful "system of products" that address; fine lines, wrinkles, dehydration, loss of moisture retention, loss of collagen and age spots - all the signs of aging.*

*CLINICALLY PROVEN to start working within 24 hours.*

- *Just to name a few ingredients: Stabilized Vitamin C and Algae supports the collagen and moisture framework of the skin. They help to diminish fine lines and wrinkles.*
- *Alpha Lipoic Acid is a powerful anti-oxidant that promotes cell turnover.*
- *Marine Lavender extract helps reduce the appearance of wrinkles*
- *Peptides enhance skin smoothness while diminishing the appearance of fine lines and wrinkles*
- *Pineapple and papaya enzymes gently exfoliate and removes dead skin.*
- *Kudzu Root Extract - improves the skin's tone and firmness.*
- *Tons of botanicals that sooth and reduce inflammation - a major cause of premature aging and:*
- *Vitasphere Technology (a tiny, time-release capsule delivery system that takes antioxidants to the cellular level for smooth & supple skin*
- *It is self adjusting and releases only the amount of vitamins, oils and water that your skin needs.*

We have amazing “fusion packaging” airless pumps that protect the product from contamination and they are pre-measured to deliver the exact amount of product that you need. Only 1-2 pumps are needed.

### **Step 6 - Pass Around the Products:**

A small amount of these products goes a long way. They are very concentrated – 1 or 2 pumps is all you need. The wash, toner, serum and eye cream are products you use twice daily.

- You have already washed your face in the bathroom earlier and prepared it with the toner and serum. How does your skin feel right now?
- You’ll wash your face morning and night. The **cleanser** gently cleanses, smoothes and renews. You just need the size of a dime, add water and massage gently over your face. You can cleanse in the shower or at the sink. Remove with a wash cloth or sponge.
- **Toner** – rejuvenates, tones and balances your skin and prepares it to accept the moisturizer
- **Serum** - firms, lifts, exfoliates, diminishes appearance of fine lines and wrinkles
- **Eye cream** - supports collagen around this delicate tissue and reduces puffiness and dark circles
- **Day cream** - this is for the daytime use - supports collagen, locks in moisture and protects with spf 20
- **Night cream** - this is for nighttime use - at night while you are sleeping, it’s the time for your skin to repair and this ultra-hydrating night cream supports collagen production and helps repair the skin to restore a youthful appearance.
- **Neck cream** - use this in the morning and at night on the décolleté. Visibly firms and tightens this area. This area ages faster than the face area because it is always exposed. It also smoothes the lines and wrinkles.

In your system you will receive a travel size age-defying neck cream. **Set retails for \$323/\$161.50 in your Ultimate Value Pack.**

### **Step 7 - Some Other Really Popular Products: - pass around for people to smell and try or they can try them when you are closing/meeting with each guest.**

- **(Optional - Concentrated Age Spot Minimizer)** - If you have guests who said they have concerns about sun/age spots. - Revelage helps to diminish the appearance of age spots and skin discoloration.
- **Cellular Renewal Masque** - gentle cellular exfoliant will Glycolic acid and alpha and beta hydroxy acids. This is a product that you will use 2 or 3 times a week for a deeper exfoliation. \$65 in Value Pack \$32.50
- **FC5 for Face** - for those who are not yet ready for anti-aging.
- **RE9 Nourishing Body Wash** - We have anti-aging for the body as well as the face. RE9 Body Wash with vitamins and antioxidants - nourishes and tones while cleansing. Retail for \$36 VP \$18!

- **RE9 Firming Body Cream** - This is a luxurious cream that supports collagen and elastin to help promote a firmer and smoother look and feel to your skin. I love this product so much it should have a warning label that says, watch out, this product is addictive. Retail for \$68 in VP \$34!
- **Or you may enjoy our FC5 Shower Set- which includes:** Shampoo, Conditioner, Body Cleanser - 3 products in the set. \$57 in VP \$28.50
- How does your skin feel. Remember our motto: How old you are is your business. How old you look is our business. We end up with the skin we deserve based on the way we treat it. Eating right, drinking plenty of water and using Ultra Premium Swiss products consistently is the key.

*That is our Luxury Anti-Aging Product Line. Wasn't that fun. All of these products can go into your Ultimate Value Pack and you will be getting them for half off. Isn't that a great value.*

*Cosmetic companies are notorious for using animal by products in their makeup. Arbonne's cosmetic line is not only pure, safe, and beneficial it is also an anti-aging line. It's sheer and it's light. There are many colors as you can see in your catalogue. I've brought a few items for you to play with tonight while I meet with each of you individually.*

*Please use the disposable mascara brushes, and lip brushes/lipgloss. There are cotton balls to apply the bronzer with. I have also put out concealer and a few foundations - point them out - liquid, mineral, tinted moisturizer or if you have samples.*

