



ARBONNE.

Strong Start

ADVANTAGE



Strong Start Workbook

EST. 1975 
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THIS WORKBOOK CONTAINS STATEMENTS REGARDING THE ARBONNE COMPENSATION PLAN. THERE ARE NO GUARANTEES REGARDING INCOME, AND THE SUCCESS OR FAILURE OF EACH ARBONNE INDEPENDENT CONSULTANT, LIKE ANY OTHER INDEPENDENT BUSINESS, DEPENDS UPON EACH ARBONNE INDEPENDENT CONSULTANT'S OWN SKILLS AND PERSONAL EFFORT. DURING THE FOUR QUARTERS IN 2009, AN AVERAGE OF 22,773 ACTIVE ARBONNE INDEPENDENT CONSULTANTS (3.36% OF ALL ACTIVE ARBONNE INDEPENDENT CONSULTANTS) IN THE UNITED STATES AND ITS TERRITORIES RECEIVED AN OVERRIDE OR BONUS CHECK FROM ARBONNE. THE AVERAGE QUARTERLY OVERRIDE AND BONUS PAID TO ACTIVE ARBONNE INDEPENDENT CONSULTANTS IN THE UNITED STATES AND ITS TERRITORIES THAT QUALIFIED FOR AN OVERRIDE AND BONUS CHECK WAS \$1,320.42, OR \$5,281.69 ON AN ANNUALIZED BASIS. AN "ACTIVE ARBONNE INDEPENDENT CONSULTANT" IS: (A) ONE WHOSE ARBONNE INDEPENDENT CONSULTANT APPLICATION OR RENEWAL HAS BEEN ACCEPTED BY ARBONNE WITHIN THE PRECEDING 12 CALENDAR MONTHS; OR (B) ONE WHO HAS AN ARBONNE INDEPENDENT CONSULTANT APPLICATION ON FILE AND HAS (I) PLACED AN ORDER WITH ARBONNE WITHIN THE PRECEDING 12 CALENDAR MONTHS OR (II) HAS SPONSORED ANOTHER ARBONNE INDEPENDENT CONSULTANT WITH ARBONNE WITHIN THE PRECEDING 12 CALENDAR MONTHS. ACTUAL FINANCIAL RESULTS OF ALL ARBONNE INDEPENDENT CONSULTANTS FOR THE PROCEEDING YEAR BY RANK ARE CONTAINED IN ARBONNE'S INDEPENDENT CONSULTANT COMPENSATION SUMMARY, WHICH IS AVAILABLE ON ARBONNE'S OFFICIAL WEBSITE AT <http://arbonne.com/company/info/iccs.asp>.

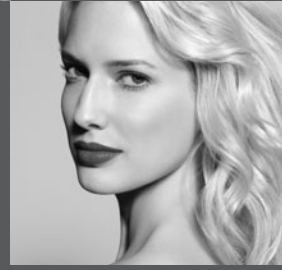
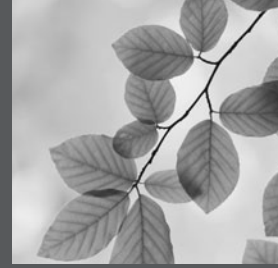


Arbonne's Statement of Purpose

To develop, produce and market Arbonne skin care and related products that are unparalleled in quality, purity, safety and beneficial results.

To create and organize meaningful and challenging opportunities for people seeking financial, professional, social, cultural and intellectual rewards superior to anything available in the industry.

To contribute locally, nationally and internationally to the improvement of our ecological, social and cultural environment.



Chapter 1

Welcome to Arbonne!

Congratulations, you've done it ... you've taken control of your life and your future. You're an Arbonne Independent Consultant and now it's time to launch your new business and get off to a strong start.

We developed this workbook to help you do just that. In these pages, you'll find a recommended step-by-step action plan to build a business that we believe is simple, successful and easy to duplicate. You'll learn how to sell Arbonne products, sponsor new Arbonne Independent Consultants and build your own team. By following the recommendations in this workbook during the first few months of your business, you'll get on the right path to achieving your goals with Arbonne. And you'll be on your way to helping the team you build do the same.



Your Personal Support System

With Arbonne, you never need to feel alone in your business and there's always somebody to answer your questions and give you advice. Use this space to write down your upline's contact information for easy reference:

My Sponsor _____

Phone _____

E-mail _____

My Upline Leaders _____

Phone _____

E-mail _____

Arbonne

Customer Service Phone number: 1.800.ARBONNE

Website: arbonne.com

My Arbonne ID _____

My Arbonne PIN _____



Chapter 2

Your Life Changes Today

Let's Get Started!

We know you can't wait to begin your Arbonne business, and this chapter will set a strong foundation for a great start. Your passion and commitment, plus Arbonne's exceptional products and dynamic business opportunity, add up to the potential for unlimited success. As with any journey, it's helpful to know your destination before you take off. So let's look first at where you hope to go...

An Invitation to Reflect

We all lead busy lives, and there are always demands on our time. So it's rare for people to take the time to stop and reflect. What are you looking for in your life right now? More fun? More money? More time? More friends? More freedom? As you begin your Arbonne business, now is the perfect time to stop and think: what do you wish to be, do or have in the next year?

For example:

During the next year, I want to:

BE ... (less stressed, more confident, closer to family/friends)

DO ... (reduce my debt, add to college funds, take a vacation, pick my kids up from school every day)

HAVE ... (more free time, new carpet, new friends, extra cash)

See how that works? Now it's your turn to think about what you're looking for to build the life you've always wanted.

During the next year, I want to:

BE:

DO:

HAVE:

Your Why

Now put a star (*) next to the items on this list that your Arbonne business can help you achieve. Look at those starred items together — you've started to define your *Why*: the reason or reasons behind your decision to become an Arbonne Independent Consultant.

Your *Why* is the best "commercial" you have for telling others why you started your Arbonne business. Being comfortable and familiar with what to say while sharing a compelling story of how and why you decided to build your Arbonne business is a great way to generate interest in others. It's important to think about and write down your *Why* statement:

What's your *Why*? Write it down:

Now that you have written your *Why*, you need to practice saying it to other people. Getting comfortable talking about your *Why* is essential to building your belief in this new venture. Start with one *Why*, but feel free to have many — after all, building an Arbonne business can help you in *many* different ways. When you know and believe in your *Why*, your passion and commitment to your Arbonne business will shine through!

Your Goals

Now that you know your *Why*, it's time to clearly define your goals for your business.

Just as important, making a list of your goals gives you a concrete starting point for building a plan to reach them. Start by looking at those goals, and fill in the blank in the following sentence:

To reach my goals, I'm willing to invest _____ hours per week.

Achieving your goals and knowing how much time you have to devote to your Arbonne business are directly linked. For instance, having a goal of making \$2,000 a month and working two hours a week on your Arbonne business is an unrealistic goal. So, either the goal or the hours need to change in order for this goal to be realistic.

Go ahead and write down your goals for the first three months of your business:

Month 1:

Month 2:

Month 3:

Congratulations ... writing down your goals is the first step toward achieving them! Sharing your goals with your Sponsor is a great way to enlist his or her support in helping you on your Arbonne journey.

Now that you've got your goals on paper, it's time to work on the specific steps you'll take to reach them. That's where the 30-, 60- and 90-day plans in this workbook will come in handy. By following these recommended plans, you'll build a solid foundation for your business that you can expand upon for years to come.

Arbonne: The Opportunity of a Lifetime

You've chosen well.

Arbonne's pure, safe, beneficial products have been helping women and men look and feel better for more than three decades. We're a global, world-class company, and our botanically based products provide beauty, health and wellness through pure, safe and beneficial formulas. And your Arbonne business provides an opportunity for personal independence and growth as you share your success with others.

Your Business, Your Way

Best of all, with Arbonne you have the freedom to build the business you want. You're not limited by a set schedule or a long commute — you can work when and where you want, according to your priorities and on your terms. You're working with an ethical company with a history of success — as an active member of the Direct Selling Association (DSA), Arbonne operates under the DSA's strict Code of Ethics.

As you build your team and your team's product sales grow, you'll be leveraging the time you put into your business. Teamwork is the secret to your long-term success.

It all adds up to a life without limits: working when you want, with the people you choose, earning the rewards you deserve.



TIP:

Check out www.directselling411.com. It's an informational website operated by the Direct Selling Association, and it's a terrific resource for both new and experienced Independent Consultants. You'll find business operating tips, information about the industry, tax help and much more to assist you to get your business started right and explain it to others that may not be familiar with our industry and its benefits.

Become a Product-of-the-Product

Arbonne is a pioneer in botanically based anti-aging products. We've earned a global reputation for premium products that improve the way you look and feel.

Chances are, you've experienced some of Arbonne's products, and that's probably one of the reasons you decided to become an Arbonne Independent

Consultant. While Arbonne does not require the purchase of Arbonne products for personal use to become an Arbonne Independent Consultant, to remain registered with Arbonne, or to move up in rank within the SuccessPlan, you may find that your personal experiences with Arbonne products are among your strongest selling tools as you talk to more people in Group Presentations, One-on-One Meetings and just in your daily life. Your belief in and enthusiasm for the products will be infectious, and the people you talk to will be excited to try them.

That's why it's so important for you to experience as many Arbonne products as you can. We call it becoming "a product-of-the-product." As you use our products, we believe you'll develop strong personal testimonials about the benefits you experience yourself. These testimonials are great to share with others and to further build your own belief and enthusiasm for Arbonne.

And it's not just you. Your whole family may appreciate the difference the Arbonne products can make for them, every day.

Your personal product testimonial is a powerful form of word-of-mouth advertising. It's definitely an important part of your "I" story, or 30-second commercial, about your Arbonne business. This is the statement you share when someone says ... so what do you do?

Your "I" story is a brief response to that question and needs to draw people in, giving them just enough information so they are curious to learn more about your business and Arbonne. How can you make it powerful and passionate?

Boring Example: I'm a mother of three. I love my business, and I really enjoy the skin care line. I'm excited about Arbonne.

Better Example: “I am building my own business by helping people transform their lives. I am an Independent Consultant for Arbonne, which offers ultra-premium skin care, cosmetics and wellness products that are botanically based. The flexibility of being my own boss has been the perfect fit as I am also a busy mother of three beautiful children. I love what I do — and Arbonne is helping me achieve my personal and financial goals.

You, your family, your home — you’ll all benefit from Arbonne products. So shop at your own store, and become a product-of-the-product. You’ll be glad you did!



TIP:

Check out how to “Arbonnize” your home by printing out the “Arbonnize Your Home” Flyer available at arbonne.com > Internet Consultants > Tools > Download Forms.

Your Life as an Arbonne Independent Consultant

Now that you are a Consultant, you’ll be encouraging people you meet to become a part of Arbonne in whichever role suits them best. All roles have significant benefits. Let’s review them now:

Client

- Unique login to shop for Arbonne products.

Host

- Rewards for bringing family and friends together for an Arbonne Group Presentation.

Preferred Client

- 20% discount off the Suggested Retail Price (SRP) on all Arbonne products, excluding Business Aids, Sample Packs and Starter Kits.
- 4% override on the Override Volume (OV) of all personally sponsored Preferred Clients and Consultants.
- Access to ongoing product specials and other monthly promotions.

There are two ways to become a Preferred Client. Your prospect can submit his or her own application online at arbonne.com or through your personal MyArbonne.com website, or he/she can submit a hard copy application to you as his/her Consultant.

Consultant

- 35% retail commission on the SRP on all Arbonne products — excluding Business Aids, Sample Packs, Starter Kits and product promotions — which is the difference between the SRP we recommend you offer to your Clients and the wholesale price you pay to Arbonne for such products.
- 15% Preferred Client Commissions on Retail Volume (RV) orders — excluding RV on product promotions — placed by your personally sponsored Preferred Clients, with a potential for additional Preferred Client Commissions on qualifying RV of Preferred Clients who are not serviced by another Consultant.
- 4% override on the OV of all personally sponsored Preferred Clients and Consultants.
- Access to ongoing product specials, the Arbonne Incentive Trip (AIT) and other monthly promotions.



TIP:

Be sure to remind your Preferred Client and Consultant prospects to read the terms and conditions (printed on the back of the application and/or available online during the registration process) and the SuccessPlan and Policies & Procedures Manual they receive with the Starter Kit and/or view during the online registration process before they sign up. All applications are subject to acceptance by Arbonne. These documents are also available for viewing and downloading at arbonne.com > Internet Consultants > Tools > Download Forms.

Ongoing promotions and product offers that new Preferred Clients and Consultants have access to include:

- New Consultant Free Product — When you accumulate 150 Personal Retail Volume (PRV) in sales in your Start Month, you will receive the opportunity to select a free product of your choice up to \$100 SRP value. This product does not have RV.
- Right Start Value Pack (RSVP) — In your Start Month, or the next month, you have the opportunity to select up to \$700 SRP of products for \$350 to resell for increased retail commissions, or use for product demonstrations or personal

use. Any Arbonne Consultant who orders an RSVP during his or her start month or next month, and also achieves 1,000 PRV of sales in that same timeframe will qualify to earn a second RSVP, an additional \$700 SRP of products for an additional \$350. RSVP purchases carry a 350 RV.

Monthly Promotions

- Reach monthly promotion benchmarks and earn special Arbonne products, logo items and/or Business Aids for achieving your personal sales and sponsoring goals. Monthly Promotion items do not have RV.

The Cycle of Your Business

Arbonne is a direct selling business, which simply means that products are sold directly to consumers by Arbonne Independent Consultants such as you. It's a stunningly simple, effective business model: the high costs of marketing, warehousing, advertising and distribution that are part of a retail business are all but eliminated. This enables you to market exceptional products, and create the potential to build a substantial income at the same time.

5 essential business habits:

1. **Prospecting** — Your business is more likely to stay vigorous and healthy if you continually introduce it to new people. Prospecting means you are actively looking for and adding Clients, Preferred Clients and Consultants to your team, thereby growing your business as the sales of you and your team grow.
2. **Booking** — Also known as scheduling appointments, One-on-One Meetings and Group Presentations are ideal situations for business growth. By gathering people together specifically to hear about Arbonne and its products and opportunity, you're able to share your experience and your enthusiasm. Booking is crucial in order for Presentations to happen.
3. **Selling** — Your Arbonne business is your very own "store," so of course selling product is a vital activity, and the key to earning your overrides and commissions. That includes introducing new Clients to Arbonne, and it also includes building a strong and active repeat business among the Clients you gather each month.
4. **Sponsoring** — When you talk to people about your Arbonne business, your enthusiasm should pique their interest. Some of them will see the benefits of an Arbonne business of their own, and will want to join you as an Arbonne Independent Consultant. When you consistently sponsor and generate product sales, your business grows as the sales volume of your team grows!
5. **Promoting and Leading** — As your team and sales volume grows, you'll reach higher levels in the Arbonne SuccessPlan. That means that you'll have more opportunities to earn — and it also means you'll have the satisfaction of guiding and leading your team to greater success.

Each of these activities is important, and doing them all consistently will increase your success with Arbonne. Consistent activity is the key — looking at your business on a daily, weekly and monthly basis and making sure that you're following your plan to perform all of these business-building activities consistently. This workbook is designed to help you do just that, and you'll learn more about each of these business-building skills as you progress through this information.

In addition, you'll learn some invaluable tips on how to plan and schedule your activity.

