



Selling with samples is an easy way to introduce prospects to Arbonne

Product samples will help you **introduce** the Arbonne products to new prospects, they will help you facilitate **follow-up** orders and in some cases, they will lead you to additional **business-building** Arbonne Independent Consultants. This guide will help you determine:

- **WHO** your prospects are,
- **WHAT** samples are available for you to use,
- **WHERE** you can share product samples,
- **WHY** sharing product samples makes sense, and lastly,
- **HOW** to share them in a way that will help you generate sales and volume for your business.

Prospecting Steps

1. **Share product samples** with people you meet and know
2. **Follow up** to find out how they like the product
3. **Make the sale** for the full-size product
4. **Introduce new product samples** when you deliver their order

Who • What • Where • Why • How



Who

Who are your potential Clients?

- Accountant
- Babysitter
- Baker
- Banker
- Boss
- Children's Friends' Parents
- Cousins
- Co-workers
- Dentist
- Exterminator
- Family
- Flight Attendant
- Florist
- Friends
- Grocery Store Clerks
- Gym Members
- Hairstylist
- Insurance Agent
- Library Staff
- Pharmacist
- Photographer
- Physical Therapist
- Physician
- Postal Carrier
- School—Friends and Staff
- Teacher
- Team Parents
- Volunteer Group
- And many more*

*Include anyone on your list of 100 People You Know from your Action Plan. If you don't have one, download it at arbonne.com > Internet Consultants > Tools > Download Forms > Action Plan.

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>.

Where

Where should you use product samples?

Giving out samples can be worked into almost every aspect of your daily life/schedule, such as:

- At Presentations and Opportunity meetings, give them as door prizes
- At local charity events, include them in baskets to auction off or give away
- Include them in gifts to family members, friends, neighbors, Clients, Preferred Clients, etc.
- At your home, give them to people who visit
- At other people's homes, drop off samples you know they will love
- Include them in product orders to introduce Clients to additional product lines
- Mail them to people you know



Why

Why use product samples?

It's an easy, low cost, proactive way to introduce Arbonne products to prospects.

- Simple way to re-connect with previous prospects, Clients or Consultants.
- Introducing product samples allows them to see, touch and feel the product before they buy.
- Giving away a product sample is a natural way of obtaining follow-up orders.
- Everybody likes to get something for free.

How

How do you share product samples?

STEP 1 | Prepare

Know the Products

- Experience the products for yourself—it will be easier to talk about the results
- Know about the products: botanically based; hypoallergenic; formulated without chemical fragrances, phthalates, animal products, mineral oil and dyes
- Understand the product benefits and features
- Reference the product knowledge support tools available online at arbonne.com > Internet Consultants > Product Training.
- Refer to the *Leading With NutriMinC® RE®*, *Leading With SeaSource Detox Spa®* and *Leading With FC5™ Guides* to answer any product questions, for a quick reference on selling points for many Arbonne products, and to find out how they work together.
- Purchase product samples and carry them with you
- Be prepared for unexpected selling opportunities

Know Your Client

- What is their age?
- Do they use makeup?
- Do they have any age spots, oily patches, fine lines or wrinkles?
- Have they mentioned any skin issues?
- Do they have a busy, high-stress lifestyle?
- Are they outdoors a lot?
- Do they use any other Arbonne products?
- What's their skin type—normal/dry, oily/combo, sensitive, acne-prone?

Rehearse Your Presentation

- Write a script and practice it until you feel comfortable.
- Counsel with your upline for additional assistance.



Be Prepared

Know the Products
Know Your Client
Rehearse Your Presentation



STEP 2 | Make Contact With Your Client and Deliver the Samples

Now it's time to deliver the samples using your script

In-person discussions

- Introduce Arbonne product samples
- Talking points to consider:
 - *Why you like the product*
 - *Results they will see*
 - *Unique formula information*
 - *How it's different from store brands*
 - *How selling this product has benefited you*
 - *Share information about complementing products*
- Suggest a time to follow-up in 2-3 days
- Note their responses in your *Contact Log*

Phone call discussions

- Call your potential Client and talk about a product you are using
- Talking points to consider:
 - *Why you like the product*
 - *Results they will see*
 - *Unique formula information*
 - *How it's different from store brands*
 - *How selling this product has benefited you*
 - *Share information about complementing products*
- Let them know you have a free sample you will be sending them
- Suggest a time to follow up in 4-5 days
- Note their responses in your *Contact Log*

Remember: The key to success is follow up!

e.g. "Is Thursday night between 4-6 p.m. good for you?" "Great, I'll come by then."

