

Arbonne Catalog Presentation

(Updated 4/6/10)

Product Display

- RE9 Advanced skin care system in the tote bag
- *Optional:* FC5 Normal to Dry set
- Your 7 favorite products (i.e. men's line, baby line, aromatherapy, etc.)
- Awaken Sea Salt Scrub [#7089 stored in a Ziploc bag]

Guest Materials

- Arbonne Products Catalogs (#9050: make sure your contact information is on each catalog)
- Client Profile Sheets (separate document)
- Wash cloth for each guest

Things You Need for Your Presentation

- RE9 Advanced DVD (or video downloaded to your laptop)
- Your own "master copy" Arbonne Product Catalog. You may find it helpful to put tabs on the pages you'll use and write notes in your catalog to help you stay on track.
- "Host" Gift of Awaken Sea Salt Scrub wrapped nicely
- Optional "Bring a Friend" Gifts: Hair Care Samples or Daily Detox Tea bags (small items) for guests who bring a friend. Wrap these nicely in a bag and/or tie with a ribbon/bow
- Optional "Booking" Gifts: Mini hand creams and mini herbal foot cares wrapped nicely.
- Your Arbonne Scheduling Calendar of the "Open Date Card" to schedule more presentations
- Blank stick-on name badges
- Pens
- Calculator
- Arbonne Retail Product Order forms (#6366)
- One of two "Eye on Arbonne" stories in plastic page protectors or laminated, preferably of your upline or other VPs you like. These come in your orders and are available via Arbonne.com
- 3 or 4 prepared Host Packets
- 3 or 4 prepared Curiosity Packets
- Arbonne Opportunity DVD (or video downloaded to your laptop)

Your Goals

- Create a fun experience for all guests, so they are HAPPY THEY CAME, and have a great feeling about Arbonne
- Generate Volume between \$500-\$1500
- Schedule 2+ and Sponsor 2+

Begin Your Presentation

Guests Arrive

- Greet each guest. Have them write out a name tag.
- Assist them in using the Awaken Sea Salt Scrub at the sink, using this time to introduce yourself and build rapport. Get "into" this—don't just watch them wash their hands, help them—massage their hand with the product and ask them questions such as "How do you know (host)?", or "What intrigued you to come tonight?" Build Rapport! Be interested in them.
- Give each guest a Client Profile to fill out.

Open Your Presentation—Remember to sit at the table with them, or in a living room setting. Keep it simple & have fun! Be genuine, and be a good listener. Enjoy yourself and be passionate!

- **Host Opens** - Have Hostess thank guest for coming, tell testimonial...why she wanted them to hear more about Arbonne, and have her introduce you.
- **Thank & Gift Host—** "I am very excited to be here to share Arbonne with you tonight. We build our businesses through word-of-mouth, and I appreciate (host) telling you about our amazing products. Because we rely solely upon our clients telling others, we spoil them with gifts. Not only does she receive the sea salt scrub tonight, but based on sales, she has an opportunity to get a lot of free product. You, too will have this same opportunity when you host your own get together."
- **Tell What You're Going to do Tonight—** "I'm sure you all came here with different ideas and expectations of what this is going to be, but I promise you:
 - First, we're going to have fun and you'll be glad you came tonight!
 - My goal is that during this next hour, you'll be pleasantly surprised what you'll experience, and be so glad you attended, and will want to share with others!
- "I'll show how you can save money too, by being a preferred client, hosting your own event, or even build a business like me, and make money!"
- **Share your testimony—** both product and business, no more than 2 or 3 minutes.
- **Products—** "Let's learn about our "Gold Bag" RE9 Advance Anti-Aging Products that everyone's talking about! Visible results in 24 hours! There are 3 categories of skin care: Economy (US formulas), Premium (French), and the very best formula in the world 'Swiss!' Now everyone, please turn to page 5 in your catalog and let's hear more!" Play the RE9 DVD.

