

# HOW WE DO IT

## BUILDING YOUR ARBONNE BUSINESS – THE PROCESS

### SHARING YOUR WHY / THE BUSINESS OPPORTUNITY

**Step 1 – Text or Facebook Messenger**

**Step 2 – Share Why & 3<sup>rd</sup> Party Video**

**Step 3 – Follow Up**

**Step 4 – Share Arbonne Business Opportunity & Close**

### SHARING THE PRODUCT - NUTRITION

**Step 1 – Text or Facebook Messenger – Ask to share product information**

**Step 2 – Text or Facebook Messenger – Determine Best Presentation Style & Share**

**Step 3 – Follow Up and Close**

### SHARING THE PRODUCT – SKIN CARE

**Step 1 – Text or Facebook Messenger – Ask to share product information**

**Step 2 – Text or Facebook Messenger – Determine Best Presentation Style & Share**

**Step 3 – Follow Up and Close**

### ARBONNE OVERVIEW & FOLLOW-UP

**Step 1 – Text or Facebook Messenger – Ask to walk through Arbonne Overview**

**Step 2 – Follow-up and Determine Next Steps**

# BUILDING YOUR ARBONNE BUSINESS - DETAILS

## SHARING YOUR WHY / THE BUSINESS OPPORTUNITY

### Step 1 – Text or Facebook Messenger

- Option 1
  - Hi \_\_\_\_\_! I hope this finds you well. Have a quick favor to ask. I'm on a personal mission right now and would love to share WHY I started my business with my friends. I've never really had a chance to do that with you. It may or may not be for you, but would you be open to letting me share? If it sounds interesting to you great, if not, that's totally fine as well.
- Option 2
  - Hi \_\_\_\_\_, I know that you aren't interested in my business, but I wanted to ask you a HUGE FAVOR. Would you give me an opportunity to tell you WHY I started my business? The reason is that I'm looking to expand and I want to see if anyone you know comes to mind when you hear my story. Would you be open to that? It really would be a huge help.
- Option 3
  - This year I am working with a coach to expand my business and I would like to share with you the "Why" behind what I do. It may not be a fit for you, which is absolutely fine. I'm just on a mission to spread the word and you may know someone who this may resonate with. Would you be open to letting me share?

### Step 2 – Share Why & 3<sup>rd</sup> Party Video

- A - Ask for LIVE (preferred)
  - Thanks so much. Are you open for a quick phone call right now, or would later today be better? (set time and call).
- B - Option 1 - Live Call
  - Hi \_\_\_\_, I really appreciate you letting me share. Out of respect for your time, and because I want to make sure I cover the points and don't go on a tangent, I'm going to read it to you. Here goes.....(*read your why*)
  - I know so many people are surviving instead of thriving these days, would you agree? (wait for answer) Would you be open to getting more information about this? (*If yes*) If I send you a short video, will you watch it in the next few days and let me ask you a few follow-up questions?
- B - Option 2 - Send Text Link & Recorded Audio
  - (*Record an audio message of you reading your "why" and attach that to a message with the following:*)
  - Sorry we couldn't work out a time for me to share it with you live, but attached is a super short video to check out as well as my personal message I wanted to share. <https://youtu.be/YpimNvSZiu0>. Ok if I get some feedback in a couple minutes?
  - Did you get a chance to listen to my message? (*after yes*) I know so many people are surviving instead of thriving these days, do you agree? Would you be open to getting more information about this? (*after yes*) If I send you a short video, will you watch in the next few days and let me ask you a few follow-up questions?
- C - Send 3rd Party Video ("my story" - Heidi Kniss)
  - This is the video I was wanting you to watch. <https://youtu.be/fodUhhrcxU>
  - In the next 2 days, does daytime or evening work best for us to connect for 15 min to get your feedback? (*Schedule date/time*)

**Step 3 – Follow Up** - (ideally in a live conversation), ask the follow-up questions, and see if they'd like to explore the business in more detail.