What's in it for You: How to Make Money with Arbonne

Retail profit (selling Arbonne products for a commission) is only the beginning of your earning potential with Arbonne. In fact, there are four ways in which you could get paid. As you grow in the Arbonne SuccessPlan, you will discover which mix of the following are most meaningful to you:

1. Personal Selling

Retail Commission — You will make 35% profit through retail sales when you sell Arbonne products to others at SRP.

2. Building a Loyal Client Base

Preferred Client Commission — You will receive a 15% commission on the RV of all the sales to your Preferred Clients.

3. Personal Sponsoring

Overrides — You are eligible to earn a 4% override on the sales volume of your personally sponsored Preferred Clients and Consultants. This increases to 8% at the next rank in the Arbonne SuccessPlan, District Manager (DM). The amount of overrides you can earn continues to increase as you move all the way up to National Vice President (NVP) rank.

4. Cash Bonuses

Monthly Bonuses — When you promote to the rank of DM and above, you may earn a Cash Bonus when you increase your team's sales volume halfway to the next rank requirements and meet certain sponsoring requirements. For example, as a DM, you are eligible to earn a DM Bonus of \$200 when you accumulate 5,000 RV in sales in your Central District and sponsor 5 Preferred Clients and/or new Consultants, each with at least 150 PRV in their Start Month.

Mercedes-Benz Cash Bonus — When you achieve the rank of Regional Vice President (RVP) or higher, you can earn a cash bonus based on the monthly sales volume of your central team for the purchase/or lease of any Mercedes-Benz you want to drive ... as long as it's white and you provide the necessary documentation to Arbonne.



TIP:

Refer to the SuccessPlan found in your Consultant Starter Kit for complete details regarding Arbonne's compensation plan, rank benefits, and qualification and maintenance requirements. In order to receive payment from Arbonne, you must achieve 100 PRV for that month and be in compliance with your agreement (including the Policies & Procedures). Please carefully read the SuccessPlan and Policies & Procedures Manual. If you have any questions, discuss them with your Sponsor, or the Customer Service or Compliance Departments at Arbonne.

Strong Start: The Best Way to Kick-start Your Business

Sometimes just getting started can be the toughest part of any business. That's why we've developed the Strong Start Program and this workbook ... to help you start strong with Arbonne.

The Strong Start Program is an optional, easy-to-follow, three-month program recommended by Arbonne. If you opt into this program, we believe it will help you reach goals that are both aggressive and achievable — and help you to start earning money right away!

The Strong Start Program emphasizes consistent activity; selling and sponsoring each month. As you work to achieve the monthly requirements to earn the Strong Start Program rewards, your awareness and competence will increase as you develop business habits that have the potential to lead to long-term success.

Let's take a look at the Strong Start goals:

	Volume Goals*	Sponsoring Goals**
Month 1***	1,000	3+ Business Builders (with 150 PRV in Start Month)
Month 2	2,000	
Month 3	3,000	

*Strong Start Volume Goals include your PRV, the PRV of your personally sponsored Preferred Clients, and the PRV from each personally sponsored Consultant throughout the Strong Start Program.

**Business Builders include those who initially register with Arbonne at the Consultant rank, or Preferred Clients who qualified through activity to the Consultant rank, or Preferred Clients who upgraded to the Consultant rank for the first time only.

***As a new Consultant, you can begin the program in your Start Month or the next month.

If you follow and achieve the Strong Start Volume and Sponsoring Goals above, at the end of your third month you will graduate the program, receive all rewards, and promote to District Manager.

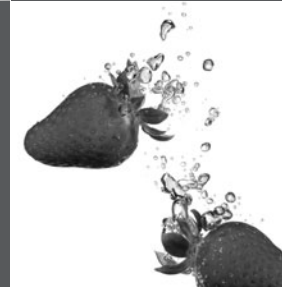
For more detailed information, please refer to the District Manager qualification guidelines in your Arbonne SuccessPlan and/or the FAQ section of Strong Start @ arbonne.com.

Fast Start: Reach a total of \$4,800 PRV (\$800 of which is Personal Volume) in a one- or two- month period and sponsor 3+ Consultants with 150 PRV in their Start Months and earn all three rewards, graduate and promote to District Manager. Refer to the Fast Start program module and FAQ section of Strong Start @ arbonne.com for more detailed information.

Why Strong Start

- You'll start earning money right away.
- You'll advance your business through consistent activity.
- You'll develop habits that lead to long-term success.
- You'll be well-positioned to promote to District Manager.
- You'll earn some exclusive items that are only part of the Strong Start Program.
- You'll be learning skills that you'll be able to teach to your new Consultants.

And, of course, while you're meeting your Strong Start goals, you're building your business and working your way steadily toward achieving your personal goals.



Chapter 3

Your First 30 Days

It's time for the fun to start! And it's time for you to start making money and earning your Strong Start rewards.

In this chapter, you'll start to learn how to perform the activities recommended by Arbonne to make your business a success. You'll also learn a step-by-step way to make a detailed plan for your first 30 days in business.

In This Chapter

- Setting Your Goals
- Planning Your Calendar
- Marketing Your Business
- Prospecting
- Booking
- Selling
- Sponsoring

Setting Your Goals

Strong Start goals for Month 1: Achieve your 1,000 Volume Goal and sponsor at least 1 Business Builder who registers at the Consultant rank and accumulates at least 150 PRV in his or her Start Month.

	Volume Goals*	Sponsoring Goals**
Month 1***	1,000	3+ Business Builders (with 150 PRV in Start Month)
Month 2	2000	
Month 3	3,000	

*Strong Start Volume Goals include your PRV, the PRV of your personally sponsored Preferred Clients, and the PRV from each personally sponsored Consultant throughout the Strong Start Program.

**Business Builders include those who initially register with Arbonne at the Consultant rank, or Preferred Clients who qualified through activity to the Consultant rank, or Preferred Clients who upgraded to the Consultant rank for the first time only.

***As a new Consultant, you can begin the program in your Start Month or the next month.

Remember, the Strong Start Program is designed to help you set recommended goals for consistent activity that we believe will assure you a successful start. At the same time, you'll earn money *and* rewards that will make demonstrating products and doing business easier. And you'll be on the path to promoting to District Manager!

For more detailed information, please refer to the District Manager qualification guidelines in your Arbonne SuccessPlan and/or the FAQ section of Strong Start @ arbonne.com.



TIP:

Visit arbonne.com > Internet Consultants > Strong Start to be eligible to receive the Strong Start incentive rewards as you complete the activity goals.

What's a Business Builder?

As you share your Arbonne story (your *Why*), the benefits of the products and the business opportunity, you'll find a wide range of responses from the people you talk to. Some will have a strong interest in the product, and they'll make great Clients. Some of those will want to be Preferred Clients or Hosts, to reap the ongoing benefits of the relationship with you and with Arbonne.

Others will see the same business potential that you do, and you'll sponsor them to be Consultants on your team. These are the people we refer to as Business Builders — the ones who will work with you to build a successful Arbonne team. It's important to focus on sponsoring at least one Business Builder in your first month, and every month! It will get your new business started off on the right foot, and it will also give you someone to work with as you "learn the ropes." You'll be there to help and encourage each other, and to build your team together. It's this supportive team approach that makes Arbonne such a unique business.

It's as Simple as 2+2+2

As you progress through this chapter, you'll discover something: Arbonne is all about people. It's about meeting new people, and about sharing your Arbonne story with people you already know. It's easier than you think, and it's tons of fun — the most fun you'll have earning a living!

To start building your business and reach those Strong Start goals, you'll want to talk to **at least 30 people** about Arbonne in the course of a month. That may sound like a lot, but there's an easy formula to get you there:

2 Group Presentations
per week

2 One-on-One Meetings
per week

2 Samples per day

By aiming for these targets, you can be sure that you'll talk to at least 30 people per month. Just do the math:

2 Group Presentations with 5 attendees x 4 weeks in a month = 40 people

2 One-on-One Meetings x 4 weeks in a month = 8 people

2 Samples per day x 4 weeks in a month = 56 people

Naturally, you'll see some of the same people at more than one Group Presentation, and some of your One-on-One Meetings may be for people you've given samples to or met at a Group Presentation. But even with these duplications, **2+2+2** allows for enough contacts to easily meet your goal of 30 people each month!

Keep Your Personal Goals in View

As you get down to the tasks necessary to build your business, don't lose track of the personal goals you set in Chapter 2. Review them often, and even post them where you can see them to remind you of where you want to be and what you want to achieve. It's fun and rewarding to track your progress as you make each one real.

Month 1 Goal:

Planning Your Calendar



One indication of success as an Arbonne Independent Consultant is a calendar showing income-producing activities (IPAs), such as Group Presentations and One-on-One Meetings scheduled each week. It's all part of the **consistent activity** we keep stressing.

On the next page, you'll find a sample calendar that illustrates what a typical month may look like. Use the Consultant Calendar and Activity Tracker to block out the activities of your first 30 days in business. You'll want to use the date you begin the Strong Start Program (either your Start Month or the month after) as the starting date for your calendar. As you plan out your calendar, keep in mind the "**2+2+2**" formula you read about earlier in this chapter.

To plan your calendar:

1. Write in your scheduled work hours (if you currently have a job), plus family and personal obligations for the next 30 days. Blocking these times out on your calendar will clearly indicate when you are available to work on your Arbonne business.
2. Schedule time to observe Group Presentations, One-on-One Meetings and Opportunity Presentations conducted by your Sponsor or upline leaders if possible.
3. Schedule two or more specific times each week to hold Group Presentations and One-on-One Meetings.
4. Schedule time to make phone calls to potential Clients, Hosts and new Consultant prospects. Use the "nooks and crannies" in your day to schedule these — it only takes a few minutes to call.



TIP:

The Consultant Calendar and Activity Tracker comes with training on how to make phone calls, with conversation flash cards to help you lead the discussion and respond appropriately. Invest some time to review the Activity Tracker Management Workbook and listen to the Activity Tracker Management Training.

5. Schedule time to attend any trainings, conference calls or local meetings. Attending local meetings is a great way to stay connected, learn from your peers and get motivated into activity. The inspiration you'll receive from being around other Arbonne Independent Consultants is the number-one reason why you'll want to attend meetings in your local area. Your Sponsor and/or upline can share meeting dates and details with you.



TIP:

Schedule time to visit the Training section of arbonne.com for all sorts of valuable tools like the Arbonne Learn & Burn™ monthly training series.

6. Schedule personal home office time ... time to catch up on things like answering e-mails, filing papers, placing orders, etc. Keeping up with your Arbonne housekeeping items weekly will make you more organized as the end of the month approaches.

Here's an example of what a new Consultant's calendar might look like in his or her first 30 days:

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						29 <i>One-on-One Meeting 1:00</i>
30 <i>Family Day</i>	31 <i>Work 8:30-5 One-on-One 6:30 Home Office 8-9</i>	1 <i>Work 8:30-5 Calls 12-1 Observe Grp Pres 7:30</i>	2 <i>Work 8:30-5 Dance 6:30 Phone calls 7:30-8</i>	3 <i>Work 8:30-5 Calls 12-1 Grp Pres 7:30</i>	4 <i>Work 8:30-5 Place Orders</i>	5 <i>8:30 Soccer One-on-One Meeting 1:00</i>
6 <i>Family Day</i>	7 <i>Work 8:30-5 One-on-One 6:30 Home Office 8-9</i>	8 <i>Work 8:30-5 Observe Party 7</i>	9 <i>Work 8:30-5 Dance 6:30</i>	10 <i>Work 8:30-5 Grp Pres 7:30</i>	11 <i>Work 8:30-5 Place Orders</i>	12 <i>8:30 Soccer One-on-One Meeting 1:00 Family Night</i>
13 <i>Phone calls 1-2</i>	14 <i>Work 8:30-5 One-on-One 6:30 9 pm Conf. Call</i>	15 <i>Work 8:30-5 Grp Pres 7:30</i>	16 <i>Work 8:30-5 Dance 6:30 Phone calls 7:30-8</i>	17 <i>Work 8:30-5 Grp Pres 6</i>	18 <i>Work 8:30-5 Place Orders</i>	19 <i>8:30 Soccer One-on-One Meeting 1:00</i>
20 <i>Family Day</i>	21 <i>Work 8:30-5 One-on-One 6:30 Home Office 8-9</i>	22 <i>Work 8-5</i>	23 <i>Work 8:30-5 Dance 6:30 Phone calls 7:30-8</i>	24 <i>Work 8:30-5 Grp Pres 7</i>	25 <i>Work 8:30-5 Date Night</i>	26 <i>8:30 Soccer One-on-One Meeting 1:00 Place Orders</i>
27 <i>Family Day</i>	28 <i>Work 8:30-5 One-on-One 6:30 9 pm Conf. Call</i>					

Many Arbonne Independent Consultants join for the flexibility that they can have with an Arbonne business. However, it's important to have a weekly business plan — every single week. Remember, whether you choose to do your Arbonne business full time or part time, it's always important to treat your business like a **business**.

*“I want you to sacrifice what you want to do today,
so you can do what you want forever.”*

— Former Arbonne President Rita Davenport

Again, for more detailed information on using the Consultant Calendar and Activity Tracker effectively, refer to the Activity Management Workbook and DVD training.

Marketing Your Business

Like any business, your personal Arbonne business needs marketing to succeed. What does that mean? Marketing is simply the collection of activities you perform to be sure that people know about your business: what it is, what it offers and how they can become part of it. This is an area where you can experiment, try new things and let your entrepreneurial spirit and creativity shine!

You've identified the goals you're working toward, and you've laid out the time you're going to allot to your business. Now it's time to find and reach the people who will help you succeed, as Clients, Preferred Clients, Hosts and Business Builders.

Remember, your personal "I" story (your 30-second commercial) is an important tool as you set out to

market your business. While Arbonne does not require you to purchase products for personal use, the most effective way to build your "I" story is to become a "product-of-the-product." As you and your family use and enjoy Arbonne products all over your home, you'll build that story and become increasingly effective at recommending Arbonne products for all your Clients. As you do, your appreciation for what your Arbonne business can do for your life will grow, and that will also make your "I" story more compelling.

Once your creative juices are flowing, you'll discover all kinds of ways to market your new Arbonne business. Let's kick-start the process with this list of 25 ways to market your business.

25 Ways to Market Your Arbonne Business

Share both the Preferred Client and Consultant opportunity at each Group Presentation and One-on-One Meeting.

1

Host a Group Presentation in your home to introduce your new business.

2

Carry the Arbonne Consultant Calendar and Activity Tracker with you everywhere you go ... let people see it.

3

Post your Arbonne Business Card on any available bulletin board.

4

Create a list of 100 people you know and let them know you're in business! (see page 23)

5

Take Arbonne products on vacation with you and offer to let people try them.

6

Leave flyers or business cards at doctor's and dentist's offices as well as salons ... always gain permission first.

7

Register for a booth at community fairs and festivals.

8

Give Arbonne products as gifts to teachers, staff and coaches, with business info attached.

9

Become a Fan of Arbonne on the company's Facebook page.

10

Arbonnize your home. Keep Arbonne products visible in your house.

11

Be sure your name, phone and e-mail are on every catalogue, order form, sample ... etc.

13

Keep some Arbonne samples in your car at all times.

15

Network with the local PTA/PTO and parent groups in town.

12

Introduce Arbonne to anyone who comes to your home — UPS, cleaners, contractors, etc.

14

Send your spouse to work with sample products with business info attached.

16

Ask for referrals: "Who do you know who might be interested in learning more about Arbonne?"

18

Create a MyArbonne.com website for selling products online.

20

Offer Arbonne products to business owners for corporate gift-giving to employees and clients.

