

Volume Boosting Ideas for Holiday Business:

This is a very exciting time to be a part of Arbonne. September through December are typically our strongest months, so you want to take advantage of this time going into the holidays to build your volume, find your business builders through networking, and create momentum in your business. We have every reason in the world to have a full calendar. ALWAYS share the opportunity with those that you share products with. Make sure that as you are building your volume, you are building your team as well, so that when you move to the next level during the holiday season, you are able to maintain come January. Build a strong team, and a strong customer base, and you will always have stability in your business!

The Aromassentials minis are a special offer during the holiday season. They will be available WHILE SUPPLIES LAST. This year we will have only mini scrubs and lotions in Awaken and Unwind. These you will want to stock up on as soon as they are available, as well...I know there has been a high demand for them so purchase them early.

People everywhere are getting ready for their holiday shopping. They're going to be buying lots of gifts for everyone on their list...*Why not purchase Arbonne?* We have **everything** for their gift giving needs. Customers are looking for good quality, reasonably priced, fun gifts. People are really BUSY right now! They don't have time to fight the crowds in the mall. They want stress free service and an easy way to do their holiday shopping, and that's exactly what we have for them. So you want to start today promoting our incredible holiday products to all your friends, family, clients, and everyone you meet.

The following tips are from top leaders in the field as well as consultants on our team, we've had great success with these over the past few years.

Start laying the groundwork now! Success comes from planning ahead. Order your holiday catalogs immediately. Give one to all of your existing clients, friends, family members, neighbors, co-workers, and everyone else that you come into contact with. Just like with the Results approach, people may need several exposures to the products before they're ready to purchase. That's another reason why we want to get started right away.

You need to order your holiday products NOW (if you haven't already)!! You want to have your products in hand as soon as possible so that you can start getting prepared for this busy season. These are the tools needed to build your holiday business! You need to use all of these products yourself. Build your enthusiasm for them and you will sell more. You will fall in love with them once you use them. As Rita Davenport says, if you are not using a product yourself, put a big X on it, because you can't sell it!

Make sure to get those aromatherapy minis when they are available, too... the Ginger Citrus minis are available...I like to give my existing clients a "mini" as a gift for their business throughout the year. They make great stocking stuffers, and you also can use these to create a holiday gift basket to use in presentations as a selling tool, or for a raffle basket or giveaway at holiday events.

When going to a presentation, bring a selection of different priced gift baskets, and boxed gift sets ranging from high to medium to low.

Start organizing your holiday contact list now- Make a list of everyone you can think of who may be interested in gifts for their family, friends, clients or employees. And just like that 100 person list we ask new consultant's to fill out as they begin their Arbonne business—don't pre-judge! Even if people have said no to our skincare, don't count them out. They may love our holiday products. This is a great way to introduce them to all of our wonderful products!

Make a list of ALL the people you and your family members do business with all year, your doctor, lawyer, dentist. You do business with them, they should give you their business as well! Think of your current client base and **their** professions, think of your own family and friends and all the people they give gifts to each holiday season. Don't forget about neighbors, church friends, teachers...

some other places to prospect for holiday business-corporate offices, real estate offices, doctors, car dealerships, small businesses, banks, hair salons, fitness center, day spas, day care centers, schools, —the possibilities are endless!

And on that list should be all of the **men** you know. (client's husbands, men you do business with, your husband's friends, male relatives, men you know from school and your church or synagogue)

The best way to share these products with someone is face to face. Not just thru flyers and emails. **CALL THEM NOW** for an appointment to show them the holiday line! Get them shopping early. Offer discounts for wrapping and delivery if they order by a certain date (for example, order before Dec. 1 and get free wrapping and delivery)

Add a holiday product to all of your RE9 sets. When doing a presentation don't just show off the skincare system ...have a holiday product or two that they can try too.

Go back to previous clients and prospects. Drop off some holiday products for them to sample...set an appointment to follow up in 3 days. You can now share the Opportunity presentation with people that you may not have otherwise had the chance to talk with. Show them how they can utilize the holiday products and this holiday season to start building a business of their own.

Make your own Holiday Shopping List now! Always give Arbonne as a gift when you can. You need to be your own best customer!! Think about who can you give Arbonne to this holiday season? Family, teachers, bus drivers, coaches, the mail carrier, office grab bags, babysitters, your housekeeper, stocking stuffers...Arbonne for everyone in your life! You want people to see that you are serious about your Arbonne business!!