- **Closing and Shopping Options**

*“It was such a pleasure spending the evening with you. You all look beautiful. I’ve used these products for \_\_\_\_\_. I have never wanted to use anything else because I know they are the best. Your skin just keeps getting better and better, healthier and more radiant. We are going to have some snacks while you shop. This is the most fun part of the evening.*

- *Make sure your customer care form is filled out. **(hold up the form)** I want to give you superior customer service and this information will help me. You will have all of my information so that you will always be able to contact me.” **collect the customer care forms when you meet with them individually) Pass out the pre-order form/closing sheets (Right Start Value Pack. If they can't afford the value pack then show them the 4 Square Close sheet. (sheets are located on [www.sandratillinghast.com](http://www.sandratillinghast.com) under the consultant library section/closings***

### **You Have 3 Options for Shopping Tonight:**

1) Client - shop retail and enjoy great customer service and convenient delivery. If this is what you choose, I recommend starting with the products that you can't live without and then book your own get together to hold in the privacy of your home with a few of your friends. Earn host credit to get the other products that you have on your wish list.

2) One of the most popular ways to purchase Arbonne products is to become a preferred client and enjoy a 20% discount every time you shop. I can show you how you can shop on-line and have your products delivered to your home. It saves you money every time you shop, it's convenient and saves you time.

3) For those who want it all, You get the biggest discount, 35% off and the opportunity to take part in our fabulous income opportunity. That's what I did! I knew that I would be telling everyone I knew about these amazing products. We have people from all walks of life experiencing success in Arbonne. Whether you want to make a little money or replace your income from a full time career. Most people I talk to are either looking for more time or more money. An Arbonne business can give you flexibility, time and money. If you are interested in this option, let me know and I'll give you a packet of information and we can set up a time to get together.

You also have a flyer in your catalog that has a great special on it. This is our anti-aging and cosmetics very best deal. With this package you get \$795 in product for only \$350. This option is available to preferred clients and consultants.

If these are not the products that you want, you can pick and choose what you'd like.

Keep in mind that as a preferred client or consultant you get a free product up to \$100 with a minimum \$150 purchase. some option I recommend:

- **(neck cream/\$82 or body cream/\$68 or Cellular Renewal Masque/\$65 another great option is the women's power pack vitamins normally is \$99).**
- I will be meeting with each of you individually to help you with your orders. I'll show you all of your options. I'd be happy to start with whoever needs to leave first.
- Let's get some refreshments and start shopping.

#### **Other Options You Can Offer:**

- If the RSVP doesn't fit into your budget then you may want to get a PC account for \$29/20% discount. Order a \$150 tonight. You'll get your 20% discount and you qualify for a free product up to \$100 value.

### **Notes and Additional Verbiage for Consultants:**

- **Sets you may want to mention depending on the group:**

**FC5 Face - Under 25 and great for very sensitive skin.** FC5 is perfect for those people who are not yet ready for anti-aging. This line is infused with essential phytonutrients like kiwi, strawberry, pumpkin, mango and carrots that are biocompatible with your skin. Each preserved fresh cell remains encapsulated, untouched until they are applied to the skin where they release precious nutrients. This is a groundbreaking fresh cell technology which hydrates and preserves the skin's natural radiance. Two formulas: normal/dry and oily/combination.

**Revelâge** - This is our anti-aging brightening treatment. It is formulated to reduce the appearance of age spots, freckles and uneven pigmentation. I highly recommend the Age Spot minimizer. This product targets and precisely delivers a blend of powerful antioxidants and brightening ingredients to skin for maximum, all-day performance. Give you a more even, luminous skin tone.

**ABC Arbonne Baby Care** - This is our gentle, ultra mild line formulated for babies. Tear-free cleanser, sunscreen, lotion, body oil and diaper rash. Some of the key botanicals in this line are oat and Shea butter.

**Men's RE9 Advanced line** - This is a very popular line, includes a shave lotion. The cleanser is designed to cleanse around the hair follicle. The toner helps to pH correct the skin and keep the beard softer and easier to shave.

- **Additional Verbiage when taking orders:**

**If someone orders a few things but not a set of RE9 or FC5 - send them home with a sample. Be discreet when you give it so others don't decide to wait on a purchase. Explain how to use it. Let them know you will be following up in a few days. At the time you follow up offer them the option again to host. Sometimes people have money issues that they are not comfortable discussing at the workshop.**

**When taking orders** - Is there anything about what I do that you could see yourself doing? I hope you saw it as a compliment that I asked you.

**Ask and Listen** - Would you recommend me to anyone you know as I am expanding my business?

**Find out their Needs** - (Dreams, Desires, Discontents) What is your job/line of work? That sounds very interesting. Do you find it rewarding?

**\*Purpose for bringing a few full size foundations:** We have suggested a few colors that work for most skin tones. This is also a good reference point to start from when selecting colors. You will know if you need to go up or down with the samples. Otherwise you may use a lot of samples to match the foundation color.

