

# Arbonne Business Launch with RE9 Advanced

## Product Display

- RE9 Advanced Skin Care Set in tote bag (include RE9 Advanced Treatment Trio)
- **Optional:** FC5 Normal to Dry Set or Samples
- FC5 shower set
- Men's Line and Baby Care - Optional (depending on who will be attending)
- Your 5 favorite - next step products to share: Sunscreen, Primer, Foundation, Concealer, Lip Polish (a couple colors).
- **Business Opportunity Tools:** book on the industry and brochures: Examples: Is this Business For You handout and the Arbonne Living Life Beautifully brochure.

## Guest Materials

- Arbonne Product Catalogue
- Curiosity Packets
- Host Packets
- Customer Care Form
- Sample's to hold her/him over (for those who purchased products) until their order arrives

## Things You Will Need For Your Presentation

- Arbonne Opportunity DVD
- Your own "master copy" Arbonne Product Catalogue [you may find it helpful to highlight text that you want to make sure and talk about, tag pages that you will cover and you will want to have 2 documents tucked in the catalogue to refer to when you close: Host Rewards and "Is This Business For You" - documents can be found in Curiosity Packet and Host Packet]
- **Optional:** You can bring a booking gift - [Bag with Sea Source Detox Spa Sample, Primer and Lip Polish Sample]
- Close Sheets: Anti-Aging RSVP, 4 Square Close, Retail Order Form #6366

## Your Goal

- Introduce your family and friends to your new business and let them know how they can support you in getting your business launched.
- Get New Clients - sell product

- Set up one-on-one sponsoring appointments for those who are interested in hearing more about the business.
- Find out what the best fit is for your guests: client, preferred client, business consultant
- Book future workshops/groups
- Invite to the next Empower Your Life event/talk

Meet and Greet. Bring guests to the sink so they can try the Sea Source Scrub and 24 Hour Lotion or Awaken Salt Scrub.

**Launch will usually go for 1 1/2 hours.**

- **Refreshments and Meet and Greet for the first 15 minutes.**
- **Play Arbonne Opportunity DVD while people take their seats.**

**New Consultant** welcomes friends and family and thanks them for coming. Shares how and why she/he decided to start an Arbonne Business. **Example:** *[I'm very excited to share with you why I am so excited about Arbonne. I invited you to my business launch because I know that you are someone who will support me in my new business venture some of you know that my goal has always been to \_\_\_\_\_. When you leave here tonight/today, you'll understand why I feel that this is a great opportunity for me (and my family). Another goal I have today is to share the Arbonne products with you. I truly believe that these are the very best anti-aging and wellness products on the market today. They are pure, safe and beneficial. I'd love to help you discover which Arbonne products will help you look and feel your best. [New consultant, share your product testimonial here and introduce upline.]*

*[Upline shares why story and why she chose Arbonne. Who and what Arbonne is. Cultural movements that are affecting the way we do business and how we shop, and why Arbonne is the perfect choice for these changing times. Share a little bit about the products, the business, 3 ways to be involved and the ways they can support \_\_\_new consultant].*

**Upline:** *First, I am very excited to work with "\_\_\_\_(consultant)". I believe \_\_\_\_\_ is going to be a big asset to Arbonne because \_\_\_\_\_. Thank you all for being here. I know that it means the world to \_\_\_\_\_. Before I share about Arbonne and why the timing is perfect for \_\_\_\_\_ to start her business, I would like to share how I got involved with Arbonne. [upline 5 minute story]. I know as friends of \_\_\_\_\_ you will want to know that she made a wise decision to work with Arbonne, a company with such great integrity. Let me share with you a little about Arbonne the company and our products.*

**First, I'd like to tell you a little bit about Arbonne. Arbonne is dedicated to bringing beauty, health and prosperity into your life and the lives of others. 30 years ago our**

**founder, Petter Morck had the foresight to create a line of pure, botanically based products in the alpine fields of Arbon Switzerland. He brought the Arbonne Opportunity to the United States with 19 products. Today we have over 300 products that answer the demand for the finest and most innovative anti-aging and wellness products on the market.** *The Arbonne opportunity is more relevant today than ever before. There are 5 cultural movements that are changing the way that we buy products, work and do business. Arbonne is the perfect opportunity for these changing times.*

**The first two movements I want to share about are the Lifestyle Movement and Self Employment Movements** - *people want both money and a better lifestyle - they want financial freedom plus time freedom and personal freedom. They love the idea of having a business of their own without all of the risk of starting a new business venture. Arbonne provides this opportunity. With Arbonne we have a proven system of success. We are able to leverage our time and earn a residual income. Which the work you do today, will continue to pay you in the future. Arbonne takes money that is normally paid to middlemen - like advertisers and retailers and gives it to the consultants for building the business instead.*

**Next is the Direct Shopping and Consumer Experience Movement** - *We have reached a tipping point where Internet and Direct Sales has exceeded retail sales. Because, people want to go direct. Instead of going to the mall, the mall comes to you when you open your computer and shop on line! How many of you purchased something on line this past month? And, they want to be able to get the best deal and they want the convenience. 95% of Arbonne's products are sold over the internet. We don't need inventory. We also make sure that the client has a trusted, educational experience. When women shop, it is all about the experience. We retain our customers because the product works and because we provide that educational, customized experience and follow-up.*

**The last movement I will talk about is: the Total Wellness movement** *which includes anti-aging. When is the last time that you opened a magazine or turned on the TV without seeing an advertisement about how you can look and feel younger. The wellness industry is a 500 billion dollar industry and the anti-aging industry is over 300 billion annually. The journal of the American Medical Association stated that 70% of all disease could be prevented by daily supplements. One of Arbonne's main clients is the Baby Boomer Market, those people born between 1946 and 1964. They are looking for what Arbonne offers: products to make them look and feel their best and a great lifestyle as they enter the retirement years.*

*Arbonne takes the confusion out of shopping for skin care. We build our business through word of mouth advertising. We want our customers to have the experience they are looking for and products that do what they say they are going to do. When people have a good product experience, they spread the word. Arbonne helps us offer our clients gifts and host rewards for helping us share the products.*

Share your testimony both product and business in 3 minutes or less.