Trying the Products— "So, let's not wait, lets get RE9 Advance on your face!"

- Take them to the sink with a wash cloth
- "This system is made up of seven products— six steps. What I love is it takes less than 2 minutes to do the whole routine. You CAN slow down the aging process by taking care of your skin. This line is all about **reverse, repair and prevention**, and it's never too soon—or too late—to start!" **Open RE9Advanced Tote—pull out the RE9 Soothing Facial Cleanser**
- "What's great is you're going to get to try before you buy tonight! (Host) has (#) sinks you can use. You're each going to go to the sink and wash your face. Now, for those of you that say "game on," and you want to try the whole thing on your face—you're just going home afterwards and going to bed, you're going to do your entire face. For those of you going somewhere after, or you don't want to take off your eye make-up, just do your face from cheeks and below. This product cleanses and hydrates without stripping your skin—it's not good for your skin to feel 'squeaky clean.'
- I'm going to give each of you a wash cloth. You'll get one squirt of the Soothing Facial Cleanser. Splash your face with warm water; massage the wash onto your face and remove it with the wet wash cloth.
- **Apply toner (face or hand).** "Visibly tones and firms and smoothes the skin surface. Spray directly on face or use cotton ball. Toner will help minimize pores."
- **Serum (face or hand)** - Gives wonderful long-term effects. Diminishes lines, wrinkles and acne scars. The alpha hydroxyl acids break down the glue that holds the dead skin cells to the skin.
- **RE9 Lift (1/2 of FACE)**- "How many of you feel the affects of gravity in your life? You're going to try to Lift now; but, I'm only going to let you try it on half of your face."
 - During the presentation, pay attention to the guests' faces and look for the person that's having the most results with the Lift. Then — "Oh my gosh, everyone, look at _____. You can see the Lift working on that half of her face."
- **Day Creme (hand or over the Lift on face)**- Now we're going to apply the Day Cream over the Lift. It hydrates, nourishes and protects. Then we'll apply the Night Cream on the other half of your face.
- **Night Crème (other half of face)**- Night cream strengthens, firms, and encourages cell recovery while you sleep—it's your 'corrector.'
- **Eye Crème—Apply to one eye.** Demonstrate how to apply with ring finger; put around eye. "This eye cream moisturizes, and the botanicals reduce appearance of dark circles and puffiness. It also protects and repairs delicate tissue around eyes."

Page 17: Additions to the System:

- Age-Defying Neck Cream
- Firming Body Cream

"How does your skin feel? Isn't it wonderful? You've now experienced the BEST! Now, as you can see from our catalog we have products in several categories (take one minute reviewing through the catalog). If I told you about all of the products, we'd be here all night, so I am going to share with you my 7 PERSONAL favorites after the RE9 Advance

Share WITH PASSION your 7 favorite products:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

"I know many of you will want to host an event like tonight, but in addition to our Swiss Skin Care workshop you can choose: a Beauty Workshop, Spa, or Healthy Living! When I help you with your order, tell me which one interests you!"

Close

It's been my pleasure to introduce you to Arbonne! I know this is just your first exposure to our company, and I know you will want to continue to learn more, use more of the products, and see a difference in your skin and health. I know one of the biggest problems people have when they see Arbonne is "they just want it all"! So I am going to show you some different ways you can really save money, and even earn \$!

Let me tell you about the 3 ways you can win with Arbonne! Please turn to page 92 at the back of your catalog. Review these, but EMPHASIZE the HOSTING. Under client, I want to point out the benefits of hosting. (SHOW HOSTING REWARDS FLYER, laminate, or put in plastic sleeve)

When you have friends in your home, like Julie, our host did tonight; we reward you because you are our business partner for the evening! Since we don't advertise, we rely on people like you that LOVE ARBONNE, to share it with others! You'll receive generous gifts, PLUS \$100 in product for \$20 (80% OFF) for every \$250 in Sales! So for instance, I like to help my hosts have over \$500 in sales... that would give you \$200 in product for only \$40! So be thinking of when you'd like to host a get-together, and what workshop you'd like: Swiss Skin Care, Cosmetics, Spa or Healthy Living!