17

Be sure your home phone and cell phone voice-mail recordings sound professional and include "Arbonne Independent Consultant."

19

Mention Arbonne in your Facebook status, but don't sell products online except through your MyArbonne.com site.

21

Give a sample and a business card to people you meet every day — grocery clerk, dry cleaner, restaurant server, bank teller, etc.

23

Wear Arbonne logo items and/or carry an Arbonne logo tote bag. (Earn one as your Month One reward!)

25

Include "Arbonne Independent Consultant," your Arbonne ID and your MyArbonne.com address underneath your name in e-mails.

22

Let your neighbors know about your new business — give each one a sample and a catalogue.

24

Remember, Arbonne's Policies & Procedures Manual provides guidelines that you must follow when marketing your Arbonne business. Please carefully review this manual to understand which marketing practices are compliant with Arbonne's policies. If you have any questions, Arbonne's Compliance Department is always available to you for guidance.

Your Contact List

We've talked about your "I" Story as a key tool for success. Another is a list of who you're going to share your story with.

As your business grows, your list of contacts will as well. Contacts will include Hosts and guests at Group Presentations, Clients, Preferred Clients, referrals and the Business Builders who will form your team. But that list also includes another important group: all the potential guests, Hosts, Clients, Preferred Clients, referrals and Business Builders you know. Working your way through that list — and continuing to build it — is called prospecting, and it's one of the most important business activities you'll do. Let's start building that list.

We begin with an item from the 25 ways to market your business: "Create a list of 100 people you know and let them know you're in business." Think you don't know 100 people who would be interested in Arbonne? Without asking, how would you know?

It's important not to pre-judge — anyone you know might be interested in either the products or the opportunity, just like you are! In the early days of your business, this list is where you'll turn as you prospect to work toward the activity goals of **2+2+2**.

As you create your list, use these memory joggers to help you get started:

Accountant	Church Member	Gardener	Nutritionist	Running Buddy
Artist	Club Member	Grandparent	Optometrist	Secretary
Assistant	Coach	Grocery Store Manager	Orthodontist	Security Guard
Attorney	Contractor	Gym Buddy	Pen Pal	Sorority Friend
Babysitter	Co-worker	Hairstylist	Personal Trainer	Sister
Banker	Dad	Hotel Manager	Pharmacist	Sister-in-Law
Bartender	Dance Instructor	Insurance Agent	Physical Therapist	Tanning Salon Owner
Bookkeeper	Delivery Driver	Interior Decorator	Physician	Teacher
Bridesmaid	Dentist	Librarian	Police Officer	Trainer
Brother	Dietician	Limo Driver	Postal Carrier	Tennis Player
Brother-in-Law	Doctor	Mall Worker	Principal	Uncle
Bus Driver	Engineer	Mother	PTA Member	Veterinarian
Caterer	Financial Planner	Mother-in-Law	Real Estate Agent	Volunteer
Child's Friend's Parent	Flight Attendant	Neighbor	Resort Worker	Wedding Coordinator
Chiropractor	Florist	Nail Technician	Restaurant Hostess/Server	
Choir Member	Friend	Nurse	Roommate	

Try Using FRANK

Another effective way to build a list of people you know is by using the acronym FRANK. FRANK stands for:

Friends

Relatives

Activities

Neighbors

Kids

It's simple: just list people you associate with each of these categories.

Which of my **friends** might be interested in hearing about Arbonne? Don't forget about your friends lists on Facebook® or your LinkedIn® contacts — there may be some people there that you still count as friends but that you haven't spoken to for some time — what a great reason to reconnect! Be mindful not to blast your online contacts with status updates and impersonal messages that are perceived as spam about your Arbonne business.



TIP:

Arbonne has created webinars and other free training materials available to you on arbonne.com for you to learn how to effectively use social media to grow your Arbonne business while following best practices and social media etiquette. You wouldn't shout in public "join my team, buy my products," which is also not an effective technique when using social media.

Do I have any **relatives** who may be interested? Include your spouse's relations as well — and don't forget out-of-town relatives; they're just a phone call or e-mail away!

Are there people I've met in **activities** I participate in who might enjoy hearing about Arbonne products or who might be looking for a career change? Think about your church, your health club, community organizations, etc.

Neighbors are a great place to start ... share a sample and catalogue with them as a way to introduce your new Arbonne business.

Finally, if you have children, who have you met through the things your **kids** do? Soccer parents, karate teachers, coaches, scout leaders, etc. — once you start to make the list, you won't want to stop at 100. And by the way ... you don't have to!

Use this blank list to start building your list — and feel free to add more sheets as the list grows!

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Prospecting



When you hear the word “prospecting,” it may call up visions of miners from the mid-19th Century, panning for gold in mountain streams.

Well, the kind of prospecting we’re talking about doesn’t involve any digging or heavy lifting, but in a way you are looking for gold. You’re looking for those “golden” people who will help your Arbonne business grow! Prospecting is simply the process of finding potential Clients, Hosts, Preferred Clients, referrals and Business Builders, and developing their relationship with your business.

In the last section, you created a list of 100 people you know. As you work your way through that list, you’ll find that some people will be interested in the Arbonne products, some will be interested in the Arbonne opportunity ... and for some the time simply won’t be right for either. But whatever the outcome, at some point you’ll come to the end of that list. That’s why smart prospecting is so important. In order to keep your business active and growing, you’ll need to replace the name of every person you contact with another name of someone new to contact, constantly replenishing your list of 100.

Where do all these people come from? You meet them every day. They are guests at Group Presentations, people you meet at social gatherings and in networking groups, and virtually everywhere else — if you talk about your business every day, you’ll be amazed how many new people you meet who have an interest in what you have to offer.

Another rich source of prospects is referrals. But referrals won’t come automatically; you have to ask for them. So get in the habit of asking people — at Group Presentations, One-on-One Meetings and everywhere else — if they know someone who might have an interest in Arbonne. Just say something like:

Janet, I know you’re going to love [product: i.e. RE9 Advanced_{nu}]. Do you know anybody else who wants to reverse the signs of aging, loves botanically based products or might be looking for an income opportunity?

Remember, you’re offering something of value. Inviting your contacts to share that with someone else they know is doing them — and the referrals they give you — a favor.

Just as we mentioned about making your initial list of 100, it’s important not to pre-judge the list you create as you prospect. However, that doesn’t mean that you never give a thought to how each person might relate best to your business.

Include anyone and everyone on your list of prospects, then go through a process of “qualifying” each one. When you qualify a prospect, you’re simply making a decision about whether you *think* they’d be most likely to be interested in being a Client, a Host, a Preferred Client or a Business Builder. By talking, and more importantly, listening to your prospect and really getting to know more about them, you’ll be able to discover tons of valuable information. To assist you, try this simple **3-check Method** for qualifying prospects.



Give them one check if they're a "people" person

- People like them and they like being around people



Give them one check if they want "more"

- More freedom, flexibility, financial rewards, friendships — this demonstrates they have goals in life



Give them one check if you feel you can influence them, and that they'll take direction and coaching from you

- They will plug into the system of success provided by you and your upline

Someone who gets three checks is a great prospect for the business opportunity. He/she is a people person who wants more out of life and would take coaching/direction from you. Ding, ding, ding! A new Consultant (Business Builder) in the making!

Someone who gets two checks (and it does not matter which two they are) is a great prospect for either the Preferred Client or Host opportunity. Once they become more familiar with Arbonne they may just be ready to hear more about becoming a Business Builder.

Someone with one check or no checks will most likely be a great Client ... and we need *lots* of Clients to share our products with.

Once you've qualified your prospects to determine how they fit into your business, you'll be ready to start working with them. That means sharing your story, and putting your efforts with them into activities that help them achieve their goals and therefore yours, as well.

Let's take a look at some of those activities now.



Booking



If you want to have two Group Presentations per week, you have to begin by scheduling appointments or booking them. At first, this can be intimidating — asking friends and family to help you get your business started. That’s why it’s important to remember that you have something valuable to offer them.

It’s perfectly natural to feel nervous when you’re starting to market yourself to others, even those with whom you’re close. This is when keeping your goals and dreams close at hand each month will be helpful — they will motivate you to step *out* of your comfort zone and *into* a conversation. Once you’re having the conversation, convey your excitement and enthusiasm for what you’re sharing — the products and the opportunity. Remember the last time a friend told you about something he/she really loved, and shared why you too should have it or experience it? Think about the excitement and enthusiasm in his/her voice, whether it was about the terrific new restaurant in town or a pair of great running shoes, and how it made you feel. Here’s an example of what you may say when introducing your Arbonne business to a friend.

Hi Susan. (pause) This is _____ calling. (pause) Do you have a quick minute? (pause) Okay, good. The reason for my call is I have started a home-based business with Arbonne — a company that offers botanically based, pure, safe, beneficial skin care and other health and wellness products for the entire family. I know you _____ (reason, i.e. love to get together with friends/love pure, botanical products/love to learn about health and wellness products). I am currently scheduling Group Presentations for the next few weeks and I was wondering if you would like to get a few friends together. As a thank you, you could earn some very generous Host rewards. Would a week-day or weekend work best for you?

Now write down what you are going to say to your friends.

Remember, it does not have to be perfect; it just has to be genuine. The more you practice, the easier the art of asking will become.

Phone Scripts

So many new Consultants start out with “phone phobia” — afraid to even begin making calls. It can be a bit intimidating, but once you’ve started, you’ll find that it gets easier with every call. It helps to plan your script — to know exactly what you want to say and how you’ll say it.

Here’s a sample of a phone call script:

Hi Jan. (pause) This is Laura calling. (pause) If you recall, we met at Pam’s house on Tuesday night. Do you have a quick minute to talk? (pause) Great! The reason I am calling is I started my own home-based business with Arbonne, a health and wellness company that makes personal care products that are pure, safe and beneficial. I would love to have you be one of my first Hosts and pamper you and your friends. We could have your Group Presentation on Friday night or Saturday afternoon. Which would work better for you?

You can easily create your own script by following a basic six-step process.

1. Start with a friendly greeting:

Hi Sally! (pause)

2. Introduce yourself, and establish your connection with the person you're calling:

This is Sandy calling. (pause) If you recall, we met at Mary Jo's house on Tuesday night.

3. Ask for permission to talk:

Do you have a quick minute to talk? (pause)

4. Be direct:

The reason I'm calling is that I know how much you loved [product], and you expressed an interest in hosting your own Group Presentation.

5. Let them know what's in it for them:

Hosting an Arbonne Group Presentation is a great way for you to earn not only (the product she wants), but many more products at an incredible discount.

6. Gain Commitment:

My calendar is filling up fast, but I still have Tuesday the 23rd or Thursday the 25th available — which day would be better for you?

Of course, not every conversation is going to result in a booking; you are likely to hear “no” from time to time. The important thing to remember is that often “no” really means “I need more information.” In other words, your prospect needs to understand the value you're offering, and you need to understand what's standing in his or her way.

Handling Objections ... remember LEAP:

Listen

When you hear “no,” start listening for the reason your prospects gives. Chances are it's something you can find an answer for.

For example: *“I don't have time to host a Group Presentation.”*

Empathize

Let your prospect know that you understand and relate to their issue.

Say something like: *“I understand how you feel; there never seems to be enough hours in the day.”*

Ask

Asking a clarifying question really allows for you to fully understand what they are thinking; you are gaining insight into their perspective. Use *Tell me*, *What*, and *How* questions as you invite a more detailed response.

For example: *“Tell me, how much time do you think it takes to host an Arbonne Group Presentation?”*

Now wait and listen for their response. Often times, people's perception and the reality of the situation are

not in alignment. They may think hosting takes much more time than it actually does and this allows you to address their concern with some additional information.

Produce

Produce a solution — give your prospects some ideas they may not have thought of that can help them enjoy the benefits of hosting.

You could say: *“I'll tell you what, I have a great Presentation that will only take 90 minutes from start to finish ... how does that sound?”*

If you address your prospect's objections and the answer is still no, remember that “no” can have one more meaning: sometimes it just means “not now.” So don't push, but don't lose track of that contact—ask for a good time to reconnect in the future.

You could say: *“I understand the timing may not be right for now, but I'd love to connect again with you in three months because I really want you to earn that (product) that you like so much. So I will call you on May 1st. Does that sound good to you?”*

Selling



Arbonne products are such a pleasure to use that you'll love to share them. And by sharing Arbonne products, you'll increase sales and your business will grow.

But you're not selling products alone — you're also offering the exceptional Arbonne business opportunity. Arbonne Independent Consultants use three different “reach-out” methods to spread the word about Arbonne and to sell Arbonne products. Each of these methods has its own distinct advantages, and a great way to build your Arbonne business is to combine all three.

Group Presentations. These are Arbonne events where a group of friends gather at a Host's house to experience the products and learn about the Arbonne business opportunity.

One-on-One Meetings. These are person-to-person meetings, in a home, a coffee shop or wherever is convenient, to share the Arbonne products and/or the Arbonne business opportunity.

Sampling. This is a “leading with the product” method where you give people a chance to try the product first, then follow up with more information about Arbonne. The important point to remember is that before a sample is given, you should always:

1. Collect the prospect's contact information and
2. Schedule a time to follow up.

Remember **2+2+2**? That formula for success with Arbonne combines all three. So to kick off your business right, it's important to learn how to do them all so you can see what works best for you, and more importantly so you can coach others to do the same. Let's look at each of these methods in more detail.

Group Presentations

Holding Group Presentations offers a number of benefits for your business. For one thing, it's a great way to leverage your time: you can reach many people at once with your Arbonne story. Plus, Group Presentations are an ideal place to grow your contact list, because you'll always be meeting new people. Group Presentations can also be the best place to meet potential Business Builders to join your team, and they are ideal forums for introducing people to the benefits of being a Preferred Client or Host. And of course, there's no place like a Group Presentation to build your RV and earn retail commissions (“right now” money) through product sales.

Host Coaching: The Key to Successful Group Presentations

When you book a Group Presentation, you enter into a “partnership” with your Host. She stands to benefit significantly from the Group Presentation, just as you do. Hosts can earn a significant amount of discounted

or free product based on the amount of retail sales achieved at the Group Presentation. Plus, he or she will learn all about how rewarding and profitable an Arbonne business can be, which is why so many Arbonne Independent Consultants begin as Hosts.

But in order for you both to get the most from the Group Presentation, we recommend you learn how to coach your Host effectively. Host coaching isn't difficult or time-consuming, but it's one of the most important things you can do to maximize your sales and assure future business from your Group Presentations.

How Do I Host Coach?

When a person agrees to host a Group Presentation, it's best to begin coaching immediately, if that's possible. For example, we recommend that when you book a new Host at a Group Presentation, you take a few minutes after you're done totaling the guests' orders to coach your new Host. If that's not feasible, a phone call or quick meeting in the next two to three days will work just fine.

What goes into a Host Coaching Packet?

We recommend you have at least three Host Coaching Packets ready to hand out at all times. Here are some suggested items that you may want to include:

- Product Catalogue
- Order Forms
- Invitations
- Guest List Form
- Opportunity Brochure
- *Eye on Arbonne* (EOA) success story — preferably your upline RVP or NVP



TIP:

You can order invitations and other Presentation tools at arbonne.com > Shop Online > Business Aids.

Host Coaching: 6 Steps to a Successful Group Presentation

The following are steps you may wish to follow when meeting with your Host for the first time, which can take place face-to-face or by phone. We recommend 15–20 minutes for this initial Host Coaching session, during which you can thank the Host and partner with her through the following process:

1. Set a specific date and time for the Group Presentation.

- To capitalize on the Host's excitement and lessen the risk of postponement, try to set the date no more than two weeks out.