OR

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



STEP 3 | Follow Up on the Delivered Samples and Sell Full-Size Products

Follow up with your prospect to find out how they liked the product sample

Prepare

Ask questions about their product experience—get them talking and answer any questions they have

- It's always good to know enough about your competitor's products and the value of the Arbonne products (e.g., Arbonne doesn't test on animals, formulas are botanically based, pH correct, hypoallergenic, dermatologist tested, etc.)

Provide your prospect with high-level product awareness—features, benefits

- Suggest a grouping of complementary items
- Point out the benefits of shopping with Arbonne, if they are a first-time Client

3 Possible Scenarios

After you've delivered the samples to the prospect, there are generally three different outcomes to prepare for:

Scenario 1—They like it

- Ask them if they would like to order the full-size product

Scenario 2—They didn't like it.

- Introduce new product samples that might better suit their needs
- Suggest a time to follow up in 2–3 days to find out how they like the new product samples
- Call back in 2–3 days to find out how they liked it

Scenario 3—They didn't try it.

- Call back in 2–3 days to find out how they liked it

STEP 4 | Order and Deliver the Product

If you've made the **sale from products you stock**, deliver them to your Client and we suggest you include:

- A nice bag with a simple note
- Your phone number and e-mail address, in case they have questions—and for reordering
- Additional product samples and literature (e.g., Product Catalogue, 1,000 Reasons to Join Arbonne Today Flyer, *Eye on Arbonne* Success Story)

If you've made the sale and it will be **shipping to your Client's home**, we suggest you:

- Let them know when to expect the shipment
- Give them your phone number and e-mail address, in case they have questions—and for reordering
- Contact your Client to ensure the products arrived and there are no problems

Tip: Having inventory of certain key product samples helps you deliver them now.



STEP 5 | Follow Up

- Contact your Client between 7–10 days after their product order arrives.
- Ask questions about their product experience to get them talking and help answer any question they may have.
- Contact your Client at least once a month to suggest complementing products.
- Offer more product samples and discuss product replacement orders.

Refer to the *Obtaining Follow-up Orders: Leading with NutriMinC® RE³*, *Leading with SeaSource Detox Spa®*, or *Leading with FC5™ Guides* at arbonne.com for additional information about the products and how to follow up with Clients. Click to arbonne.com > Internet Consultants > 4 & 1 Challenge.

Follow the Steps, then Repeat

Step 1

Prepare; know the products; know your Client; rehearse your Presentation

Step 2

Make contact with your Client and deliver the samples

Step 3

Follow up on the delivered samples and sell full-size products

Step 4

Order and deliver the product

Step 5

Follow up

Develop and Maintain Detailed Records

- The most successful business owners manage their contacts.
- The best time to update your records is right after a conversation, while it's still fresh in your mind.
- Keep all of your information organized and up-to-date.
- Detailed records of your contacts will help remind you which samples they have tried, who to follow up with and what you can offer next.

The following is an example of a functional *Contact Log*. Use the template on the next page to start keeping detailed records.

ARBONNE.

Contact Log

Name	<i>Gina Sullivan</i>	Staple Business Card Here
Phone Number	<i>(123) 456-9978</i>	
E-mail Address	<i>gsullivan@email.net</i>	
Product Needs	<i>SPFs Anti-Aging</i>	
Additional Information	<i>Age: 42 Married 3 kids (ages 4, 8, 11)</i>	

Follow-Up Steps				
Date	Activity	Follow Up Steps	Special Notes	Next Steps/Business Opportunity
<i>5/28</i>	<i>• Met at Zac's baseball game • Gave RE[®] Sample pack</i>	<i>• Talk at next week's game • Promised NutriMenC Sample pack for husband</i>	<i>• Friend of Mary Smith at Acme Publishing</i>	<i>• Invite to Tanya's Presentation on 6/13</i>
<i>5/31</i>	<i>• Loved the RE[®] Sample • Ordered REvolution Set • Gave NutriMenC Sample</i>	<i>• Follow up on order 6/4, RE: delivery</i>	<i>• Meeting for Coffee on 6/5</i>	<i>• Interested in Presentation but not available on 6/13</i>



Contact Log

Name
Phone Number
E-mail Address
Product Needs
Additional Information



Follow-up Steps				
Date	Activity	Follow-up Steps	Special Notes	Next Steps/Business Opportunity