A - Assess Business Interest	<ul style="list-style-type: none"> <li>•What did you like best about what you heard?</li> <li>•What would you be doing differently if you were earning the Regional Vice President income of \$5000/month or the average National Vice President income of \$21,000/month?</li> <li>•What would hold you back from doing a business like this?</li> <li>•Would you be open to getting on a live webinar to learn more?</li> <li>•(Other options: 1w1, 2w1 (w sponsor) coffee, or zoom conference)</li> </ul>
B1 - Invite to Explore Opportunity (if yes)	<ul style="list-style-type: none"> <li>•Great, our next webinar is _____ at _____. I'll send you a link to the webinar and plan to be on it with you. I'll send you a quick reminder again before it starts. Does that sound good?</li> </ul>
B2 - Invite to Explore Product (if no) - and move to Nutrition or Skincare Lead	<ul style="list-style-type: none"> <li>•Would you be open to test-driving a few of Arbonne's results-oriented products in nutrition or skincare? Which sounds like something you would be most interested in trying?</li> <li>•(after they choose) Great! There is a short facebook live presentation on _____. Will that time work for you? I'll be sure to be on it with you. (or if timing doesn't work, let them know that they will be able to watch the recording for a few extra days following.)</li> </ul>

**Step 4 – Share Arbonne Business Opportunity & Close**

A - Recommended Approach	<ul style="list-style-type: none"> <li>•Send link to weekly Discover Arbonne Zoom Conference. Be sure to send reminder and attend live with your prospect. Also be sure to call and follow-up immediately following the call.</li> </ul>
A - Other Options	<ul style="list-style-type: none"> <li>•Schedule 1w1 or 2w1 (with upline) meeting. Could be over coffee, or use a Zoom conference line to conduct virtually</li> <li>•(Use "Is Arbonne For You" document to facilitate discussion)</li> </ul>
B - Follow-up	<ul style="list-style-type: none"> <li>•What surprised you the most about what you heard?</li> <li>•What would change in your life if you were a successful RVP or NVP with that added income and benefits?</li> <li>•What would hold you back from doing something like this?</li> <li>•Are you ready to get started on some products and start some training to potentially get your business off the ground?</li> <li>•(If no, invite them to become a part of 30 Day Nutrition or Skin Care Dare)</li> </ul>
C - Place Order	<ul style="list-style-type: none"> <li>•Sign them up using www.arbonne.com or your consultant website. Click "Register" and scroll down.</li> <li>•Ideally sign them up with Nutrition and Skincare ASVP and one build-your-own ASVP</li> </ul>
D - Training & Launchj	<ul style="list-style-type: none"> <li>•Schedule Getting Started Training (and send videos of recorded training)</li> <li>•Schedule 2 Business Launch events</li> </ul>

# SHARING THE PRODUCT - NUTRITION

## Step 1 – Text or Facebook Messenger – Ask to share product information

- Option 1 {  
•Hi \_\_\_\_\_! I'm getting a group together to do Arbonne's Clean Eating/Healthy Living Program beginning on \_\_\_\_\_. There's a 10 Day or 30 Day option. I think this would be right up your alley. Any interest in learning more?
- Option 2 {  
•Hi \_\_\_\_\_, I okay, spreading the word about the 10 day and 30 day detox and looking for a few friends to join me! Would you be open to learning more? Would love for you to join me!

## Step 2 – Text or Facebook Messenger – Determine Best Presentation Style & Share

- Option 1 - Ask for LIVE (preferred) {  
•Thanks so much. Since I'm pretty new at this, we have a facebook live presentation scheduled for \_\_\_\_\_. Does that work well for you or would you rather I schedule a 3-way call with my Area Manager (or RVP/NVP) who can walk us through the program?
- Option 2 - Ask for Live Call (2:1 or 1:1) {  
•Thanks so much. How about we get together for coffee (or talk live on the phone) and I can walk you through the program. Since I'm pretty new at this, I'm going to bring my friend in on the call cuz she knows way more than I do. In the next few days, would a weekday or weekend work best?  
•(Use 30 Day Healthy Living Summary Page to facilitate discussion)
- Option 3 - Ask to share webpage with video links {  
•Since finding a time for us to meet live is a struggle, if I were to send you a link to a webpage with information and links to a couple of videos for you to watch, would you be able to get through them in the next 2 days and let me follow up?  
•(if yes) Great. Here is the link. <https://www.smores.com/qymhq> There are a couple of videos to watch. After watching, I'd like to just ask you a few questions for feedback. What works better for you, tomorrow or the next day?

## Step 3 – Follow Up and Close

- Make live phone call and ask/answer questions {  
•Thanks for taking a look! 'Would love to have you join us! If you took part in this, what would you personally want to get out of it?  
•What questions or concerns do you have about the program?  
•Since there is a 45 Day guarantee, would you feel comfortable diving in and seeing how you like it since it's almost risk-free?
- Close {  
•The easiest way to sign up is for you to load the Shop Arbonne App and let me walk you through the process. I want to be sure you are able to take advantage of the best discounts and a free product valued at up to \$98. Is now a good time to take care of that?