2. Create a Host Rewards Wish List.

- Begin by asking your Host to create her wish list: those products she would like to earn. Once you know what she wants, you can assist in setting a total goal for the Presentation. Remember, the goal is all about what *she* wants ... what's in it for her.
- For more details regarding the Host Rewards program, visit arbonne.com > Internet Consultants > Featured > Host Rewards Program.

3. Create a guest list.

- Discuss the importance of over-inviting. A typical Arbonne Group Presentation has between five and eight people in attendance, so she'll want to invite at least double that amount. Explain to

her that it's unlikely she'll pick a day or time that suits everyone and things do come up at the last minute, so it's important to over-invite even by as many as twice the number you expect to attend.

- *It's very important that you build this initial list with her.* As she sees her list grow, she becomes confident that she knows enough people to have a good turnout.

4. Invite the guests.

- A personal invitation — by mail, face-to-face or over the phone — works best. E-mail invitations are a great follow-up to collect RSVP information. You may want to send the invitations on behalf of your Host 2 weeks before the Group Presentation, if possible. Your Host should then be encouraged to place follow-up phone calls to each guest a couple days before the Group Presentation to confirm attendance and share her excitement about the Presentation.

Your Host may say:

Hi Mary. (pause) This is Claire calling. (pause) I am really looking forward to seeing you Tuesday night at my Arbonne Presentation. We begin at 7 p.m. and I just know you are going to love trying the products ... especially the RE9 Advanced™ Corrective Eye Crème, it's unbelievable!

- If a guest declines the invitation, coach your Host to say: *"I'm so sorry you won't be with us, Kerry. I know you'd love these products, so why don't I drop a catalogue by so you can see all the amazing products and place an order if you like?"*

5. Prepare for the Presentation.

- Chat with the Host about the Presentations you do, and let her know that hosting an Arbonne Group Presentation is super easy ... you'll be doing all the work and she'll reap all the benefits.
- Encourage her to keep refreshments to a minimum and let her know you'll need a small space where everyone can comfortably gather for the Presentation.
- You may want to give your Host a sample or two to try before the Presentation so she can experience the quality of our products firsthand. And of course, her product testimonials will speak volumes to her guests.

6. Call and remind guests one to two days before the Group Presentation.

- Again, remind your Host of this important step. People are busy and life moves quickly — it's easy to forget a date without a reminder.
- Can she e-mail, text, Facebook or instant message? Sure ... but a personal call is a more effective way to encourage and confirm attendance.

Contact is Key

Sometimes your Host may lose some of her enthusiasm between the time she books and the Group Presentation itself. It may start to seem like more work than fun to her, and if a few of her friends can't make it to the Group Presentation, she might get discouraged ... that's why staying in touch with your Host is so important. You can help by reminding her of the fun she had at the Presentation where she booked, and keep the benefits she'll enjoy top of mind. Plus, you'll be able to help her understand that not everyone is going to be able to attend her Group Presentation — which is why over-inviting is so important in the first place — and that those guests who can't attend can still place an order which counts towards her sales for the Presentation.



TIP:

As a good rule of thumb, you should plan on contacting your Host at least twice before the Group Presentation, and once after.

Following Up with Hosts

1. **Send a thank-you note immediately after Host Coaching.** As soon as the Host Coaching session is done, you'll want to send a brief, handwritten thank you note:

*Dear Betty,
Thanks for scheduling an Arbonne Group Presentation with me. I'm looking forward to meeting your friends on [date] at [time] and I am confident that they will have a terrific time. By working together, I know we'll be able to qualify for the products you want. I'll arrive at [time] and if I can be of any help before then, please let me know.*

Sincerely,

(phone/e-mail).

2. **Call one to two days before the Group Presentation.** During this phone call, you'll want to:

- Get directions
- Remind her you'll be arriving a half-hour early to set up
- Find out the number of guests she's expecting
- Encourage her to get orders from those who can't attend
- Share your excitement

What if She Wants to Postpone or Cancel?

Yes, you will have Hosts cancel or postpone Presentations for a variety of reasons. If this happens, you'll want to reschedule in the next two weeks if at all possible. Or, your Host may get cold feet because she didn't get around to inviting many people or her guests are calling at the last minute to cancel. If you sense cold feet, you can say:

Allison, we'll have a great time no matter how many guests attend. In fact, some of the best Presentations I have ever attended only had a couple guests in attendance. Remember that those who can't make it can still place an order or even book their own Presentation! You and I both saved this date and I'll be there. Why don't you call those who are coming and ask them to bring along a friend. I'll have a gift for anyone who does. (A gift can be a small product sample.)

Thorough Host Coaching is the single most important action you can take to create a successful Group Presentation, so do your best to be a great coach! Always remember that you and your Host share the goal of having a successful Group Presentation that meets both of your needs.

Conducting the Group Presentation

You may be tempted to think that Arbonne products are so good that they sell themselves ... but think how much higher your Retail Volume and commissions will be if you sell them!

As you progress with your business, you'll develop your own style of conducting a Group Presentation. When you're still starting out, it's best to follow the lead of others who have some experience. If you have a Sponsor or leader nearby and can observe his/her Group Presentations, that's best. If not, the following is a basic Presentation format you can follow that will start you off on the right track.

Set-up:

- Arrive 30 minutes early.
- Set up display.
- Chat with Host; learn more about the guests.
- Set up an interactive demo at a kitchen or bathroom sink (i.e., Arbonne Aromassentials Awaken Sea Salt Scrub).
- Greet guests individually as they arrive.
- Have each guest begin to fill out a Client Profile/Wish List ... something for you to gather their personal information and understand more about their personal needs.



TIP:

Why do an interactive demo? Two reasons:

1. It allows guests to experience a product firsthand.
2. It allows you some one-on-one time to learn more about each guest (i.e. do they work, have kids, hobbies, etc.)

Sample Presentation Outline

I. Welcome and Introductions (10 minutes)

- Welcome everyone.
- Thank guests for coming.
- Thank Host; present booking or thank-you gift.
- Mention Host Rewards (1st Booking Message).
- Introduce yourself; tell your *Why* story (1st Sponsoring Message.)

II. Introduce Arbonne (5 minutes)

- Brief history of Arbonne.
- The Arbonne Advantage.
- Preview the Presentation — share what type of Presentation you will be doing.

III. Product Demonstration (20–25 minutes)

- You may want to select 3–4 product categories based on the guests who will be in attendance (what they'd want to see and learn about). For example: RE9 Advanced™, FC5™, SeaSource Detox Spa®, and Arbonne Essentials™.
- Highlight a few of your favorite products.

Spend 5 minutes on each product category

- Describe each product category's features and benefits — what it's intended to do and how it will make them feel.
- You can also go to the online media section of arbonne.com and download product videos to show during your Presentation — let Arbonne do the work for you!

Be interactive throughout the Presentation

- Ask questions and/or let them ask you questions.
- Encourage customer testimonials.
- Sample products: let people try it, smell it, etc.
- Include one Booking and one Sponsoring Message as you talk about the products. You only need to do this once during the product Presentation, not each time you discuss a new product.

IV. Wrap-up and Close (5–7 minutes)

- Thank Host again (3rd Booking Message).
- Thank everyone again for attending.
- Invite everyone to shop.
- Tell the guests that you are available to assist them with their orders.
- First, offer to help anyone who needs to leave (some guests may need to get home to relieve the babysitter, etc.).

V. Placing Orders (30 minutes)

- Help each guest to place his/her order.
- Ask everyone if they'd like to:
 - Learn more about the Arbonne business opportunity;
 - Become a Preferred Client;
 - Host a Group Presentation to earn their own Host Rewards;
 - Provide you with referrals.

After the Presentation

- Within 24 hours — Write your Host a thank-you note or e-mail.
- Within 24 hours — Make calls to the guests who could not attend and ask if they'd like to place an order and also offer them the opportunity to host a Presentation or to become a Preferred Client.
- Within 48 hours — Follow up with anyone who expressed interest in hosting a Group Presentation or the Arbonne opportunity. Schedule a Host Coaching session.
- Once the products are delivered, call your Host and make sure everything arrived and see if she has any questions.

One-on-One Meetings

The One-on-One Meeting is a friendly, personal way to do business. It gives you the opportunity to introduce a prospect to the aspects of Arbonne products and the Arbonne opportunity that is best suited for him or her.

Benefits to you of a One-on-One Meeting include:

- Sponsoring opportunities — Primarily for Business Builders, but for Preferred Clients as well.
- Future Bookings — A One-on-One Meeting can easily lead to a Group Presentation.
- Referrals — As your prospect learns more about Arbonne, he or she will be in a position to recommend other people to you who may want to know about it, join your team or buy products.
- Retail Volume — You can earn both overrides and “right now” money through retail sales.

Conducting a One-on-One Meeting

A One-on-One Meeting is simply a conversation — just you getting together with another person to tell him or her your personal Arbonne story, and learn how Arbonne can fit into his or her life.

You can do One-on-One Meetings anywhere you can get together and chat. Your home, your prospect’s home ... either is fine. Or you may want to get together in a local coffee shop. The venue doesn’t matter — wherever you can be relaxed and comfortable to talk, listen and converse. A One-on-One Meeting can start with a product demonstration, or you may have given your prospect a product sample in advance to experience and your One-on-One Meeting was scheduled to follow up. Either way, you can end by sharing the opportunity to build a business with Arbonne. It’s important not to pre-judge—you never know when the income opportunity, great products or both could greatly impact someone’s life, or the life of someone they know.

When you sit down with someone, there are a few steps you can take to be sure you get the most out of your meeting:

- Ask questions. Use the time you have with your prospect to find out as much as you can — this will enable you to customize your discussion around his or her needs.

- Listen and focus on your prospect’s needs. Remember — it’s a conversation. Listen to what he or she has to say, and keep his or her needs at the center of your conversation.
- Match your prospect’s needs with Arbonne benefits, whether it’s with products, the opportunity, or both.
- Close by offering the best product for your prospect — and yes, the business opportunity is a product too! And be sure he or she walks away with a clear picture of how the Arbonne opportunity could fit into his or her life and help meet his or her needs.

Following are a few ideas for things you can say in a One-on-One Meeting.

Following up after giving a sample:

Pam, I hope you have enjoyed the RE9 Advanced[™] products. Tell me, what did you like most about them? (Listen) Well, your skin looks beautiful — how does it feel? (Listen) What’s your favorite product? (Listen) That’s my favorite product too, because I like the way it [fill in the blank with two to three benefits — what you like about the product]. Doesn’t it feel good when we take care of ourselves? (Listen) I am certain you’d enjoy the entire RE9 Advanced Set, and I want to share a few ways you can get all these wonderful products.

1. *You can join my team as a Consultant (share the benefits).*
2. *You can become a Preferred Client (share the benefits).*
3. *You can Host a Group Presentation (share the benefits).*
4. *You can become a Client and purchase products today.*
5. *You can share a couple names of people who may be interested in learning more about Arbonne?*

In this example, we started with the business opportunity and then offered each way a prospect could become affiliated with Arbonne. Obviously, if they want to join your team, there is no need to continue down the list of choices. Remember, a One-on-One Meeting is a conversation and being a good listener is the most important thing to focus on as you hone your skills.

Sampling

The third reach-out method we recommend is sampling. When providing samples of Arbonne's products to others, you use your personal enthusiasm for the product, as well as the fact that everyone likes to get a little gift, to introduce Arbonne products to people you meet any place, any time. There are several important benefits of sampling as you grow your business:

- You make new contacts, and keep adding to your prospect list.
- You can introduce Arbonne products in almost any context, and always in a professional way.
- You can actually get the Arbonne products working for people, so they can experience the products' quality.
- Sampling gives you a reason to follow up, and take the next step in converting a prospect into a Client, Preferred Client, Host or future Business Builder.

According to studies, **51%** of shoppers tried products they normally would not have tried because a free sample was available. And an amazing **79%** of those who sampled actually bought the product.

Ocasio. (6/3/08). Guide to Using Free Samples to Boost Your Sales. In *Business.com*.

Retrieved 6/16/09, from <http://www.business.com/guides/using-free-samples-to-boost-your-sales-228>

Conducting Sampling

To sample effectively, the first thing you'll want to do is to be sure you have plenty of samples on hand and ready to hand out. Remember, when you place your second order in your Start Month or next month, after you place a product in your cart, you can add a second product sample (10-pack) to your cart at no extra charge.* You will want to keep samples in your purse, in your car and/or at your desk at work ... you get the idea.

*Standard shipping and tax rates apply.



TIP:

Make sure that your contact information is included on the sample; a personalized label or business card from The Place with your name, phone number and e-mail address is a good start.

You'll be amazed at how easy it is to approach people when you have a gift to give them — and how receptive they'll be. You can say something like:

Marilyn, what do you like most about trying new skin care products? Or what are some challenges you are facing with your current skin care program? (Pause and let her respond.)

Marilyn, others have had this same concern. I would love to share _____ (fill in the product) with you and give you a call next week to see what you notice about your skin. Would it be best to call you during the day or evening?

Handing someone a sample gives you an opportunity to do something very important: gather contact information so you can arrange a follow-up conversation, which can lead to a One-on-One Meeting, Group Presentation or Opportunity Presentation.

An Opportunity Presentation is typically a 30-minute Presentation that focuses on the business opportunity. Information about the company is shared along with testimonials from fellow Arbonne Independent Consultants and leaders.

Be sure to schedule a specific follow-up time to speak with the person to whom you handed a sample—although it's tempting to be casual about the contact, it will be more effective and easier for you to manage if you plan the next conversation. Just say something like:

If you would just jot down your number I would love to give you a call and see what you notice about your skin. Is it best to give you a call on Tuesday or Thursday evening?

Setting a next appointment helps you, and it also creates a certain amount of urgency in your new prospect — knowing that they'll be hearing from you to get their reaction will encourage them to use it. Then, when you call or meet up, you'll be ready to take the conversation to the next step.



TIP:

For more information about sampling, visit arbonne.com > Tools > Printed Media > Download Forms > Selling with Product Samples Guide.

Remember: 2+2+2 = SUCCESS!

2 Group Presentations
per week

2 One-on-One Meetings
per week

2 Samples per day

If you follow it, you'll meet new people and you'll have plenty of opportunities to build your business and grow your team. And that's just in your first 30 days!

Sponsoring



So, are you well on your way to achieving your Strong Start Volume Goal of 1,000? Now let's discuss how to sponsor your first Business Builder. One of the most important activities you'll do in your business is sponsoring — asking someone to join your team as a new Consultant who is interested in building an Arbonne business with you. Most successful Arbonne Independent Consultants will tell you that they wish they had started sponsoring earlier because it is the activity that really helped grow a solid and stable business, as their team's product sales increased.

As stated earlier in this chapter, there are three ways to join Arbonne:

- Client
- Preferred Client for \$29 — for someone who is primarily interested in consuming Arbonne products
- Consultant for \$109 — for someone who is interested in building a business by selling Arbonne products, which is why we refer to him or her as a “Business Builder”

Let's say you meet someone at a Group Presentation who wants to learn more about the business. You know you need to call them within 48 hours ... but what do you say?

