

Discovery and Sponsoring Interview

Purpose:

To discover your prospects dreams, desires and discontents and through a series of steps and questions see if Arbonne might be a fit for them.

Step One - Greet and Connect - Greet them warmly and energetically and thank them for meeting with you. Establish how long the interview will last and stick to that. Let them know you will be jotting down some notes while you talk.

Step Two - Connect - Spend some time catching up with those you already know. For those you don't know, find common ground by asking questions like; Where do you live? Do you have children/ages etc?

Step Three - Discover - Ask some probing questions to get them to think about their life and to help them discover if they are dissatisfied with their present situation. Start with the Discovery process before you tell them about Arbonne. Remember, the questions will help you find out if Arbonne may be a fit for them.**(For more questions use the “Discovery Interview Questions Coaching Script”**. It can be found in this

same section, in the Discovery/Sponsoring Interview and Personal Strategy section)

Example: *"Mary, I'm excited that you are looking at the Arbonne income opportunity. I'd like to get to know you a little better and find out a little bit more about what you are hoping to achieve with Arbonne. What do you like about your current job/staying home with your children? (Listen & take notes). What don't you like? (Listen). Is there anything else you don't like? (Listen). What would you change if you could? (Listen). It sounds like you are ready to make some changes."*

Step Four - Qualify - Find out if Arbonne could be the answer to their problem or dissatisfaction.

1. *" ___ it sounds like Arbonne might be a fit for you. If I could show how Arbonne may be an answer to dealing with some of the challenges that you are dealing with, would you be open to taking a serious look at it?"*
2. **(Example: their discontent or problem is: working too many hours away from home, no control over their schedule and they are feeling a lot of stress from this, and they do not see it changing anytime soon, if they keep doing what they are doing.)**
" ___ if I could show how Arbonne can offer you a way to have more control over your schedule and at the same time, build an income, on the side, that could possibly

replace your current income, would you be willing to take a serious look at it?"

- 3. It is important that you repeat back to them what they said they wanted. (Example - you know how you said....And because of this it is making you feel....)**

"you know how you said that you don't have any control over your schedule and you don't see an end to it and that you are feeling stressed out all the time? Arbonne could be your plan B and help you create some control over your schedule."

Step Five - Transition to Arbonne - how much you share here, at this point, will depend on whether this is their first exposure to the product, if they are currently using the product or if they have been to a group presentation or workshop.

1. If this is their first experience with Arbonne - meaning they have not been to a presentation or have not been exposed to the products, you will want to walk them through the catalog. Start with the Arbonne story, ingredient policy and show them the different lines of product - anti-aging, nutrition, family, wellness, cosmetics, spa. Flip to the back of the catalog and show them that there is an income opportunity available to them as well as a fabulous product line. Do not go into too much detail about the

compensation plan as you will be reviewing the business summary with the Success Triangle.

2. *"The way we do our business is by sharing the Arbonne Story, which includes our superior formulations, our wide range of products in several categories, including products in the anti-aging and wellness industry, which are the biggest and most "in demand" product lines in personal care. People don't want to age. They want to look good and feel good and they want pure, safe, products that work. We show them how to get Swiss formulated, high end products at an economical price. We have products for the whole family. Once someone starts using natural, botanical products, they don't want to use anything else. They are going to tell their family and friends, and that is how we build our business. We are teaching people to redirect the money they are already spending on personal care products to the Arbonne product line. We have a very loyal clientele because our products do what they say they are going to do. And we have a great income opportunity as well."*
3. *"This is what we call sharing the Arbonne Story. We share about the products and the income opportunity. There are so many people today looking for a way to supplement their income or they are looking for a career that will allow them more flexibility and way to leverage their time."*

Step Six - Check in -

1. *"How does all of this sound so far? On a scale of 1 to 10, 1 being "please don't go any further" and 10 being, "I'm totally intrigued and I definitely want to hear more", where would you say you are?"*
 - a. **Let them answer. This is where you find out how the interview is going so far and how to proceed. Answer any questions they have up to this point. If they say they are a 5 or 6, ask them if there is any information that you might give them to help them move from a 5 or 6 to an 8 or 9.**
 - b. **If they start asking compensation questions:**
"I'm just about to cover that right now."
If they share a concern or objection, listen carefully. Don't just jump to an assumption or start defending what you do. You will want to say something like "Tell me more about that." If they are bringing up a concern or objection, it's likely they have a fear or they are confused about something. The best thing you can do is more discovery - ask more questions!

Step Seven - Business Summary (Success Triangle)

"____, I would like to give you a short summary of how we make money in Arbonne and how we support and coach you to be 100% confident in your success." Use the Business Summary(Success Triangle) document. **(The Success Triangle document and how to use it can be found "can be found in this same section, in the Discovery/Sponsoring Interview and Personal Strategy section)**

Step Eight - Close - This is the step where you will find out how to proceed and what the next step will be in the sponsoring process. *"Now that you have had a chance to hear all of the information about the products and the Business Summary, allow me to step back for a moment. I want to check in with you to see where you are right now, on a scale of 1, 2, or 3."*

One *" Means you believe your health is important to you and it matters that you are using pure, safe products that you can get at a great price."* **(1 means they are choosing to be a client or preferred client)**

Two *"Means that you are excited about using our products, that you are interested in sharing the products, and you're also interested in the income opportunity, but, you need a bit more information before making a*

decision". (2 means they need more information or another exposure before they sign up)

Three *"Means that you feel this all makes sense and you are interested in becoming a business consultant immediately and you are ready to take the next step". (3 means they are ready to do a personal strategy after you share the Success Triangle/Bus Summary)*

"Which would best describe where you are now, 1,2, or 3?"

If they answer that they are a "One" - Take their order and offer them the opportunity to host and go over the benefits of hosting. If they say yes to hosting, give them a Host Packet (**you should have them with you in your Arbonne VP Bag**). Schedule a date for their presentation/workshop. Go over a few of the details for their presentation/workshop. If they have not signed up as preferred client, do that after their presentation/workshop.

If they don't want to host. Place an order and offer them a Preferred Client account. Share the benefits of an RSVP.

If they answer that they are a "Two" - Find out what other information they would need to make a decision about starting an Arbonne business. Invite them to the next Empower Your Life Event and offer them the opportunity to host a presentation/workshop. Let them know that if they decide to do the business they can count that presentation/workshop as one of their launches. Give them a host packet (you should have these in your Arbonne VP Bag). Schedule a date. Go over a few of the details for their presentation/workshop. Make sure they invite people who they would like to have on their team, just in case this turns into their first launch presentation/workshop.

If they answer that they are a "Three" - Tell them that you are excited to have the opportunity to work with them and that now you will show them how to get started by doing a Personal Strategy Session with them to help get their business launched. [see Personal Strategy document]