The 2nd way to win, Preferred client, is an excellent choice. For only \$29 you will have your own Preferred Client ID, order conveniently online EVERY TIME YOU SHOP you'll receive an automatic 20% off, for being a preferred client! And, there's even better news! In order to give you an opportunity to really use as many of the products as possible to get even more dramatic results, we have a special offer when you sign up as a preferred client, called an RSVP Right start Value Pak. This set gives you an incredible value of: *\$816 for only \$350 plus the \$29, tax and shipping!*

The 3rd way to win, become a Consultant, and have an opportunity to EARN \$! For just \$109, and your RSVP you can start a business for under \$500! I shared my story with you! People from all walks of life are experiencing success, whether there's too much month at the end of the money, and you need just some part time income, or if you'd like to replace your full time income, we have a system for success that can help you reach your goals! I'd like to close by sharing a short video that gives you a great feel for the Arbonne Opportunity if you or someone you know is looking to earn money! (Show Arbonne Opportunity DVD)

After Video: "Can anyone share something from the video that either surprised you, or something you learned? (Let guests share) Great! When I help you with your orders tonight, for those that want to learn more about the Arbonne Opportunity, I have a curiosity packet. If you're curious, you'll definitely want to order product, and host a get-together! I know (Host) has some refreshments for you.

I'm going to help each one of you individually, who needs to get going first? I can start with you!

Helping Each Guest

- Meet with each guest individually in an area away from the other guests.
“(Guest’s Name), what did you think? Where do you see yourself? Building a business, hosting, preferred client? Can you believe the savings with the RSVP?”
- Always begin by offering the complete skin care system.
- When they schedule a get together
 - “Great! Here’s my calendar (or Open Date Card). Let’s pencil in a date, and then I’ll call you to confirm everything, talk about your invites, etc. Would you like to get started with the skin care system (go from there). Wonderful— let me show you some other things you may like...”

Are they curious about the Business?

I would like to talk with you about the business— I think you’d be great! You’re such a people person, and I can tell how much your friends admire you.

(Be genuine with compliments).

I sense you have great influence. Have you ever thought about diversifying your income?”

- Send them home with a host packet and let them know to return the invite labels within 7 days to receive an extra host reward. Pull out the “**Hostess Rewards**,” the “**Host Checklist**” and “**40 Guests in 4 Minutes**” and cover briefly: party tips, who to invite, and what they can earn.
- Give them the Opportunity Information in addition to their Host packet if they are interested in the business.

Meet With Your Host

“(Host), I’m so excited! Let me show you everything you have earned tonight! Thank you so much—I had such a good time with all of you, and your friends just loved Arbonne. Isn’t that wonderful?”

You had over \$xxx in orders tonight, so that means you get to select \$100/\$200/\$300 in products for only \$20/\$40/\$60.” (Whatever level the host has earned).

Then get an application out of her host pack and say:

“We’ve talked about this (host), would you like to sign up for \$29 to always shop at a 20% discount? It is \$29, and you’ll also receive a free gift of your choice.” (New sign-up gift with \$100 or more order attached).

If Yes: “Great! We’ll put these orders in with your application on your new account. (Guest) and (Guest) both scheduled with me. Have you given any more thought about building a business? You would have appointments already waiting for you with these two bookings! The volume alone just on these orders tonight can get you on your way for our first manager level, District Manager. What do you think?”

Explore their WHY. Ask questions, show the Business Opportunity presentation, EOA stories, *Success from Home Magazine*, etc.

If they Do Not Want to Sign Up: “(Host), that’s fine. You know as your Consultant, I’ll always give you great service, and when you reorder, I’ll always treat you well as my preferred client. You’ve been so wonderful referring more people to me, and I appreciate you!”

