

## Scripts for Inviting/Asking to Your first Presentations

*I recommend scheduling 2-3 back to back workshops or catalogue presentations to launch your business. You can never get everyone to be available on the same date, so if we schedule a few of them, you'll have a great turn out between all of them.*

*Do you want to do a weeknight or weekend? Morning or afternoon? I'd recommend doing 2 nights and 1 weekend afternoon. Some of your friends will buy at your launches but what we really want is for them to host for you. That way, you can meet their friends and expand your warm market. Does that make sense? Great. Let's look at both of our calendars and see what 3 days we are both available. I'm going to be there and do this for you. You won't have to do the product portion - I'll be doing that. What your friends will want to hear from you is: your product testimonial and why you decided to do Arbonne. I'll help you prepare - we'll practice together so you will feel comfortable when you share. In addition to that part you will welcome your guests and introduce me.*

**Your Why** - It is important that you know why you are doing the business. This usually has to do with a situation that you want to change that is near and dear to you. Some people join Arbonne in order to supplement their income or want to work from home so that they have control over their schedule. In your why, you must make this personal and when you share it - you need to share it with emotion and passion.

### Some examples may be for:

- your children
- because of your health
- stress of your job
- you love the product and want to share it with other people (pure and safe)
- an extra \$500 a month could change someone's life
- you want your life back
- you want to have flexibility and create an executive income
- to save your home - to get a second car - to take your family on a vacation
- to pay for your child's education
- to help with your grandchildren

## Recipe for 100% Success at Inviting/Asking

ALWAYS use your WHY when calling to book workshops and appointments. If you make it about the products, people may tell you "no" or "I don't have time" because they don't have a product interest, money, etc. but usually they will say "yes" to supporting YOU! Also, they need to know that you are doing this for more than just some spare change to take it seriously!

4 quick bullets is all you need to remember to know what to say when you are calling:

- Help/favor
- Why
- Timeframe
- Reward

The following examples will help you come up with the perfect script for inviting people to your first workshops. You will want to role play a couple of these with your sponsor before you start calling your contact list.

### **Role Play -**

*"Hello \_\_\_\_\_. This is \_\_\_\_\_. Do you have a quick minute? The reason I am calling you is because I am so excited about something new that I have just gotten involved with and I could really use your help. You know how I shared with you that I really wanted to leave my corporate job so that I could [WHY].....well I have started my own business with Arbonne International. Have you heard of it? **(Pause - let them reply)**. I'm actually hosting my first Workshop at my house [TIMEFRAME] on \_\_\_\_\_ and I would love for you to come. I am in training and your support would mean so much to me. We will be trying the best Anti-Aging products on the market that night. [REWARD] It will be a fun girls night out. This is how I'm launching my business and it would mean so much to me if you were there.*

#### **Can't come:**

*I'm having another one on \_\_\_\_\_. Would that work better for you?*

#### **Out of town for that one too:**

*Let me ask you this because I value your opinion - would it be okay with you if I dropped by some samples for you to try for 3 days. Then you can let me know what you think. You will see results from this line immediately.*

### **ADD YOUR "WHY" IN AND ROLE PLAY**

*"Hey Mary, I don't know if you've heard, but I've decided to start Arbonne and I'm calling because I could really use your [HELP], just a 1-time [FAVOR]. I've decided to start Arbonne because [WHY] if I don't do this I'm going to have to put my babies back in day care and right now that's just not an option. So where you come in Mary is if you would just help me out and come to my first Swiss skin care workshop [TIMEFRAME] this Saturday at 11 am. I am in training and starting to learn so I really need the practice and to get my business going! [REWARD] You are going to get to try the most incredible Ultra-Premium Swiss products and the workshop is a ton of fun also- I'll have a mimosa waiting for you! Plus I just really appreciate your support. Can you make it on Saturday?"*

#### **If they can't come to your 1st workshop, say:**

*"No problem, I knew not everyone could make Saturday so I'm having a back-up date on Tuesday night at 6 pm, would that work better for you?"*

#### **If still a conflict, book for a 1on1 consultation like this:**

"Ok, here's what would work the best I think- I also need to get trained on how to do 1on1 consultations. Can we book one of those and then you'll get your own private workshop and help me learn?"

**Same bullets: help, why timeframe and reward work perfect when asking someone to host their own workshop:**

"Hi Jan, this is Laura calling, do you have a quick minute? Great!! I really need your help to fire my boss/see what my kids look like/rescue my husband from the evil empire [WHY].

You are probably wondering how you can help me do this.

As you know, my hours at work have become unbearable and I don't even remember what my kids look like any more! I realized if I wanted things to change I needed to do something, so I decided to start my own ho-based business with Arbonne. Are you familiar with it? Arbonne makes the best Ultra Premium anti-aging products on the market. I love the products and I'm so excited about the business.

This is where you come in [HELP/FAVOR]. To complete the initial part of my training, I need to have 3 more workshops or get-togethers scheduled. Because you are so much fun, I wanted you to be one of my hosts. In exchange for your help, [REWARD] you will be eligible to earn up to an 80% off shopping spree and some free products.

Would this week or next week work for you to invite some friends over for a fun, pampering girls night out?" [TIMEFRAME]

**These bullets can match anything you want in your business!! For example, what if you are not new anymore but you are going for winning a trip or promoting to the next level? Here is another example:**

"Hey Mary, I don't know if you've heard, but I am in the middle of qualifying for District Manager with Arbonne. This is just 2 steps away from earning my Mercedes Benz! I'm doing Arbonne because I am tired of working for other people for less than what I am worth! I also want to have another baby and I don't want to have both of my kids in full time daycare. So where you come in Mary is if you would just help me out and have a little get together with some of your friends- a Swiss skin care workshop so that I can come pamper and show these amazing Ultra-Premium products. In the month of October is when I'm finishing the promotion so I need to have 2 each week to hit my goals. I will reward you with lots of free products from Arbonne! What day typically works better for you, Wednesday or Friday?"

"Hey Mary, I don't know if you've heard, but I am working towards my Mercedes Benz with Arbonne and I'm calling because I could really use your help, just a 1-time favor. I'm doing Arbonne because I hate having to tell my son that we can't afford things when he asks for them! I want to have more time to spend with him and not be tired from working all the time. Once I build my business just a little bit more, I'm going to be able to say goodbye to my boss! So where you come in Mary is if you would just help me out and have a little get together with some of your friends- a Swiss skin care workshop so that I can come pamper and show these amazing Ultra-Premium products. In the month

of October I need to have 2 each week to hit my goals and stay on track. I will reward you with lots of free products from Arbonne! What day typically works better for you, Thursday or Saturday?"

### **Keeping Your calendar Full After You Have Launched**

"Hi Sandra, it's Kirsten calling, do you have a second? Great! Listen, I could really use your help. I want to fire my boss. [YOUR WHY] You are probably wondering where you fit into this equation. Well, as you know I have a business with Arbonne and have decided to really ramp it up. In order to do so, I need to meet more people to share the Arbonne story and products with. I thought about you because I know you are so involved in different aspects of the community. It would mean the world to me if you would consider hosting a fun girls night out for a few of your friends. It's a great time to relax with friends and get pampered with Ultra Premium Swiss Anti-Aging products. In return [REWARD] I will spoil you with some free products and an 80% Arbonne shopping spree. And, I promise you and your friends will have fun, will learn something and have no pressure from me. Can we get a date on the calendar and a date to plan your get together? " [TIMEFRAME]