## SHARING THE PRODUCT – SKIN CARE

### Step 1 – Text or Facebook Messenger – Ask to share product information

- Option 1 {  
•Hi \_\_\_\_\_! I'm getting a group together to experience Arbonne's 30 Day Skin Care Dare! With a brand new formulation, clinical trials that prove it beats the competition, a price point that saves money, packaging that lasts longer, and a 45 day money-back-guarantee, I DARE YOU not to love it! The 30 day challenge is beginning on \_\_\_\_\_. What have you got to lose? 'Any interest in learning more about it?
- Option 2 {  
•Hi \_\_\_\_! 'Excited about something brand new that I think you would love and I get to invite a few people to participate. 'Ever wanted to really test out anti-aging results??? There's an exclusive group where you get lots of great information on skin/health with tips and tricks on the latest trends while testing out the brand new anti-aging line. It's called the Skin Care Dare. It's 30 days in a private group and it's a "love it or leave it". Any interest in learning more?
- Option 3 {  
•Hi\_\_\_\_, have you ever wanted to put results to the test? I have something new that I get to invite some people to be a part of, it's called the Skin Care Dare...it's a 30 Day skin care challenge where you put anti-aging to the test and get great info and tips on having your healthiest skin. Would you want to learn more?"

### Step 2 – Text or Facebook Messenger – Determine Best Presentation Style & Share

- Option 1 - Ask for LIVE (preferred) {  
•Thanks so much. Since I'm pretty new at this, we have a LIVE Facebook presentation scheduled for \_\_\_\_\_. Does that work well for you or would you rather I schedule a 3-way call with my Area Manager (or RVP/NVP) who can walk us through the system?
- Option 2 - Ask for Live Call (2:1 or 1:1) {  
•Thanks so much. How about we get together for coffee (or talk live on the phone) and I can walk you through the system. Since I'm pretty new at this, I'm going to ask my friend to join us because she knows way more and can answer any questions. In the next few days, would a weekday or weekend work best?
- Option 3 - Ask to share webpage with video links {  
•Since finding a time for us to meet live is a struggle, if I were to send you a link to a webpage with information and links to a couple of videos for you to watch, would you be able to get through them in the next 2 days and let me follow up?  
•(if yes) Great. Here is the link. <https://www.smores.com/ykz7d> Take a look at this and how about I circle back tomorrow or the next day and I can answer any questions and see if it's a fit for you?

### Step 3 – Follow Up and Close

Make live phone call and ask/answer questions

- What did you like best about what you watched and read?
- Is there anything specific that you would want to change with your skin?
- Do you have anything that would hold you back from joining the next group?
- (If they have hesitations)* If you knew that you could send it back if you didn't love it, and it's not a big deal, would you join the group?
- (If now is not the time):* Is it okay if I check back with you in a couple months if the timing is better for you since you have some interest?

Close

- The easiest way to sign up is for you to load the Shop Arbonne App and let me walk you through the process. I want to be sure you are able to take advantage of the best discounts and a free product valued at up to \$98. Is now a good time to take care of that?

# ARBONNE OVERVIEW & FOLLOW-UP

## Step 1 – Text or Facebook Messenger – Ask to walk through Arbonne Overview

- Invite to Facebook Live Event
  - Hi \_\_\_\_\_, ‘Don’t know if you got the message in the FB group, but this is perfect timing to walk you through an Arbonne Overview. I want to be sure to share all the benefits of your membership so you can get the best “bang for your buck”, and help you with any further questions you may have. The bonus is, if we get you this information before \_\_\_\_\_, your name goes into a drawing for a free product! There is a FB Live event on \_\_\_\_\_ at \_\_\_o’Clock that you can listen in, or if you’d rather, we can walk through it in person. What works best for you?
- Walk through Arbonne Overview (if no FB)
  - Use Arbonne Overview Outline to facilitate discussion*

## Step 2 – Follow-up and Determine Next Steps

- Ask & Answer Follow-up Questions
  - What surprised you most with what you heard? or What did you like best about what you heard?
  - What would you be doing differently if you were earning Regional Vice President income of \$5000/month or average National VP income of around \$21,000/month?
  - What would hold you back from doing a business like this?
- Assess interest in the Income Opportunity
  - Would you be open to getting on a webinar to learn a little more or meeting for coffee to chat further about this?
  - (Proceed to steps in sharing the business opportunity)*
- Ask for referrals
  - Since you are loving the products, and I’m so glad, can you think of 2-3 people who might be like you and want to know about the program? You can get awesome rewards and I can send you what to share with them.
  - (if yes)..... ?*