If the host is clear they do not want to sign up, you are free to go ahead and work with those that scheduled, as their consultant, teaching the presentation, etc. At their presentations, give the host another opportunity to sign up. Because if she doesn’t, you may enroll them directly to you.

FAQ: What if someone at the presentation says: “Do I have to schedule a presentation to sign up? What if I just want to sign up to-night?”

Answer: “Jan, it’s just a courtesy for Mary’s class tonight. I know you would want to make sure she receives her host gifts. So, it’s my personal request that since you are asking me to give up my commission, to ask for referrals or a booking. Have you given some thought to possibly build a business with Arbonne?”

Concept: When you create value to having their own account, they will respect it as well. It’s a Win-Win for everyone. You are creating clear boundaries for those that want to be clients, hosts, wholesale consultants, and business builders. It gives the host time to think about engaging more deeply in the Arbonne Opportunity. Consultant wins with increased booking, ASAP points, right now money profits from clients. Host wins—they get more host gifts (\$100 or \$20), and those who schedule win because they receive a great discount.

- Ask Host: “Who are just two people that you really wish could have been here tonight—just two that you think would have enjoyed the products tonight. Who takes care of their skin?”
[Wait for answer: these 2 people become your “1-on-1” appointments]
- “I’m willing to hold your presentation open for a few days, I’ll get the skin care system to them so they can pamper themselves.”
- “I just need you to give them a call and let them know I’ll be calling them to get the products delivered.”

Thank You and Follow Through

- After your presentation, be sure to send thank you notes to everyone who came, whether they made a purchase or not.
- Follow-up when they have received their products. Make sure they know how to use the products and that they use them consistently.
- Follow-up again in a couple weeks to make sure they are happy with the products and to answer any questions or concerns.
- Follow-up in a couple of months to check on any products needing reordering, and if they would like to add additional products to their regimen.
- Always offer an opportunity to "Host!" There are many different presentations to offer.
- Remember, people's lives change, Offer the Arbonne Opportunity.

Handout Instructions

- **Client Profile**– each guest should fill this out completely at the beginning of the presentation (after you assist them with the sea salt scrub). This is an important document and your link to the guests in attendance for follow-up. I recommend starting an e-mail list of wholesale consultants you've sponsored, as well as retail clients, so you can keep them updated of future specials and events. Take several to your presentations.
- **Host Menu & Rewards**– this explains the different types of presentations available and may be distributed to all guests at the presentation so they can see what's available and the rewards they earn. Have one for yourself in a page protector. **This is in 'Word' format so you can customize your specials and your contact information.**
- **Specials & Savings**– show this to your guests during the presentation to show them what's available to them for hosting a presentation. Print several and put them in page protectors or laminate them.
- **40 Guests in 4 Minutes** and the **Host Checklist**– these are given in addition to Arbonne's Host Rewards brochure to anyone who booked a get together. Review these documents briefly. This helps your host know where to begin, who to invite, how to have a successful presentation and earn their rewards. They also have a place to list the items they would like to earn. **The checklist is in 'Word' format so you can customize/change the rewards you prefer to offer.**

This outline is a collaborative effort! Thank you to ENVPs Donna Johnson, Dana Collins, Linda Parker & Cecilia Stoll, and ERVP Tina Beer. These materials have been produced by Independent Consultants, and are not official materials prepared or provided by Arbonne International, LLC. Arbonne makes no promises or guarantees that any Consultant will be financially successful as each Consultant's results are dependent on his or her own skill and effort. Actual financial results of all Arbonne Independent Consultants for the preceding year are contained in Arbonne's Independent Consultant Compensation Summary, which is included with these materials. You may also view the Independent Consultant Compensation Summary on Arbonne's official website at <http://www.arbonne.com/company/iccs.asp>.