

# Full Set Drop Off and Follow-up Script

## "New or Tester Set"

### Reminders:

- Your goal is to find out a prospects level of interest in Arbonne Products and Income Opportunity. **1** is someone who is choosing to be a client or preferred client, **2** is someone who wants to use the product and is interested in the income opportunity but needs more information, **3** is someone who is ready to take the next step and become a business consultant. Once in a while you will find someone who is a **3** after this presentation. Mostly you will find **2s** that turn into **3s** once you have given them more information and invited them to the next event - live, phone or webinar.
- Leave **2s and 3s** with a Curiosity Pack and an invitation for next Opportunity meeting/Empower Your Life talk. If local event is not within two days or they can't attend, have them listen to recorded opportunity call. You may want to bring your sponsor/upline manager with you to the follow up in this case.
- From those who are **1s** (product interest only), request that while they pamper themselves with the product for the next couple of days maybe they can think of a few people to refer you to that may fit the criteria of a business partner or would like to try a tester set. Be generous- offer a gift to those who do this for you. You can still include the Arbonne Opportunity DVD in their gold bag and say "Here is some info you might enjoy viewing while sampling the products. I would love to get your opinion when we meet on Friday to hear about the products you have fallen in love with! See you Friday at 10am (or whenever you have set pick-up) and I'll pick up the gold tote then. Bye!"

### Presentation:

**Your Presentation will be comprised of these 4 areas:**

- Connecting and Intention
- Why
- Share Arbonne Products and Income Opportunity
- Call To Action/Set up Follow up Appointment

### Introduction and Intention:

"\_\_\_\_\_, first, I want to thank you for taking the time to meet with me. I know you are going to be very happy when I share what makes the Arbonne products so special and I leave them with you to try. I'd like to share a little about the products and why we are different. I'll also share a little bit about the business because there is a wonderful income opportunity available too. It may, or may not, be for you. But, you may know someone or meet someone who it would be perfect for. Someone who could use an extra income or someone looking for a new career. Once I share this with you, I'll ask you a few questions and we will see if this is a fit for you. Is that okay?"

## **Products:**

*Use your RE9 mini brochure or your catalogue. Cover Arbonne's ingredient commitment. "Arbonne is a 30 year old Anti-Aging and Wellness Company currently in 4 countries, US, CA, AU, UK. Our philosophy has always been to provide products for the entire family that are the purest, safest and most beneficial in the marketplace today. We have proprietary formulas that are pure. They are free of harmful ingredients. They contain no, petroleum based ingredients, no animal by products or animal testing, no Parabens, no colors, dyes, fillers, perfumes and no Paba. We combine Science with Nature to deliver what we call "food for your skin" ingredients that are derived from plants, fruits and botanicals."*

*"Today you are going to be trying our skin care line however (fan through the catalogue) we have products that you are more than likely using in your household that you are purchasing from different places, such as personal care - shampoo, body wash, sunscreen, skin care and body lotions, cosmetics, nutritional supplements, energy drinks, shakes products for the entire family. We simply show people how they can switch to Pure, Safe and Beneficial products, one stop shopping at a savings every time they shop! A picture is worth a 1000 words." (show before and after pictures)*

*"These are the results from the RE9 Advanced line. This is the line I'll be leaving with you. Our RE9 Advanced Anti-Aging Face and Body line has a Patent pending, uses an internal and external approach and these are the amazing clinical results. (you can show the RE9 Advanced mini brochure #834, it also has the FSC certification on the back cover) 100% would recommend RE9 Advanced to their friends and family. We have outgrown aging with these clinical results! Before I show you how to use these, I want to share just a little about our income opportunity. (you can turn to the back page of the catalogue)."*

## **Opportunity:**

*"As I said this may or may not be a fit for you. We believe that you never know who's life this will change. It certainly changed mine. (share your why or how it has changed your life) Arbonne is a part of the one of the fastest growing and most in demand industries in personal care - Anti-Aging and Wellness. It is a \$361 billion dollar industry that is positioned to grow another \$63 billion in the next 5 years.*

- *Arbonne grew from \$10 million to \$450 million from 2000 - 2009, that is 4500% growth!*
- *We are entering a huge growth phase - our goal is to be the biggest personal care company on the planet and to reach 2 billion by year end of 2011.*
- *Our growth is due to a few things:*
  - ◆ *People don't want to age - they want to look and feel their best for as long as they can.*
  - ◆ *The products are in demand and they are consumable = repeat sales*
  - ◆ *We have a system that anyone can learn based on support and coaching.*
  - ◆ *It's simple, we have a proven system "Try it, You'll like it"*
  - ◆ *High end Swiss Formulated Products that we get to the end consumer at a economical price and show them how to turn that into an income opportunity.*

*Briefly share the benefits of being a consultant*

- 35% on retail sales, 15% on preferred clients, 4- 18% overrides sales/purchases of other consultants they sign up, bonuses, car bonus for white Mercedes, trips and incentives."

### **Close and Call to Action:**

"So to wrap it up, we have amazing products a generous income opportunity and we simply show people how they can "switch and save". Switch to pure, safe, beneficial result oriented products for the whole family with a savings every time you shop!. We also show people how they can create an income and get paid for using their own products.