Hold a "Holiday Open House" in your home. Remember...many people shop early...start scheduling these now...you can do several of these before the holidays. You can hit those early shoppers as well as the last minute shoppers. Or, go in with another consultant(s). An

afternoon, and evening time slot is better than an 'all day & evening' event. 1-3pm & 7-9pm. Or spread out over two days like Saturday 11-4 and Sunday 1-5. Create an incentive for them to attend -refreshments, ordering specials, gifts... I love the idea of Stapling a numbered ticket to the invite with a note: "Come and see if you are the winner or have won the grand prize"...Have winning ticket(s) attached to prize(s) so guests can see if they won when they arrive! Follow-up afterwards with those who couldn't attend, and schedule a personal shopping appointment for them to 'shop' with you! Set up the holiday and aromatherapy products on your dining room table and start calling to schedule appointments for them to come by and "stop & shop." If they can't stop by, offer to bring it to them. Make it easy for people...that's what they are looking for during the holiday season.

Ask someone you know to host a party or an open house for you. You can even offer to do it at your home. Where you provide the place, the refreshments and the work, and they only have to provide the guests. Give them free products based on the sales that day. At all of your presentations, show people how they can shop at a discount. This is a great time to suggest a \$500 order with the 2 \$100 for \$20's. Since you are actually hosting you will not have to use the host rewards you can offer everyone a who orders a minimum of \$250 a 20% discount and \$100 for \$20.

Recommend an RSVP for new consultants. This is a great way for them to get their holiday gifts at 50% off. Make sure you share that RSVP with every new consultant, and let people who don't take advantage of the RSVP know if they buy in \$250 increments, they will get those 100 for 20's for each one. Show people how they can make the most of their discount.

Remember...those that are up for renewal are eligible for the RSVP, **not only** in their renewal month but in the following month also. Always mention this when you call them to remind them of their renewal...especially now in these months leading up to the holidays, they're more likely to take advantage of it when they need to buy gifts.

Holiday "to go" baskets. Prepare three or four "tester" baskets with a sampler of our holiday products and send them with some of your friends or customers to work. Put catalogs and order forms in the baskets and give them a few days to collect orders for you. Be generous...Offer FREE products based on sales. You can get a lot of volume with this idea. You can even Find 10 people to take just catalogs and order forms to work with them. Tell them that if they collect \$250 worth of orders for you, you will give them \$100 for \$20, or even \$100 FREE! If 10 people do that, you'll have \$2,500 in orders! What if you found 20 people to do that for you? That would be \$5,000 in orders!!

Another great incentive...The hostess could keep the 35% in earnings. You receive the volume, the hostess receives the commission and now you have just introduced someone to the business by showing them how to make "right now" money!

Look for people who need to earn some extra money during the holidays. Go back to people in your WebStats. Let them know you are looking for people to share the holiday line with their

family and friends. They can do as little as show the catalog. But let them know there are several ways for them to earn some extra money.

You can have a college student take a Basket of products or minis to their dorm...the student collects a certain amount of orders and gets to keep the 35% commission or you can offer her the items in the basket

Host Theme Parties:

- Back to School For Moms
- Girls Night's Out
- Holiday Brunch
- Pamper Tired Shopping Feet
- Make-up and Mistletoe
- Create-a-Gift Basket Parties
- Stocking Stuffer Party- Invite everyone you know to come and purchase last minute stocking stuffers (lip glosses, mini's, skin conditioning oils, primer, mascara, lipsaver etc.) You will want to have these items on hand, (consider wrapping them) so people can walk out the door that night with products in hand.
- Men's Shopping Night! (invite all the guys you know. Offer free beer! Collect the wish lists of their wives or girlfriends beforehand and have boxed sets ready and baskets pre-made)

Be creative!!

Bring your products over for a girl's get together while the guys watch football. Always give out wish lists to people at parties. You can say "If there are things you would like but can't get them tonight, put them on this form and I will help you get them as a gift". Get contact info for people who might give them these gifts, their husband, boyfriends, family members. This way they get what they really want, and I'm sure this would be a big relief for all those men out there with no idea what to get the women in their life for the holidays.

Offer people incentives to bring friends to your parties-free shipping or wrapping, a free gift. Give a free holiday product or salt scrub for anyone who brings 3 friends. Offer hostess benefits for the person who brings the most friends.

Consider doing a Holiday Party or gathering to benefit a charity...be sure to advertise this fact! Here's an example for one in the fall..."20% of all proceeds from tonight's sales will go to the Susan G Koman Breast Cancer foundation."

- You may also consider doing this for a church or school fundraiser! ie. Swim team...invite all the parents whose children are on the team. All the proceeds (or percentage of proceeds) will go to their kid's activity.

Set up shop in a place of business for a lunch break or even after hours. Offer your contact person the hostess rewards. Bring energy fizz drinks, and homemade protein bars made with our protein shake for a morning or afternoon pick me up! Set your products up in teachers' lounges or office break rooms.