Use the 6 Steps:

1. Start with a friendly greeting:

Hi Sue! (pause)

2. Introduce yourself, and establish your connection with the person you're calling:

This is _____ calling. (pause) If you recall, we met at Liz's Arbonne Presentation on Saturday. (pause)

3. Ask for permission to talk:

Do you have a couple minutes to talk? (pause)

4. Be direct:

The reason for my call is that you mentioned to me that you were recently laid off and looking for a part-time job. You said you were interested in hearing more about what I do with Arbonne. (pause)

5. Let your prospects know what's in it for them:

Sue, I would love to share with you how you can start earning money immediately by simply dedicating a few hours a week to an Arbonne business. Arbonne has a generous compensation plan that rewards product sales, and I think you'd enjoy learning more about the many benefits Arbonne has to offer. (pause)

6. Gain commitment:

I was hoping we could get together for a quick 30-minute coffee and chat. Would you prefer to meet in the morning or evening?

If the person you are speaking with is not interested in joining to build an Arbonne business, don't worry. You can still offer him or her the opportunity to become a Client, Host or Preferred Client. This is your opportunity to follow up and provide excellent customer service. While it's never guaranteed, some loyal Preferred Clients actually become Business Builders in the future. There are two ways that a Preferred Client can become a Business Builder:

1. Purchase the Arbonne Independent Consultant Starter Kit for \$80 and be upgraded to Consultant rank
2. Earn his or her way to Consultant rank by demonstrating both the following activities in two of three consecutive months:
 - a. Accumulate at least 150 PRV
 - b. Sponsor two or more Preferred Clients or Consultants who also accumulate 150 PRV in their Start Month

What goes into a Sponsoring Packet?

When sponsoring Business Builders or signing up Preferred Clients, you want to be prepared with what to say and have some information for them to take and review. Following are some suggestions:

- Product Catalogue
- Benefits Flyer
- Opportunity Brochure
- 2–3 *Eye on Arbonne* success stories
- Independent Consultant Application & Agreement Form

It may seem like a lot to remember, but don't worry — there is not a quiz, and nobody's expecting you to learn everything about this business at once. Your Sponsor and upline leaders are eager to help and you have Arbonne's Home Office support, too. Plus, if you do sponsor in your first month, you'll have at least one new companion in the business who will be learning the ropes with you!

Here's to your success this month and in the months to come ... you can do it!



Chapter 4

Your Second 30 Days

You're getting good at this!

Welcome to your second 30 days of Strong Start. You may not feel like a complete expert yet, but if you've followed your plan for the first 30 days, you're probably feeling more comfortable in your role as an Arbonne Independent Consultant, and seeing yourself come closer to your goals. This month, you'll get even closer!

In this Chapter

- Setting Your Goals
- Planning Your Calendar
- Marketing Your Business
- Prospecting
- Booking
- Selling
- Sponsoring

Setting Your Goals

Strong Start goals for Month 2: Achieve your 2,000 Volume Goal and sponsor at least 1 Business Builder who registers at the Consultant rank and accumulates at least 150 PRV in his or her Start Month.

	Volume Goals*	Sponsoring Goals**
Month 1***	1,000	3+ Business Builders (with 150 PRV in Start Month)
Month 2	2,000	
Month 3	3,000	

*Strong Start Volume Goals include your PRV, the PRV of your personally sponsored Preferred Clients, and the PRV from each personally sponsored Consultant throughout the Strong Start Program.

**Business Builders include those who initially register with Arbonne at the Consultant rank, or Preferred Clients who qualified through activity to the Consultant rank, or Preferred Clients who upgraded to the Consultant rank for the first time only.

***As a new Consultant, you can begin the program in your Start Month or the next month.

Keeping pace with your Strong Start goals helps you continue to make steady progress in your business. And that's the key during these second 30 days: build on the progress you made in your first month. This month, you'll work to hone the skills you gained in your first 30 days and continue to perform the business-building activities that have gotten you this far. Plus, we'll be adding more activities so that you continue to develop the long-term habits and practices that we believe are important to your success.

Your Business by the Numbers

Reaching your business goals — and your Strong Start goals — isn't so difficult if you keep in mind the recommended numbers that you learned in the last chapter:

- Target 30+ contacts during the month.
- Use the 2+2+2 formula to hit your target.

Remember, 2+2+2 means 2 Group Presentations per week, 2 One-on-One Meetings per week, and 2 samples handed out each day. If you aim for those suggested daily and weekly goals, your target of 30+ contacts in the month will be easier to achieve.

And never lose sight of your personal goals. Right now, as the month begins, is a perfect time to take out the goals you wrote down and see how you're doing. Which of your goals have you achieved? Review your be, do, have list, and choose a couple of specific ways you'll work toward them this month. For example, "I'll add \$100 to my family's vacation fund by holding one more Group Presentation," or "I'll make 10 more phone calls this week to book Group Presentations."

Breaking down the 2,000 Strong Start Volume Goal

You started as a team of one — but you now have Clients, Preferred Clients and maybe even a new Business Builder on your team. As you work this month to achieve your Volume Goal of 2,000, you are about to experience why building a team is so beneficial.

You should now decide how you will achieve 2,000 this month ... where will the volume come from? Your Central Volume, of course! Your Central Volume (CV) means that you get to count the sales volume achieved through sales to your direct Clients, as well as sales by your Preferred Clients and Business Builders. And it's also important that while you always look forward to future sales to new prospects, you should also look backward for follow-up sales from your existing network. There is an old phrase that states, "The fortune is in the follow-up." So, don't forget about reconnecting with past Clients, Hosts and Preferred Clients — their repeat order volume not only gets figured into your compensation, but will also count toward your Strong Start Volume Goals.

So let's create a plan. We suggest starting with your own personal activity, then creating a plan of how the remaining amount will be achieved. Most successful Arbonne Independent Consultants will tell you that 500 PRV is a great goal every month; of course you have the freedom to do more or less, but it's a good goal to strive for. That leaves 2,000 remaining toward your Strong Start goal for this month. You'll need to think through who will contribute toward this amount. Below is a chart that shows you an example of how you can break down the bigger goal. Next there is a blank chart to assist you as you create your own sales plan for the month.

Sales Plan: 2,000 (Example)

MY MONTHLY SALES PLAN	
Personal Retail Volume (PRV is the RV earned under your personal Arbonne ID.* PRV does not include RV earned from any Preferred Clients or Consultants you sponsor)	500 PRV
New Preferred Client Volume	500 RV
Business Builder Volume	500 RV
Follow-up Orders (i.e. previous Clients and Preferred Clients)	500 RV
TOTAL	2,000

Of course, this is just a plan ... now you have to put your plan to work by doing the activity.

*Hint: By reaching 500 PRV each month as you participate in the Strong Start Program, you will meet the minimum PRV requirements to promote to District Manager.

Now make your plan:

MY MONTHLY SALES PLAN	
Personal Retail Volume	
New Preferred Client Volume	
Business Builder Volume	
Follow-up Orders	
TOTAL	2,000

Planning Your Calendar

Success in any business is a matter of planning first, then following that plan. So just as you did in your first month, start this 30-day cycle by planning your calendar.

Build your month around the income-producing activities (IPAs) that will help you reach your goals. Use the Consultant Calendar and Activity Tracker to help you plan, and remember to follow the **2+2+2** formula to hit your target of contacting 30 or more people this month. Of course, block out your personal activities and family time — and include any Arbonne trainings, calls and meetings that are available to you.

Take Time for Training

While your skills will naturally improve as you gain experience, you can also benefit from the training you get from the Arbonne Home Office and upline sources. It's important to schedule some personal training time to ensure you devote enough time to developing your competency and confidence. One of the unique features of an Arbonne business is that you have a supportive network of people who are interested in helping you become more competent and successful. Take advantage of the training opportunities that present themselves — this month and every month!

Here's an example of what a new Consultant's calendar might look like in his or her second 30 days:

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		29 <i>Work 8-5</i> <i>Grp Pres 7:30</i>	30 <i>Work 8:30-5</i> <i>Dance 6:30</i>	31 <i>Work 8:30-5</i> <i>Grp Pres 7</i>	1 <i>Work 8:30-5</i> <i>Place Orders</i>	2 <i>One-on-One Meeting 1:00</i>
3 <i>Family Day</i>	4 <i>Work 8:30-5</i> <i>One-on-One 6:30</i> <i>Meeting 7-9</i>	5 <i>Work 8:30-5</i> <i>Calls 12-1</i> <i>Grp Pres 7:30</i>	6 <i>Work 8:30-5</i> <i>Dance 6:30</i> <i>Home Office 8:30-9:30</i>	7 <i>Work 8:30-5</i> <i>Calls 12-1</i> <i>Grp Pres 7:30</i>	8 <i>Work 8:30-5</i> <i>Place Orders</i>	9 <i>8:30 Soccer</i> <i>One-on-One Meeting 1:00</i>
10 <i>Family Day</i>	11 <i>Work 8:30-5</i> <i>One-on-One 6:30</i> <i>Home Office 8-9</i>	12 <i>Work 8:30-5</i> <i>Grp Pres 7:30</i>	13 <i>Work 8:30-5</i> <i>Dance 6:30</i>	14 <i>Work 8:30-5</i> <i>Grp Pres 7:30</i>	15 <i>Work 8:30-5</i> <i>Place Orders</i>	16 <i>8:30 Soccer</i> <i>Training 1:30</i> <i>Family night</i>
17 <i>Family Day</i>	18 <i>Work 8:30-5</i> <i>One-on-One 6:30</i> <i>9 pm Conf. Call</i>	19 <i>Work 8:30-5</i> <i>Grp Pres 7:30</i>	20 <i>Work 8:30-5</i> <i>Dance 6:30</i> <i>Training 9</i>	21 <i>Work 8:30-5</i> <i>Grp Pres 6</i>	22 <i>Work 8:30-5</i> <i>Date Night</i>	23 <i>8:30 Soccer</i> <i>One-on-One Meeting 1:00</i> <i>Place Orders</i>
24 <i>Training 12:30</i> <i>Phone Calls 1:30-2:30</i>	25 <i>Work 8:30-5</i> <i>One-on-One 6:30</i> <i>Home Office 8-9</i>	26 <i>Work 8-5</i> <i>Grp Pres 7:30</i>	27 <i>Work 8:30-5</i> <i>Dance 6:30</i>	28 <i>Work 8:30-5</i> <i>Grp Pres 7</i>		

Working Your Plan in the Real World

After your first month, you know that life doesn't always follow the schedule you set in the most straightforward way. But it's important to honor the time you've set aside for your business. So, for example, if you've set an evening aside for a Group Presentation, but you don't manage to book one ... work anyway! Make phone calls to prospects, Host Coach, return e-mails, handle your paperwork — however you do it, treat your business time as an appointment you made with yourself, and keep that appointment.

Marketing Your Business



As we discussed in the last chapter, every successful business needs marketing, and that's just as true in the second month as it is in the first. Your business grows as you introduce new people to the Arbonne products and the Arbonne opportunity — new prospects are the lifeblood of your business. So it's vital to keep seeking new prospects every day. The people you meet, through Group Presentations, referrals and as you give out samples every day, will keep your contact list growing — and a growing list is a sign of a healthy Arbonne business!

Prospecting



Remember last month's list of 25 new ways to market your business? Well, now it's time to flip back to that list and pick five that you'll try this month. For example, this may be the month to explore any craft or vendor fairs in your area, or contact the local PTA/PTO or other parent organizations. And while you're there, challenge yourself to think of five more innovative ways to market your business. You never know when you'll hit on what turns out to be a "big idea."

This month you'll also want to go back to your list of 100 names. Who haven't you contacted yet? Who do you need to follow up with? Maybe you are still a bit nervous ... that's normal, but don't let your fear stop you from trying. Think about each person listed:

- Why would they be great at Arbonne?
- What Arbonne benefits might meet their needs?
- Pick up the phone and call them.

Hi Mary. (pause) This is Sue calling. (pause) I just had to give you a call about my Arbonne business ... do you have a minute to talk? (pause) I'm looking for sharp people to work with me, and your name kept popping into my head. You are involved in so many activities; I just know you'd have a great network to help you get started. Plus, I know you want to take the family on vacation this summer ... well, you could earn additional income by selling Arbonne products as an Independent Consultant, to help pay for that trip. (pause) I was wondering if I could come by tomorrow morning and share some more information with you?

A sincere, honest compliment goes a long way in opening someone's ears to hearing what you have to say. Will everyone be open? No. But remember this: a no will always be a no until you ask. So get out there and ask ... you can do it!

Booking



At the same time, it's just as vital to follow up with the Clients you established during your first 30 days. These ongoing Clients will help to build your retail volume and provide you with retail commissions each time they place a reorder. A little bit of customer service follow-up can go a long way — even though your Clients and Preferred Clients have access to order products on their own, a quick call can encourage them to go online and actually place that order. Because Arbonne's products are consumable, your Clients will need more as they run out or they may wish to try complementary products — and that's a perfect opportunity to remind them about the benefits they'd get from becoming an Arbonne Preferred Client. Past Clients are also possible future Hosts, so when you check back with them to see if they need more product, be sure to remind them of the fun they had at the Group Presentation they attended, and the advantages of holding a Group Presentation of their own. You might say something like:

Hi, Megan. (pause) This is Mandy calling. (pause) If you recall, we met at your good friend Jessica's Arbonne Presentation. Do you have a minute to talk? (pause) The reason for my call is that I wanted to see how the (product) you ordered is working for you? (pause) I also wanted to check in and see if you wanted to place a reorder (pause). And I wanted to remind you that you could get your next month's supply through Arbonne's generous Host Rewards program by gathering a few friends for a fun night of pampering. (pause) I have Tuesday the 19th or Thursday the 21st available — would either of those nights work for you?

Maintaining contact with the people you meet is an important business-building activity. And remember, even if this month isn't the right time for your Client to host a Presentation, it could be next month or the month after that. So it's important to keep offering her the opportunity.

Booking at Your Group Presentations

The easiest way to hit your target of two Group Presentations per week is to book future Presentations

at your current Presentations. During the Group Presentation, you have the full attention of a room full of people, and they're already interested in learning about Arbonne. They're enjoying the products and learning about the Arbonne opportunity, and there's no better time for a prospect to picture how much fun she would have hosting a Presentation of her own.

You'll want to make the most of this opportunity. So be sure to sprinkle some booking "commercials" throughout your Group Presentation. You can say things like:

Alice is getting an Arbonne shopping spree for hosting tonight's Group Presentation — and you could, too. When we chat later tonight, we can talk about what you can earn for having a Group Presentation of your own.

Or

Janet, don't you love that [product line]? You know, I can help you get an amazing deal on the whole collection, just by hosting your own Group Presentation. And what could be more fun?

Spend some time thinking about the kind of booking commercials with which you'd be most comfortable. The most important thing to stress is that hosting a Group Presentation is easy and fun, and that the Host stands to benefit from holding a Group Presentation. Talk to your Sponsor and your upline — there are a lot of great booking ideas out there, and Arbonne people are always happy to share.

Keeping it Fun

One great way to encourage bookings at a Group Presentation is to use games like the "Deal or No Deal" game, which is a fun way to entice guests to become Hosts. Talk to your Sponsor about the fun games he/she uses and then try playing a few — and watch your calendar fill up!

Selling



You're in business to reach the goals you've set, and that means you want to earn income. Spending your time on income-producing activities (IPAs) is the best way to earn money, and principal among those activities is selling. Everything else you do for your business — prospecting, booking, sponsoring and customer service — all support the basic activity of moving product to end users. So selling effectively is one of the most important things you do.

Group Presentations

The first step to selling at the Group Presentation is to fill your calendar. Once again, that means **2+2+2**. Target two Group Presentations per week, and you're putting yourself in front of enough people to develop and maintain a strong selling record.