I would like to close by asking you if you are a 1, 2, or 3.

- a 1 is "I would like to sample the products
- a 2 is "I would like to sample the products and explore the income possibilities with Arbonne" in that case, I'll send you home with a packet of information today.
- a 3 is "I get it, I am in" and to be honest with you, once in a while I find a 3 at the end of this presentation as they usually need more information and want to try the products before they are ready to make that decision. But everyone is either a 1 or a 2, which one are you?"

### **Product Drop Off:**

When you have finished the presentation and set the time for your follow up, get out the tote and show them what they are going to try.

### **Dropping - New Set with Sample:**

"Here's what you get to try- I just know you're going to love it and can't wait to hear what you think."

"This is how it works: (Opening the sample to show them what they will use) A little bit goes a long way so I recommend you pin prick the tops instead of ripping them open. Then you can roll this strip up in a glass to keep them in order. There is enough for at least 4 uses. That would be tonight, tomorrow morning, tomorrow night and Friday morning (or whatever day is the 3rd day).

(Placing the sample back into the gold bag and holding up the gold bag). This is a new full size set of this line for you to look at and compare with the sample to show what you would be getting- our packaging is beautiful and the metered pumps make it so fast to use! The full size products last most people at least 4-6 mos. Also notice the toner is in a convenient spray, but for the sample you will need to use a cotton ball. Additionally, there is an extra product, our Age-Defying Neck Cream, that is not in the sample because it is a free gift with purchase."

"Just be sure not to use the full size products unless you're sure you want to buy them... (smile!) sort of like at a store "if you break it, you buy it".

(Showing them Arbonne Opportunity DVD/Curiosity Pack) "Since you were a 2, here is some info about the income opportunity. We can discuss further when we meet on Friday. See you Friday at 10am (or whenever you have set follow-up) and I'll pick up the gold tote then. Bye!"

## Dropping - Full-Size Tester Set:

*"Here's what you get to try- I just know you're going to love it and can't wait to hear what you think.*

*This is how it works- isn't the packaging beautiful!!? You can see these gold stickers are numbered on the tops of the bottles so you know the order to use. A little bit goes a long way- the pumps are actually metered so you only need 1 pump of product. Trust me, our products are so concentrated, this is the one time where more is not better! The night crème is the only product without a pump so be sure to use this spatula (show spatula) to keep everything sanitary." [Optional: you can also let them try the Instant Lift and Neck Cream]*

**[NOTE: We do not recommend putting a full size night crème or neck cream in the tester set for sanitary reasons since it is not in a pump. Some alternatives are: 1) leave the full size night crème out completely and just have them use the day crème morning and night. It's only a few days and they will still see results. 2) Use a sample pack (separate night crème from 6 product strip). 3) Scoop 3 days worth of night crème and/or neck cream from your full size tester into a small plastic jar. Google small cosmetic containers - about where to purchase something inexpensive that looks professional. When each client returns the tester set, clean/refill the jar before the next person tests the set.]**

*"So you're going to get to use the whole luxury routine 4 times before we get back together- that would be tonight, tomorrow morning, tomorrow night and Friday morning (or whatever day is the 3rd day).*

*(Showing them Arbonne Opportunity DVD/Curiosity Pack) Since you were a 2, here is some info about the income opportunity. We can discuss further when we meet on Friday. See you Friday at 10am (or whenever you have set follow-up) and I'll pick up the gold tote then. Bye!"*

## **Follow-Up Appointment**

You already know from the initial meeting whether your prospect is a 1, 2, or 3.

For those who are **1s**, this is the time to get their feedback on the product, take their order, and see if they will book a workshop with you or give you referrals. For **2s/3s**, you want to get their product feedback and continue to expose them to additional information/answer questions that will help them decide if this is a fit for them.

**Either way, open your follow-up with this key phrase:** *"So tell me, what was your favorite thing about what you tried?"*

*"We know from our clinical studies that people who try Arbonne love it! We are so lucky to have such a phenomenal product as the foundation for our business. But, if you have someone who didn't love everything, even they will find something good to say if you open it this way and*

*allow you to dialogue with them more openly about whatever they didn't like. Many times it turns out they actually liked most of the products and there were only 1 or 2 they don't prefer."*

**Close the appointment by taking their order and getting referrals.**

Present the "3 Ways to Win" and the Value Pack (RSVP).

[NOTE: Even though they have not tried makeup as in a workshop, many are so impressed by how their skin looks that they just want Arbonne head to toe! Say, "Most of my clients don't want to put any old makeup over their new Arbonne Skin, so that's why this value pack is so popular!". Or you can help them substitute more body care/skin care for the makeup basics.]

Use 4-square close for other order options only if they say no to Value Pack.

Whether they purchase or not (**and especially if they only order a few items!**), encourage them to book a workshop. (**Show Host Rewards flyer**). It is a crucial skill to be able to regularly book workshops from 1on1s. If they really aren't open to hosting, ask for referrals to their friends who would like to experience the products the way they just did.