Contact everyone you know who has employees and ask them to do their Christmas shopping through you.

Prospect for corporate accounts. Contact businesses. Do they give employee gifts at holidays? Find out who does the holiday purchasing for their staff and clients. Make an appointment to show them what you have to offer. Many businesses will let you come in and show your products to their employees, if you just ask! If they already have other plans, plant the seed for next year!

Offer a personal shopping service. Look for busy people who hate to shop. Ask them-“how many gifts do you need? How much do you want to spend?” You can order, wrap and deliver it to them. Again, very easy now with the prepackaged gift sets.

Be a gift giving service... this is especially good when working with men. Contact them and let them know that you offer Custom Gift Baskets, personalized and ready to go for their wife, mother, daughter, secretary.... Men can often be last minute shoppers. Ask them if they need gifts, what price range (offer choices like \$50, \$100, \$150, \$200...). --Twelve Days of Christmas/eight days of Hanukah basket...send out flyers..

Some ideas for baskets

- Baby's first Christmas basket or stocking filled with baby products
- College care packages with the make-up and FC5 products, minis and some fizzies
- Pamper Mom theme: And with this one you could even have a basket out at a daycare center for orders. The daycare provider gets the hostess benefits! Create a basket with pampering items for busy moms. Pampermint set complete with the fuzzy socks and a bottle of wine.

Send baskets or gift bags to work or to the golf course with your husband. Plan a men's party where they can shop for gifts for the women in their life. Have your husband invite them over for Football and set up a table in the next room for them to come and see what you've got! You may try a car dealership...again last minute shopping.

Always make your gifts look fantastic! Bags with tissue paper, baskets, ribbon. Do not overspend on the filler. Make the products the focus. Go to the dollar store.

Label everything with your reorder information,

every product, all catalogues and business aids you give out. And always include your card in your gift boxes and baskets. How will they know how to contact you for reorders?

Get a booth at a trade show or a holiday craft show. Start looking for these in the paper now. Remember, your sales from the booth are just extra. You are there to make contacts and find business partners. Therefore, you need to ASK everyone who comes to your booth, "Have you ever thought about having a home-based business? I'm looking for people to help me share

our incredible holiday line with their friends and family members." If nothing else, you might get someone to be a host for you! Do a raffle, get contacts... Let people know they can get free products as well as go on their own 80% off shopping spree if they host a holiday party.

Put a Holiday catalogue in your reorder bags to your clients. On the catalogue, attach a hand-written note saying, "Mary, I am looking for people to help me spread the word about these products through the holidays. Would you be interested in sharing a few catalogues with your friends and family members and earning some extra money for the holidays? I'll call you in a few days so we can talk." And then FOLLOW UP!

Send out postcard with a 'Special Sale Day. Do a **Black Friday Special** for day after Thanksgiving with special savings each hour. For instance...Call between 8:00am-9:00am for 25% off, 9:00am-10am 20% off. Do one in early December as well. Offer free shipping and gift wrap.

Make sure to have extra products on hand for last minute customers. Our holiday line is only available through December. Stock up, you'll want these products for the entire year! Our aromatherapy minis will make great Mother's Day gifts, bridal shower gifts, and appreciation gifts. Don't forget Sky for men item's for birthdays, Father's Day. Pampermint set for Valentine's Day.

Take a bag filled with products with you wherever you go. Keep it in the car, just in case. You never know when you will get the opportunity to show them to people. Soccer practice, PTA meetings, gym. Always have them in the car in case the opportunity presents itself...be ready!!
Have catalogs; samples, sell sheets, flyers for your upcoming events in your bag at all times.
And always have prospecting packets with you!!

Look for opportunity everywhere you go. Keep your eyes and ears open. If you hear someone talking about an event, ask them about it, this might be a great place to showcase your products. Most schools sell something during the holiday season to raise money...why not Arbonne? Fundraisers this time of year are a great way to boost your volume!! Always keep your mind open and BE CREATIVE!!!

This can be the very best time of the year....IT'S ALL ABOUT THE PLANNING!!!
THIS IS THE WAY YOU GROW YOUR PAY CHECK AND GROW YOUR BUSINESS TO THE NEXT LEVEL.

THERE IS NEVER A BETTER TIME TO TALK TO PEOPLE THAN AROUND THE HOLIDAYS...THE NEXT PERSON YOU TALK TO MAY BE YOUR NEXT LEADER.

It starts with your vision, belief and attitude!! Set your goals for THE NEXT 45 DAYS. Write them down and then make your action plan. Use the ideas in this training that work for you! CREATE MOMENTUM NOW TO GO INTO JAN 2011

Get creative—people are looking for ideas and you have GREAT PRODUCTS!!