Asking for the Sale

One of the biggest objections people have about becoming an Arbonne Independent Consultant is that they could never sell anything. Well, what they don't know is that in Arbonne we sell our fabulous products by allowing people to sample or try them and also through education by sharing features and benefits about our products. When you do both at a Group Presentation, you are allowing your Clients to make an informed purchasing decision. But it's also a good idea to remind them that they are there to shop and support the Host. Try saying something like this:

Now is my favorite part of the Presentation because I stop talking and you start shopping! I'll be available to assist you with your order, like explaining tax and shipping details, as well as to answer any additional questions you may have about the products or the business opportunity. Thanks for being such attentive guests and for helping Mary earn her generous Host Rewards.

Increasing Sales

Guests at a Group Presentation have a great time, and demonstrating Arbonne products is fun for you. There are a few techniques to keep in mind to assure that you maximize your sales while you maximize their good time:

Testimonials — It's a well-known truism of marketing that word-of-mouth is the best advertising. Your Group Presentations are ideal forums for word-of-mouth at its best: ask your guests if they've tried Arbonne products and to share their own experience, or tell your own product stories. Clients like to hear about "real world" experience with the products they're considering. If you provided your Host with sample product before the Group Presentation, this is also an opportunity for her to share her experience with her guests.

Gift Suggestions — Certain times of year, such as the holidays, graduation and wedding season, and Mother's and Father's Day, are made for gift-giving. But the reality is, people have gifts to buy all year round, and it's always a good idea to have a couple of products in mind that you think make especially good gifts. Ask your guests about the occasions they have coming up, and suggest gifts that would be appropriate.

Experiment and Have Fun! — Your guests are there to have a good time, and so should you. Enjoy yourself, try different approaches and note what works. You're offering a great value to your guests, and you can feel good about that. So relax, experiment and enjoy.



TIP:

Remember the old adage in the sales world — "Don't sell to your own pocketbook." That means that you do yourself and your Client a disservice if you pre-judge what they could afford or what they'd be interested in. You have a lot to offer, so offer it — you never know what product will appeal to which Client.

One-on-One Meetings

Your One-on-One Meetings are also a great forum for demonstrating and selling Arbonne products. Many of the same techniques you use to increase sales at your Group Presentations and your personal testimonial can also be used effectively one-on-one.

Remember your **2+2+2** target: two One-on-One Meetings per week. These can be people you meet through your sampling efforts, other prospecting activities, people you meet at Group Presentations, or people from your original list of 100.

Increase Your Sales

One of the biggest benefits of a One-on-One Meeting is that you have the opportunity to really get to know your Client. When you take the time to ask questions about your Client's needs and listen to what they tell you, you'll be able to recommend the best products for him or her. You can also demonstrate how many of our products work well together. For example, pairing RE9 Advanced™ with the Arbonne Cosmetics line ... great skin and great color *do go hand-in-hand.*

Gloria, tell me about your skin. Would you say it's normal, dry, oily or a combination? What is your number-one issue with your skin? How about any concerns? What goals do you have for your skin?

Of course, you wouldn't ask all these questions at once, but you get the idea.

Booking Group Presentations from the One-on-One Meeting

While you may meet your One-on-One Meeting prospect at a Group Presentation, it's just as likely that you'll be able to book a Group Presentation from a One-on-One Meeting. Sometimes, a prospect won't quite be ready to commit to starting her own Arbonne business, but she may be intrigued enough to "test the waters" by hosting a Group Presentation. This is a terrific outcome for the One-on-One Meeting, and it's important to make sure that your prospect knows that you're open to booking a Group Presentation:

Susan, I totally understand that you want to learn more and talk it over with your husband before you decide to become an Arbonne Independent Consultant. (pause) You know, one of the best ways to learn about the company is to host a Group Presentation right in

your home. Your friends will have a great time, and you'll have a chance to shop for some of the products you're interested in while you enjoy the generous Host Rewards that Arbonne offers. I have two dates available this month — let's compare calendars and see if a day or evening would work for you.

Share the Arbonne Opportunity

While it's important to demonstrate and share product at the One-on-One Meeting, you should also consider sharing the opportunity to earn income and build a business through the sale of Arbonne products, which we call the Arbonne opportunity. You can use the Arbonne Opportunity Brochure, Flyer or DVD, or be more casual and ask plenty of questions about your prospect's family, occupation and hobbies. This allows you to learn what is important to them and how you might relate your Arbonne story to them. The most important thing is to keep it personal: tell your *Why* as it relates to your prospect's *Why* — the reason they may be interested in selling Arbonne products and building a business with Arbonne. For example, you might say:

Lori, I am so impressed with you; you are a busy mom with two active children. You work full-time and still manage to volunteer at your children's school. You love what you do, but you don't always feel challenged. I also hear a bit of frustration in your voice ... could that be because you feel pulled in so many directions? (pause/listen) Boy, can I relate ... I, too, was looking for more balance in my life when I was first introduced to Arbonne. I had a great job, but I didn't really see myself growing to my full potential there. I can tell you have goals and so do I, and that is the best part of my Arbonne business.

Ask For Referrals

Remember, throughout the month, you're trying to build your prospect list. The One-on-One Meeting is a great place to add to that list by asking your current prospects to refer you to people who might be interested in Arbonne:

Sandy, I'm so glad we had a chance to chat so I could tell you about all the benefits you can get from Arbonne. I hope I've answered all your questions, and now I have one for you: Do you know anybody else who might be interested in

learning more about Arbonne? (pause) My business is built on referrals and I'd really appreciate your help in sharing some names with me.

It's a good way to meet new people and to keep that prospect list growing. And Arbonne may just be exactly what your referral is looking for!

Sampling

Most people who try an Arbonne product once want to use it again. That's why sampling can be such an effective tool. We have a "try it, you'll love it" philosophy, and for that reason sampling is a brilliant reach-out method.

Remember your **2+2+2** goal — you want to give out two samples every day. That may seem like a lot, but when you think about all the people who cross your path every day, from coworkers, to servers in restaurants, to neighbors and friends, you'll realize that most days you can give out a lot more than two samples!

Of course, successful sampling is more than just handing out samples. When you prospect with samples, there are a few simple steps you can follow to be sure that your sampling is effective.

1. Don't be shy — approach people. After all, everybody likes a free gift, and you have one to give.
 - **Watch** what they do. Observe their response to the product and to hearing about the company. This will provide you with valuable cues as to what to do next.
 - **Listen** to what they say. Their responses to you, to the product, and to the company are all valuable information for you to gather.
 - **Connect** with them. Remember, sampling is a form of prospecting — you are making a determination as to whether the person you're talking to might be a Host, Client, Preferred Client or a member of your team. However you think they might fit in with your business, your goal is to make a personal connection with them so that they want to talk to you again.
2. Gather prospect information — that's what you get in return for handing out a sample. You want to find out their name, the best way to reach them to follow up, and a little bit about them and their life. That will help you to

connect with them as your relationship grows. And don't forget to include one of your business cards with the sample so they know how to reach you, too.

The best way for me to provide you with excellent customer service is if I collect some contact information ... if you could jot down your name and either a phone number or e-mail address, that would be great.

If they won't give you their contact information, save the sample for someone else — you can't help them if you can't get in touch with them.

3. Schedule a time to speak. Sampling provides your prospect with some product to try, and it provides you with an opportunity to make a second contact. We suggest that you always give your prospect a choice of times. When you give someone a choice, he or she is less likely to decline the appointment. Make the most of those opportunities by being sure that you'll reach them and they'll be ready to talk.

For example, after a brief conversation about skin and the effects of sun damage:

You know, I am an Arbonne Independent Consultant and we know a thing or two about skin. It just happens that I have a product you may really like. In fact, you are in luck ... I have a sample with me. I am more than happy to give it to you, if you'll promise to try it. (pause) Let me jot down your contact information and I'll follow up with you this Friday. Would a call in the morning or evening work better for you?

If your prospect doesn't answer the phone when you follow up, leave a message that you will try to touch base with him or her at a later time:

Hi Nancy, this is Sue Smith with Arbonne. If you recall, we met yesterday at the beach. I'm really excited to find out how you like the sample I gave you! Hopefully you've already tried it and have formed an opinion—I can't wait to hear it! I will call you again on Tuesday morning, or feel free to contact me before then.

Sponsoring



To re-state, “sponsoring” means registering someone new with Arbonne as a member of your team. You can sponsor someone as a Preferred Client, or you may bring them in as a new Consultant. Each has its own set of benefits, as we discussed previously in Chapter 2.

Preferred Client

- 20% discount off the Suggested Retail Price (SRP) on all Arbonne products, excluding Business Aids, Sample Packs and Starter Kits.
- 4% override on the Override Volume (OV) of all personally sponsored Preferred Clients and Consultants.
- Access to ongoing product specials and other monthly promotions.

Consultant

- 35% retail commission on the SRP on all Arbonne products — excluding Business Aids, Sample Packs, Starter Kits and product promotions — which is the difference between the SRP we recommend you offer to your Clients and the wholesale price you pay to Arbonne for such products.
- 15% Preferred Client Commissions on Retail Volume (RV) orders — excluding RV on product promotions — placed by your personally sponsored Preferred Clients, with a potential for additional Preferred Client Commissions on qualifying RV of Preferred Clients who are not serviced by another Consultant.
- 4% override on the OV of all personally sponsored Preferred Clients and Consultants.
- Access to ongoing product specials, the Arbonne Incentive Trip (AIT) and other monthly promotions.

We also refer to the Consultants you sponsor as “Business Builders,” because they are interested in earning income from Arbonne by selling Arbonne products and building their own Arbonne business as members of your team.

What is My Role as a Sponsor?

Have you ever been part of a team?

The great thing about teamwork is that everybody has their strengths, but together you build on each other

and make everyone more successful. When you sponsor a Business Builder in your group, you’re becoming a manager of a team, and as you progress through Arbonne’s SuccessPlan, a leader within the network of Arbonne Independent Consultants. Your role is to keep doing the things you do well, and then transfer that knowledge onto your new team members. This is what we refer to as “duplication” and it’s a powerful piece of our business model. By teaching and coaching your new Consultants to do what you do, you are helping reinforce activities that will ultimately help him/her succeed.

But don’t let it stress you out — being a sponsor doesn’t mean that you have to know how to do everything. Remember, you have a Sponsor, upline leaders and the Arbonne Home Office ready to assist you. You’re on a journey, and the people you sponsor are along for the ride, on journeys of their own. You’re all there to help each other, so offer what you can, help find answers to the questions you don’t know how to answer yourself, and learn as you go. Oh — and most important of all — have fun!

Sharing Your Why

Whether you’re doing it in a Group Presentation or a One-on-One Meeting, your best tool in sponsoring is your “Why.” Not only does it let your prospect know that Arbonne is a real opportunity for real people, but it’s also a way for you to share experiences they can relate to. Once they do, they’ll start thinking, “Hey — if she can do this, so can I!” That’s tremendously reassuring to a prospect, and can really help them to take the next step:

I’ve never been in sales, and if you told me five years ago I’d be selling Arbonne and loving it, I’d have sworn you were crazy! But one day I woke up and realized that my life wasn’t really my own. I had a career and I had a family, but it seemed like the only way to make the career work was to ignore the family, or vice versa. When I had to miss my

daughter's kindergarten play because of an important meeting at work, it was the last straw. I realized that nobody ever lays on their deathbed wishing they'd spent more time at the office, and I decided I had to make a change. That same week I was invited to an Arbonne Presentation, and I kept thinking, hey, this could really work for me. And it just might work for you, too.

Sponsoring at Your Group Presentations

You sell Arbonne products at your Group Presentations, but you also sell the Arbonne opportunity and the difference it can make in people's lives. So just as you sprinkle booking "commercials," you'll want to sprinkle sponsoring "commercials" in your Presentations. Your commercial can be your *Why* story, or it can be a simple aside, such as:

By the way, if you think what I do looks easy and fun and that you could do it — guess what? You can! I love my Arbonne business and I'd love to tell you all about it — I'm always looking to coach and train others to do what I do. When we chat later, I can fill you in.

You have so much to offer as an Arbonne Independent Consultant — great products, a fun Group Presentation experience, and a life-changing opportunity. Don't leave any of it out!

Four-step Sponsoring Process

Sponsoring is a process of listening, responding, sharing and reassuring. You can look at it as four easy steps:

1. **Ask Questions** — Find out what you can about your prospect, so that you can match their needs with the benefits you have to offer. Ask questions about their family, occupation and hobbies:

Sharon, tell me a little about yourself — do you have kids? What kind of work do you do? What do you like to do in your free time?

2. **Share Benefits** — Answer the questions that are on everyone's mind: "What's in it for me?" and "Can I do it?" Be sure that you emphasize the benefits that are the best match with what you've learned about them. For instance, if someone is looking for a flexible schedule:

Sharon, it sounds like you really love working as a nurse, but sometimes you feel like it takes you away from your family at important times. What if you could work part-time as a nurse so you can stay active professionally, but capture some of the time you want with your kids without having to sacrifice income to do it?

3. **Handle Objections** — Answer your prospect's concerns, and help them understand that they really can be successful with Arbonne. Remember to LEAP (Listen, Empathize, Ask, Produce). The objection may be, I have no sales experience:

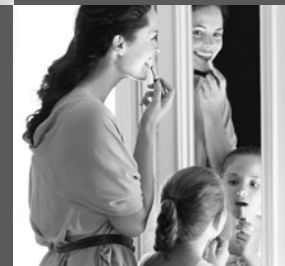
Sharon, I completely understand your hesitation, and I never had any formal training or experience in sales before either. So, let me ask you, what kind of experience do you think you need? (pause) To tell you the truth, I don't even think of it as "sales" — I just share the features and benefits of the products, and help people select the products that are right for them. It's a lot of fun and it never feels like work!

4. **Close** — Ask for your prospect to commit and take the next step to become an Arbonne Independent Consultant:

Sharon, I know you'll have fun doing this, and I'll be with you every step of the way. So let's get your Application & Agreement filled out and set a date for your official launch.

Sponsoring can be a little intimidating, but remember, you're offering quality and you are building a relationship that will benefit both of you. So don't hesitate — as you build your team, your personal goals will get closer and closer!

By now, you must be feeling more confident about your Arbonne business. You're doing great ... keep going!



Chapter 5

Your Third 30 Days

Awesome job!

You've been an Arbonne Independent Consultant for more than 60 days now, and hopefully you've achieved your Strong Start goals for your first and second months. This month, we'll delve a little deeper into your income-producing activities (IPAs) and put together a plan to help you set and reach your goals for the month. Then, for each successive 30-day period in your business, you can use these chapters as a blueprint for planning your activities.

In This Chapter

- Setting Your Goals
- Planning Your Calendar
- Marketing Your Business
- Prospecting
- Booking
- Selling
- Sponsoring

Setting Your Goals

Strong Start goals for Month 3: Achieve your 3,000 Volume Goal and sponsor at least 1 Business Builder who registers at the Consultant rank and accumulates at least 150 PRV in his or her Start Month.

	Volume Goals*	Sponsoring Goals**
Month 1***	1,000	3+ Business Builders (with 150 PRV in Start Month)
Month 2	2,000	
Month 3	3,000	

*Strong Start Volume Goals include your PRV, the PRV of your personally sponsored Preferred Clients, and the PRV from each personally sponsored Consultant during each of the three months of the Strong Start Program.

**Business Builders include those who initially register with Arbonne at the Consultant rank, or Preferred Clients who qualified through activity to the Consultant rank, or Preferred Clients who upgraded to the Consultant rank for the first time only.