*Since tonight is a business launch our focus is on both the business and the product. If you choose to host a get together with your friends this will be a great support to \_\_\_\_\_. I'll tell you more about that later. At a regular workshop or get-together we concentrate primarily on the products. Today we are focusing on our RE9 Advanced and you are going have an opportunity to try it. These are the products that have everyone talking. Visible results in 24 hours! This is our flagship product*

**Cover Page 7 in your catalogue** - The Ingredient Policy and What makes Arbonne Different. *"Arbonne products have been formulated with the philosophy of pure, safe and beneficial for 30 years. We combine Science with Nature to deliver what I call "food for your skin", ingredients derived from plants, fruits and botanicals. **Share Page 87, 88 and 89** - botanical glossary. We have over 300 products for the entire family in 6 different categories "- Fan through Catalog.*

*There are 3 categories of skin care: Economy - this would include a lot of US products- drug store/grocery/beauty supply; Premium - some department store lines, spa lines that are over - priced; and the very best formula's in the world are Premium Swiss with Distinction. Meaning no one else has these formulations. They are the very best and Arbonne falls into this category. Normally these are very expensive but because we share them through selling direct to the customer and cut out all the middlemen, we are able to get these high-end Swiss Formulated products to you for an economical price." **Turn to page 12** in your catalog. [if you are sharing more than one line you can mention that here]*

*"RE 9 Advanced is made up of seven products - 6 steps. Addresses aging externally and internally. 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 repairing, reversing and correcting. It's never too late or too soon to start. How does that sound? [Pass Product around to try - can be applied to hand or face - walk them through using the cleanser, toner, serum, lift (optional product), day cream, night cream (try on one hand or other side of face), eye cream. Share a few of the benefits from the ingredients , Vit C, Algae, Copper, Peptides, Alpha Lipoic acid. Antioxidant and Vitamin C therapy - supports collagen, diminishes, fine lines and reduces wrinkles, restores a youthful appearance to the skin]*

*"Arbonne gives you a free trial size firming neck cream with this set. The neck which is much thinner and more delicate than the skin on your face, ages 10 years ahead of the face. I have a few other items that you can try tonight. My goal is to meet with each of you individually and help you with your orders or questions.*

[These are good items to have displayed. Off to have them try them when you are finished with the presentation: FC5 Shower Set, RE9 Men's Line, RE9 Body Set, RE9 Advanced Treatment Trio (collagen support, lift, neck cream). Botanical, anti-aging Cosmetics - primer, foundation and concealer.]

*"How does your skin feel? Was there anything new that you learned about ingredients or how to take care of your skin? What did you like best?"*

*Before we close, I just want to thank you again for being her tonight and I'd like to share 3 ways that you can support \_\_\_\_\_ in her business. 1. by being her clients. You are already using products, - I promise you that ours are better - get them from \_\_\_\_\_ 2. Host a get-together with a few friends - your reward is 80% discount on the products based on the sales at your event. 3. If you or anyone you know is looking for a way to supplement their income or start a new career, \_\_\_\_\_ is building a fantastic team and I know she would love to have you be a part of it.*

*When people are introduced to this line, they want it all! Let me tell you your options to get the Arbonne products. The first option is to either become a client and purchase retail OR choose to become a preferred client. I highly recommend to sign up as a preferred client. For \$29 you can enjoy a 20% discount. One of the great things about this option is that you qualify for our Value Pack - \$700 worth of products for \$350. You can get your anti-aging line and products for the family as well at a 50% discount. This really is our Ultimate Value. [Use the Anti-Aging RSVP - located in the success binder of the System For Success]. This will allow you can get everything we talked about tonight and many of the products that are displayed here."*

[For those who are not prepared to purchase the RSVP- use the 4-Square Close Sheet. Make sure and share that in order to qualify for a free gift as a preferred client their order must be at least \$150]

*"Ordering product and becoming a clients is a great way to support \_\_\_\_\_. However, scheduling a get together is even better. If your wish list is bigger than your budget you may want to host a workshop and receive up to 80% discount on the products. This will help - \_\_\_\_\_ get the word out about Arbonne.*

*Our third option is to become one of our successful consultants. People from all walks of life are experiencing success, whether it is to make a few hundred dollars a month and enjoy a great discount on the products or to replace an income or have a new career. If you are interested in our income opportunity, we have a packet of information that you can take with you and I know \_\_\_\_\_ would love to have you on her team and I would be thrilled to support you in creating a successful Arbonne business.*

*Close - "it's been my pleasure to introduce you to Arbonne! And, thank you again for being here to make \_\_\_\_\_ business launch a success. I'd be happy to meet with whoever has to leave first. [Have your new consultant help you write up the orders. Make sure she has her calendar or list of dates available to book workshops or get together]*

**Follow up:** in 2 to 4 days to see if they have received their product. Follow up in 2 weeks to make sure they are enjoying it and using it correctly. Follow up every 2 months for reorders and to answer questions or introduce them to more products.

**If they booked a group/workshop:** Go over the contents of the host packet with them and schedule a date.

**For those who are interested in hearing about the business:** give them a Curiosity Packet and set a time up to talk one on one [also invite them to be on the next EYL Discover Arbonne Opportunity Call or Live Event].