***As a new Consultant, you can begin the program in your Start Month or the next month.

Look how far your Strong Start goals have taken you! Your business is growing, and this month's Strong Start goals — which probably looked astronomical two months ago — are within reach. If you achieved them by incorporating our recommended PRV in the total volume goal, you'll achieve an important milestone: You'll promote to District Manager. This next rank in the Arbonne SuccessPlan takes your business to a new level as you achieve increased product sales, and benefit from brand new earning opportunities through a higher rate of overrides and cash bonuses on product sales. And if you haven't already promoted, you're almost there!

Your Business Goals

How have you done it? Consistent activity. By setting your targets and reaching them every month, you've established a strong base and set a tone for your future.

So keep it up! This month, just like last month and the month before, we're going to focus on **2+2+2**:

2 Group Presentations
per week

2 One-on-One Meetings
per week

2 Samples per day

And remember, your **2+2+2** objective is to contact 30+ new people during the month, and keep refreshing your contact list. That's going to be an ongoing, month-to-month goal as you continue to develop your Arbonne business even after you meet your Strong Start goals. As you know from your first two months, it isn't as hard as it seems — now that you've developed the habits that keep you meeting new people, it will just be part of what you do every day.

Breaking down the 3,000 Strong Start Volume Goal

By now you have a team and you are becoming more comfortable with helping them achieve their goals. So your Strong Start Volume Goal this month of 3,000 will really be a team effort. Just like last month, you should decide how you will achieve the 3,000 Strong Start Volume Goal this month.

Yes, it's time to create a new plan — and we suggest again starting with your own personal activity goal. How does 1,000 PRV sound? Of course, you have the freedom to do more or less, but it's a good, solid starting point that will help you earn both monthly campaigns. Below is a chart that shows how you might want to break down the bigger portion of the 2,000 that is left, as well as a blank chart to assist you as you create your sales plan for the month.

Sales Plan: 3,000 (Example)

MY MONTHLY SALES PLAN	
Personal Retail Volume (PRV is the RV earned under your personal Arbonne ID. PRV does not include RV earned from any Preferred Clients or Consultants you sponsor.)	1,000 PRV
New Personally Sponsored Preferred Client Volume	500 RV
Personally Sponsored Business Builder Volume	1,000 RV
Follow-up Orders (i.e. previous Clients and Preferred Clients)	500 RV
TOTAL	3,000

Now fill in your plan:

MY MONTHLY SALES PLAN	
Personal Retail Volume	
New Personally Sponsored Preferred Client Volume	
Personally Sponsored Business Builder Volume	
Follow-up Orders	
TOTAL	3,000

Before you put your plan to work, why not revisit your personal goals as well?

Your Personal Goals

How are you progressing on the personal goals you set in your first month? What have you been able to achieve, and what looks much closer than it did before?

Now that you have a couple of months under your belt, it's a good time to re-evaluate your personal goals and see if you can reach even a little further.

During the next year, I want to

Now, just as you did before, put a star (*) next to any items on this list that your Arbonne business can help you achieve. Use this revised list to help you continue to refine your personal *Why*. And take a moment to appreciate the progress you've made, as you look forward to reaching your new goals.

Planning Your Calendar



Plan your work, and work your plan — it's a great way to approach each month. Always make sure you allot an appropriate amount of time to your important income-producing activities (IPAs) ... those activities that will bring you sponsoring and sales opportunities. Remember, you want to schedule time for two Group Presentations and two One-on-One Meetings per week.

Include your personal commitments, as well as time you want to block off with your family. Also block some time in your home office to do phone calls, paperwork, training, etc. Pull out your Consultant Calendar and start planning your third 30 days.

Time Management Tips

Time management is one of those skills that comes easily to some, but not to others. But even if you've never had a problem with the hours just slipping away on you, you're going to find that living life as an entrepreneur can make it twice as difficult to keep your schedule under control. Following are a few ideas that can really help.

- **Make time to plan.** By setting aside time every month to put together a plan, you'll minimize your stress and keep your business activities focused on your goals. By devoting 30 minutes each month to planning, you'll save hours of wasted time.
- **Take advantage of your lunch hour.** If you work outside the home, spend a few minutes of your lunch hour making prospecting or follow-up calls.
- **Bring someone with you.** Now that you're sponsoring, you can share what you've learned with your new Business Builders. One of the most effective and time-efficient ways to do that is to bring someone from your team along to a Group Presentation, One-on-One Meeting, training event, team meeting, etc. You'll have time to talk, you can model successful behaviors, and your Host and guests have another Arbonne Independent Consultant to share his/her experience with them. Your goal should be to never go alone. You should have a team member with you for your appointments and sponsoring interviews

- **Schedule office hours.** There's no need to let your business take over your life. Set the times you'll do paperwork, talk on the phone, answer e-mails, review training materials, etc., and reserve your personal and family time. Let the answering machine take the calls during those non-work hours, and focus on what you want to do. Remember to tell your family when you've scheduled your "Arbonne time" so they will know when you're working.



TIP:

Your Arbonne business is in fact a business, so make sure that your voicemail greeting reflects that, whether you have a separate phone line for your business or it's shared with your home residence phone number.

- **Have ready distractions for small children.** If you have (or have ever had) small kids, you know that the time they need you most is the moment you need to focus on that important phone call. So setting them up ahead of time with a snack, coloring book, special toys used only when you're working your Arbonne business, or other activities is a smart idea. Why not make your work time something your toddler can actually look forward to?

Marketing Your Business



Every day of this month — and of every month — is an opportunity to try a new marketing method for your business. “Changing it up” keeps your business fresh and exciting, and you never know when you’ll hit that idea that will give your business an extra boost.

Remember Your “25 Ways” List

That tool from your first month of business is just as useful today as it was then. Select five new marketing techniques to try this month — and be sure you add to the list as you think of new things to try.

Tell Your Story Anytime, Anywhere

Beyond formal marketing efforts, there’s something you can do every day to market your business: Just talk about it. Mentioning your business in casual conversations with friends, co-workers and people you meet every day can yield surprising results. You don’t need to be “pushy” or in a 24-hour recruiting mode — just talk about the success and the fun you’re having, and your genuine enthusiasm will generate interest in others.

You might say to a friend:

I’ve been keeping really busy lately with my new Arbonne business. I’m having the best time! I meet new people and the products are simply incredible. And best of all — I’m making money while having fun!

Or mention to a parent at a soccer game:

It’s such a pleasure to be able to enjoy the game without stressing about work in the back of my mind. I recently started my own Arbonne business, and it’s really taking off! I set my own hours, work with the people I want to, and I love the extra money I am making. It’s terrific!

It’s your story — tell it your way. However you choose to do it, just be sure to *tell it*.

Prospecting



The goal of all your marketing efforts is simply to continue to meet more and more prospects. So whatever advertising or outreach methods you use, be sure to keep that target in mind, and keep replenishing your contact list.

Following Up with Prospects

Following up with the Clients you meet at your Group Presentations is an important part of customer service. We’ll talk more about providing excellent customer service in the next chapter. But it’s also an ongoing marketing activity — repeat business helps you to build your volume, and your list of Clients is where you’ll find many of your future Hosts and, very likely, future Business Builders as well.

So be sure to follow up with the new Clients you met in your second 30 days, and look through the list of your first 30 days — you may want to call or e-mail some of them as well. Remember those six steps?

Hi Mark. (pause) This is Karen calling. (pause) If you recall, we met at Judy’s Arbonne Presentation in May. (pause) I have something very exciting to share with you and it will just take a couple minutes. (pause) The reason for my call is that you mentioned you were interested in having an Arbonne Spa Presentation. Now, I know you love the SeaSource Detox Spa® line, and it’s my job to make sure you earn as many products as you want with your Host Rewards. So, let’s get a date scheduled ... how about the 23rd or 25th at 7 p.m.?

Booking



Getting comfortable with your story is key, and it really helps open ears when prospecting. You want to tell prospects just enough information that they'll want to hear more. It's the same when sharing the booking opportunity. Be ready with a couple statements that you think would make a prospect want to hear more about booking a Group Presentation or One-on-One Meeting.

Did I mention that Arbonne Hosts get to go on shopping sprees and choose the products they want at an amazing discount? Hosting is super easy, as I do all the work and you sit back and enjoy yourself with your friends.

Just consider me your personal skin care and make-up counter that comes to your house. The good news is that I'll spend as much or little time with you as you want. You can try the products, ask me questions and I'll show you how you can receive the products at a discount. It can be just the two of us, or you can invite a few friends to join us if you like.

Selling



Group Presentations

By now, you've learned a lot about Group Presentations. Chances are you've started to develop your own style, and you have some experience with what works for you. Now it's time to start focusing on the outcome of each Group Presentation, and think about what you can do to make every one more effective.

Spend some time determining what you want out of each Group Presentation. Think in terms of measurable outcomes that you can have an effect on:

- How many guests do you want to see? (you can affect this through Host Coaching)
- What retail volume do you want to generate?
- How much money do you want to earn through retail sales?
- How many bookings do you want from each Group Presentation?
- How many Preferred Clients and sponsoring leads for Business Builders do you want to walk away with?

Look back through some of the sales generating suggestions from the last chapter — such as using testimonials and gift suggestions. Here are a couple more techniques you may want to try:

Upselling — Upselling is how you “add on” to a sale by suggesting complementary products. If your Client is excited about one product, it's the perfect time to suggest a related product that can increase the total sale:

Kristy, you'll love using the Foaming Sea Salt Scrub every day ... your skin will look and feel great. And if you like that, you might want to try the Detoxifying Rescue Wash. I love how it smells, and it's a wonderful companion product in the shower with the Salt Scrub.

Set Selling — Arbonne offers several products — such as RE9 Advanced™ — in sets that boost your sales while offering your Clients outstanding savings. Be sure you know the sets and savings you have to offer, and be sure to share that information with your guests.

**TIP:**

You may want to have a set of products on display at your Presentations, as it is a great tool to use for booking future Presentations. You can point to the set and tell all the guests how they could get it at a generous discount just by hosting their own Group Presentation.

Booking and sponsoring at your Group Presentations are important business-building activities for you to focus on. You've set a target of at least two Group Presentations and two One-on-One Meetings per week, and the best place to book is at Presentations. Why? Because people are seeing you and the products in action. Your income will grow as your team grows, and Group Presentations are the best place to meet prospective Business Builders. So you owe it to yourself to continually work to be more effective at booking and sponsoring at your Group Presentations.

Focus on Booking

Before the guests even arrive, you should be thinking about who among them might be a potential Host or may want to have a One-on-One Meeting. That's why it's important to talk to your Host about who's coming. Once the guests are there, you may spot someone else who could benefit from a Group Presentation. It's a good idea to pay special attention to guests you think would make good Hosts, but it's also important to keep an open mind: the person you think is least likely to book a Group Presentation could turn out to be the one who's most excited about having one.

As we mentioned in the last chapter, a couple of booking "commercials" in the course of your Presentation plant those important seeds for your guests to think about.

Sally, our wonderful Host, chose a spa theme and skin care products this evening featuring products from Arbonne's SeaSource Detox Spa® and RE9 Advanced™ lines, and I can tell you have all enjoyed the relaxation. I have another Presentation that I do that focuses on our cosmetic line. It is a lot of fun and I am certain you'd all love trying our cosmetics ... the colors are beautiful! If you're interested in learning more information about our generous Host rewards, then let's talk after the Presentation.

Then, when you spend some one-on-one time with each guest as they place their orders, you can talk about some of the specific benefits that they'll enjoy based on your impressions of them:

Mary Ann, I could tell you really enjoyed the spa products. (pause) I actually have a few other really fun "spa" type treatments that you and your friends might enjoy. So what do you think about hosting your own Group Presentation and earning some products at an amazing discount? I have some dates available this month. Does an evening or afternoon work best for you?

Fran, I heard you say that you don't do parties. (pause) I completely understand. Group Presentations are not for everyone. But I know you love the RE9 Advanced™ line and I'd really like to tell you more about it and how beneficial it will be for you. How about we schedule a 30-minute appointment where I come by and we chat about the products? In the meantime, take this sample home with you and after three days, I am sure you'll begin to see a difference. So, let's connect on Friday at 3 p.m.

Focus on Sponsoring

Similarly, you'll want to include sponsoring "commercials" throughout your Group Presentation.

While demonstrating the SeaSource Detox Spa® line :

Who doesn't love going to the spa ... it's a real treat, isn't it? Well, with the extra money I am making with my Arbonne business, I have to say that trips to the spa are my treat to myself ... guilt-free because my Arbonne income is paying for them and I don't have to dip into the household budget. If you are interested in making a little extra fun money, then let's talk after the Presentation.

Then speak in more detail to your prospects during the one-on-one time:

Kathy, you mentioned how much you were enjoying the spa experience after a hard day on your feet, and it made me think — "I bet Kathy would be really good at doing what I do, and it would help her spend a little more time with her feet up." I'd love to get together to tell you more about how easy and fun it can be to be an Arbonne Independent Consultant — how would you like to get together for coffee and I can tell you all about it? I have time on Wednesday or Saturday at 8 a.m. Which time will work for you?

I know you said you weren't interested in hearing about becoming an Arbonne Independent Consultant, Diane, but you obviously love the products. How about becoming a Preferred Client? You'll enjoy a generous 20% discount on tonight's order and any additional orders you place in the next year. It's \$29 to join, and I can help get you set up tonight. You'll be part of my network, so in the event you are ever interested in earning some additional income with Arbonne, I'll be there for you.

Once again, the most important goal you can set for your Group Presentations is to make them fun for all your guests — and just as fun for you. That's going to improve sales, sponsoring and booking.

One-on-One Meetings

The One-on-One Meeting is the best forum for presenting the Arbonne opportunity. It works so well because it's a dialogue — you are imparting information about the Arbonne opportunity and products simultaneously (you can't talk about the business without talking about the products, after all!), but you are also listening to your prospect and speaking to her interests and concerns.

Lead With Your Why

Establishing a personal connection is important to getting the One-on-One Meeting off on the right foot. One way to do that is to start out by telling your personal Arbonne *Why* story. Talk about the things you've set out to achieve with your business, and the things you've been able to achieve so far. Let her know about the difference Arbonne has made in your life, and the difference you've seen it make for others. Also, tell her about the difference you think it can make for her:

I've been absolutely amazed to see how this opportunity can actually change lives. I have seen people in this company who were once scared to stand up in front of an audience who are now the best public speakers I have ever heard. You know, Kathy, I really think that this could be life-changing for you. You've been successful as a waitress and in retail because you're such a people person. That's a valuable skill, and with Arbonne you can turn that skill into a substantial earning opportunity.

Remember the four sponsoring steps we discussed in the last chapter:

- Ask questions and listen
- Share benefits
- Handle objections and answer questions
- Close

Take a minute and review each of those steps before each One-on-One Meeting, and think about how each will apply to this particular prospect. That will help prepare you for a successful meeting.

Booking at the One-on-One Meeting

The One-on-One Meeting is also a great place to book a Group Presentation. As we mentioned in the last chapter, it can present an opportunity for a prospect who isn't quite ready to take the leap into being an Arbonne Independent Consultant to get more familiar with the business. So even if your prospect isn't ready to be a Business Builder, using the One-on-One Meeting to book a Group Presentation is a worthwhile use of your time.

Tammy, you have asked so many great questions today, and I thank you for your time. I'd love to shower you with Arbonne products as another way to say thanks. Our Host Rewards program is so generous and I know you'd have fun with your friends ... plus, who doesn't like to be rewarded? How about we schedule a Presentation for next week. I have Tuesday or Friday at 7 p.m. available.

Sampling

Your **2+2+2** target is to hand out two samples per day. Sampling is a tried-and-true method for building an Arbonne business — it gives you something to talk about on the spot, it provides you with an opportunity to follow up, and it introduces your prospect to the quality of the Arbonne products.

Sampling isn't just a good way to get people to try product — it's a good way to reach the people you want most to be part of your business. So be brave — approach the people you want most to be part of your team.

When you do, be sure to:

- Tell them why you like the product
- Describe the results they'll see
- Describe any unique formula information
- Tell them how this product has benefited you and/or your family
- Share information about complementary products (i.e., Arbonne Cosmetics and RE9 Advanced_™)
- Gather prospect contact information (name, phone number and/or e-mail)
- Schedule a time to follow up in two to three days

Follow-up is especially important — be sure you gather prospect information and set a time to speak:

Is Thursday night between 4–5 p.m. good for you? Great, I'll come by then.

or

Is Thursday night between 4–5 p.m. good for you? No? Not a problem. How about Friday, between 4–6 p.m.? Great, I'll see you then.

Sampling can lead to sales, Group Presentations, One-on-One Meetings or to sponsoring a new Business Builder. It really is a way you can build your “Dream Team.”

Sponsoring



Your Dream Team

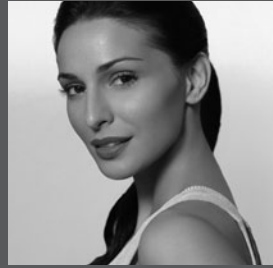
Who is on your Dream Team? Think of five people in your life that you would absolutely love to have join you in Arbonne as a Business Builder. Challenge yourself; think of people that take your breath away because they impress you so much. Write their names below and why you picked them and how Arbonne will add value to their life:

<i>Name</i>	<i>Why I picked them</i>	<i>How Arbonne will add value to their lives</i>

Okay ... go tell them, "You can do it!" These first few months have prepared you for this moment. Let your passion and enthusiasm for your new business shine through, and you'll do just fine.

The Months to Come

This workbook walks you through your first three months with Arbonne, and you've got many more months to come in your business. Use the basic skills you've acquired here to guide you through the months ahead, and use this workbook as a reference whenever you need it. When you repeat this activity, consistently, every month, you'll build a strong business and experience success. Remember — momentum builds more momentum, and activity is the definition of momentum for your business. Success is yours to achieve ... it only gets better from here!



Chapter 6

Caring for Your Clients

In this workbook we've talked a lot about the activities that can lead to success. We've talked about income-producing activities (IPAs), such as prospecting, booking, selling and sponsoring. And we've stressed some recommended, consistent monthly targets:

- 30+ new contacts every month
- 2 Group Presentations per week + 2 One-on-One Meetings per week + 2 samples per day

But there's one other vital activity that we haven't yet discussed in detail: Caring for your Clients.

A Chain of Business

Your Clients are the backbone of your business. The relationships you develop with them today can mean literally years of future business and product sales. Plus, each Client relationship you nurture can result in a “chain” of business with almost unlimited potential. Consider this example:

Contact Event	Clients Added	Team Member Added
You meet Marie at a Group Presentation. She makes a product purchase.	1 new Client (Marie)	
You follow up with Marie; she decides to have her own Group Presentation. You get two bookings from her Presentation and two Preferred Clients.	5 new Clients at Marie's Group Presentation	2 new Preferred Clients
You schedule a One-on-One Meeting with Kelly, one of Marie's guests, and she joins your team as a Business Builder.		1 new Consultant
The first of the two booked Group Presentations from Marie's party is a big success! You sign up three Preferred Clients.	12 new Clients at the Group Presentation	3 new Preferred Clients
Your follow-up with two guests leads to one additional Group Presentation and one new Preferred Client.	6 new Clients at the Group Presentation	1 new Preferred Client
You hold two Group Presentations from bookings you got at the last party and one person signs up as a Business Builder.	10 new Clients at the Group Presentations	1 new Consultant
TOTAL SO FAR	34	6 Preferred Clients and 2 Consultants

That's what can happen in just a short time. As long as you keep booking and following up, and continue to keep in touch with your Clients, there's no reason a chain of business ever has to end. And every Client is a potential chain of business!

What is Customer Service?



Customer service is really as simple as the Golden Rule: treat your Clients the way you'd like to be treated yourself. It's also one of the most important things you can do. It builds your reputation as a business professional — and as people grow to know, trust and like you, they'll recommend you to others as well. To a very great extent, good customer service is just being polite and considerate, and letting your Clients know that you value and care about them as individuals.

Here are a few easy things you can do that will make your service stand out:

- **Make your first impression count.** Being pleasant, polite and professional the very first time you meet your Client will establish a positive impression right from the start. You always want to start yourself off on the right foot.
- **Return calls and e-mails.** People like to know they can depend on you, and if you're prompt in getting back to them (within 48 hours) when they call or write, they'll appreciate it.
- **Know your products.** Take advantage of every product training opportunity you can, and learn as much as you can about your products. Your Clients will come to see you as an expert, and they'll know who to call if they have a question. And if they ask you something you don't know, tell them you'll find out, and follow through.
- **Keep your commitments.** Whether it's an appointment, a returned phone call or some information on a product, if you say you'll do it, be sure to write it down and follow through. You know how it feels to be disappointed by a salesperson, and that's not a feeling you want your Clients to have about you.
- **Keep your Clients in the loop.** Clients like to feel like they know what's going on, and they appreciate individual attention. So keep them updated about specials, new products and other Arbonne news.
- **Empower your Clients to shop online if it is convenient for them.** Guide your Clients on how to shop online through your MyArbonne.com website or directly through arbonne.com for convenient ordering. But, let them know you are always available as the knowledgeable representative to guide them with their orders and provide customer service related to their orders.

- **Admit your mistakes and apologize.** Nobody expects you to be perfect, but if you make a mistake, such as forgetting to order a product, call right away and let your Client know. Sincerely apologize and let your Client know what you'll do to rectify the situation.
- **Keep it personal.** You'll impress your Clients when they see that you *really* listen to them and that you're making an effort to keep in touch with them personally. Keep them updated on products they like or a Presentation format you think they'll enjoy — a personal note or e-mail can go a long way toward building a long-lasting and productive long-term relationship.

Working with Preferred Clients

Preferred Clients enjoy discounts and special benefits, so keeping them informed and building a relationship with them is important. Make sure they know how to place an order through their own Preferred Client account using their Arbonne ID and that they know where to locate things on the Arbonne website. Remember, you want them to see and understand how easy it is to be a Preferred Client with Arbonne. Plus, a Preferred Client is often a strong prospect to later become a Consultant interested in building a business, so it's a good idea to keep them up-to-date on how your business is doing and keep their interest in a potential business for themselves piqued:

Karen, I just have to tell you — since the last time we spoke, my Arbonne business is just exploding! My most recent commission check from Arbonne almost matches the one I receive from my current full-time job, and I'm just about to promote to Area Manager. Have you given any more thought to starting your own Arbonne business? I know as a Preferred Client you love the products, and I think you'd also love how additional income from selling Arbonne products could also make a difference in your life.

Be pleasant, be professional, and be patient. It can take some time for a Preferred Client to decide to become a Consultant, but if you nurture the relationship, when the time is right you'll gain a Consultant who is already knowledgeable about our products and committed to Arbonne.

Follow Up

Good customer service begins as soon as you say "hi" to any prospect. From then on, you represent the company to them and it's really all about consistency. Keeping in touch with a Client and generating repeat business is much easier than acquiring a new Client.

Here's a method for keeping in touch:

- A couple of days after the products are delivered, place a quick call to each of the guests at the Group Presentation.
Stephanie, I'm just calling to make sure you received your Arbonne products and that everything is in order. Any questions about what you ordered? Oh, and by the way — have you given any further thought to hosting your own Presentation?
- Be sure you get an e-mail address for each Client, and keep them posted on what's new and product promotions.
- Follow up by phone about a month after the sale. Find out how your Client is enjoying his/her products, and if he/she needs to order more. You can also suggest complementary products and offer to drop off a sample. And remind him/her that he/she can get her products at a discount by becoming a Preferred Client.
- Send holiday greetings via mail or e-mail to all your Clients. And not just in December — a note a few weeks before Mother's Day or Father's Day can generate goodwill and maybe some additional business.

Understanding Your Role in Providing Customer Service

It happens to even the best businesses. A Client calls, and he/she is not happy. Maybe it was a product that was left out of an order. Or an order that hasn't arrived at all. Or a product that arrived broken, or that just didn't live up to the Client's expectations. What do you do?

The fact is every customer service challenge like this is truly an opportunity. Clients appreciate a salesperson who can solve their problems for them, and as an Arbonne Independent Consultant, you're in a position to solve most of the problems your Clients will encounter. The way you treat your Client and the service you provide will leave a more lasting impression than the initial problem will.

Following are recommendations for what you could do:

- Listen carefully. In order to address the problem, you have to fully understand it. If your Client is especially frustrated, she may "vent" her feelings — don't take this personally or react defensively. Once you get past the venting, you can begin to address the issue.
- Empathize and apologize.
That must be so frustrating for you. I'm so sorry this happened.
- Take action to correct the situation as quickly as possible.
If you make a promise, keep it right away. There's nothing worse you can do than to promise to do something and then not follow through.
If the problem is Home Office-related, (damaged or missing product, shipment issues, etc.), let Customer Services know about it right away.
Also alert your Sponsor/upline so he or she is aware of the situation.
- Follow up to be sure your Client is fully satisfied. Taking the time to double-check to be sure your Client's issue is resolved is one way to let her know that you care about her as a person, and that her satisfaction is really important to you. It will leave a lasting impression.

Solving problems for Clients is personally rewarding, and it has long-term benefits. A Client whose experience begins with frustration and ends with caring, personal service is going to walk away with a long-lasting, positive impression of you and of Arbonne.



TIP:

For more detailed information, we strongly recommend you become familiar with the SuccessPlan and Policies & Procedures found in your Starter Kit Binder.



Chapter 7

Glossary of Arbonne Terms

Arbonne Independent Consultant — Any individual or entity who has submitted an Independent Consultant Application & Agreement that is accepted by Arbonne and who paid the initial Starter Kit Fee or an Annual Renewal Fee within the preceding 12 calendar months, regardless of the level the Consultant has achieved in the Arbonne SuccessPlan. Under this definition, the term Arbonne Independent Consultant refers to and includes Preferred Clients, Consultants, Managers and Vice Presidents.

Arbonne Incentive Trip (AIT) — This incentive program rewards the business-building efforts of Arbonne Independent Consultants with the opportunity to earn an exciting trip. Please see published materials for full details about the current AIT program.

Business Builder — An Arbonne Independent Consultant that is actively working to intentionally build an Arbonne business, make an income and promote through the Arbonne Success Plan. Arbonne Independent Consultants that initially register with Arbonne at the Consultant rank and meet the requirements to maintain or promote from this rank are considered Business Builders.

Central District — Your Central District is comprised of you, your personally sponsored Arbonne Independent Consultants and all other Arbonne Independent Consultants sponsored by them and so on. When one of your Arbonne Independent Consultants reaches the level of District Manager, then that Arbonne Independent Consultant (new DM) and all Arbonne Independent Consultants beneath him or her promote out from your Central District to form their own Central District — they are then considered a promoted 1st Generation District.

Client — An individual who purchases Arbonne products from an Arbonne Independent Consultant but who is not a participant in the Arbonne SuccessPlan.

Fast Start — When a Consultant reaches a total of \$4,800 PRV (\$800 of which is Personal Volume) in a one- or two-month period and sponsors 3+ Consultants with 150 PRV in their Start Months, the Consultant will earn all three rewards, graduate and promote to District Manager.

Host Program — Gifts, discounts and/or products earned by the Host of a Group Presentation.

Monthly Promotions — Reach monthly promotion benchmarks and earn special Arbonne products, logo items and/or Business Aids for achieving your personal sales and sponsoring goals. Monthly Promotion items do not have RV.

Override Volume (OV) — OV, on which overrides are calculated, is 65% of Retail Volume (RV).

Personal Retail Volume (PRV) — The Retail Volume (RV) for product sales under each Arbonne Independent Consultant's personal Arbonne ID number. PRV does not include RV from the product sales and/or orders of the Preferred Clients or Consultants sponsored by an Arbonne Independent Consultant, each of whom has his or her own Arbonne ID. PRV does include RV from orders of Clients that purchase at SRP.

Preferred Client (PC) — An Arbonne Independent Consultant who registers with Arbonne primarily to purchase Arbonne products at a discount as a consumer, but who is not interested in building an Arbonne business or promoting through the Arbonne

SuccessPlan. However, such persons are eligible to receive commissions under the Arbonne SuccessPlan and promote or upgrade to Consultant status.

Rank — The "title" that an Arbonne Independent Consultant has achieved pursuant to the Arbonne SuccessPlan.

Retail Volume (RV) — RV is the volume from product sales used to calculate overrides and commissions. All Arbonne products carry a designated RV value that Arbonne Independent Consultants earn through the sale of those products. Please note that Starter Kits, Business Aids, Sample Packs and product specials have no RV.

Right Start Bonus — Arbonne Independent Consultants have the opportunity to receive a \$50 Right Start Bonus each time another personally sponsored Arbonne Independent Consultant purchases Arbonne products through a Right Start Value Pack (RSVP). The upline District Manager (DM) also has the opportunity to receive a \$25 Right Start Bonus for such purchase of Arbonne products through an RSVP.

Right Start Value Pack (RSVP) — Arbonne offers new Arbonne Independent Consultants two chances to take advantage of the special RSVP product offer. During his or her Start Month or the next month, each Arbonne Independent Consultant can purchase up to \$700 SRP of products for \$350. Any Arbonne Independent Consultant that orders an RSVP during his or her Start Month or the next month and also achieves \$1,000 Personal Retail Volume (PRV) in his or her Start Month plus the next month is eligible to purchase a second RSVP. This is a perfect way for a new Business Builder to get the product he or she needs for demonstrations at Group Presentations or One-on-One Meetings, to resell for additional retail commissions or to Arbonnize the home. Each RSVP has an RV of 350.

Sponsor — An Arbonne Independent Consultant who is listed as the sponsor on the Independent Consultant application and agreement for another Arbonne Independent Consultant who submits such application and agreement to Arbonne. The act of assisting others to register with Arbonne and training them to become Arbonne Independent Consultants is called "sponsoring."

Start Month — The calendar month in which an individual becomes an Arbonne Independent Consultant and is bound to the Agreement with Arbonne.

Strong Start Program — A 90-day program for new Consultants to get into the recommended level of activity for sponsoring Business Builders and selling Arbonne products to achieve and build a solid foundation for sustainable growth.

Suggested Retail Price (SRP) — The price suggested by Arbonne for the sale of Arbonne products to Clients. Arbonne catalogues, websites and other product marketing materials state the SRP for each Arbonne product. Sales of products at SRP enable Arbonne Independent Consultants to earn a retail commission.

Upline — The Arbonne Independent Consultant(s) above a particular Arbonne Independent Consultant in a sponsorship line up to Arbonne; however, each Arbonne Independent Consultant has registered directly with Arbonne by submitting an Independent Consultant Application & Agreement. Conversely stated, it is the line of sponsors that links any particular Arbonne Independent Consultant to the Company.





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