

“IS ARBONNE FOR YOU?” Outline and Script

Six Components/Steps to “SHARING THE ARBONNE STORY”:

- 1) Your “I” story,
- 2) Arbonne Advantage,
- 3) Income Opportunity,
- 4) Product Experience,
- 5) 3 Ways to Win,
- 6) **ASK** and schedule the next appointment.

1st get to know them a little bit

How do you know (inviting consultant, referral)? What do you do for a living? You must love that? Does your family live here in (city), too? What has your previous exposure to Arbonne been?

Step 1 – Your “I” Story (keep this brief)

- Who introduced you to Arbonne?
- Your background? Job, married, children, where you live (relate to prospect)
- Your reservations/hesitations for getting involved?
- Why you jumped in?
- Where you’re going – what’s Arbonne going to do for you?

Example: I started my Arbonne business about 18 months ago. I’m also an Accountant. I’m a partner with a major US Accounting firm. I love my day job but working 40-60 hours per week and juggling my family was becoming rather stressful to say the least. I’ve worked hard and have been successful in my career, but I found myself “time” poor. What I really wanted was to be present in my family's life. I wanted to be there for them when they needed me. I saw Arbonne as the vehicle to allow me to do that. I realized that if I could fit Arbonne into the nooks and crannies of my life, then I could create a network of client and consultants, to the point where it would then allow me to scale back on my “full-time work”, go part-time (without affecting my bank balance) and then, ultimately, I’d have the best of both worlds. That’s what I did and my goal is now to replace my corporate income with Arbonne and be fully present in my family's life. What you’re about to hear is why I was compelled to jump into this amazing business.

Step 2 – Arbonne Advantage (paint the vision of what you’re a part of)

OUR COMPANY

Arbonne was founded over 30 years ago by Norwegian Entrepreneur Petter Morck. He was passionate to develop a product and income Opportunity for the ordinary person to have an extraordinary life using and sharing the very best in Swiss formulated products coupled with an unparalleled income opportunity and compensation plan. We have a luxurious Swiss heritage: the products are all Prestige Swiss formulations, as I’m sure you’ll recognize anything Swiss, whether its watches, chocolate or skin care its revered across the globe for it’s excellent quality.

We offer products in 6 different industries; anti-aging, nutrition, personal care, cosmetics, weight loss and aromatherapy... we target all age demographics. We're simply re-directing money we're already spending to a new location and I want to help show you how I've turned our household expenses into an income. All Arbonne products are consumable on a daily basis. This means that when they run out, people need to re-order them. They're also products that we must have and can't live without. So when looking at an opportunity to create income, the consumability of a product is a crucial factor. We're all using these types of products every single day; think of all the things you currently buy for yourself and your family that are personal care products...

When asking about products they use every day, you can show them the "Arbonize Your Home" document in the Business Builder Binder.

ASK GOOD QUESTIONS: Do you know anyone who's been involved w/ Network Marketing? How about successful in network marketing?

WHY NETWORK MARKETING?

No employees, warehousing, inventory, accounting, retail space, shipping, accounts payable, manufacturing or special equipment! All making this an invisible business – the perfect business – limited start up costs with flexibility and the potential to very large residual income.

We simply help distribute product from point A to point B, and are paid a commission by doing so. We are also paid an override bonus by helping other people develop their own network of online shoppers. Instead of super-models being paid to advertise, folks who actually use the product are compensated for being the word of mouth advertiser.

WHO'S IN NETWORK MARKETING? BIG PLAYERS: Warren, Robert and Paul

Did you know since 2002, legendary investor **Warren Buffet**, the owner of Berkshire Hathaway, one of the most conservative investors in the history of the world and certainly one of, if not THE, most successful investor in the world, has been buying up/investing in Network Marketing companies. He now owns 7. He has gone on record to say that his best investment to date is one of his Network Marketing companies. Now he hasn't invested in Arbonne because we're privately owned and not publicly traded.

Robert Kiyosaki, multi-millionaire author and businessman says while poor people look for a secure job, rich people are building networks. He has recently produced a book and audio called the business of the 21st century, where he talks about this industry being the business model of the future. Companies can't afford overhead, wages, sick and vacation pay. This is an invisible profit system that we can build alongside everything else we are doing.

And Nobel prize winning economist, **Paul Zane Pilzer** says this is the No1 opportunity for people wanting to build real wealth...he has stated that 5 million new millionaires will be created through this convergence of trends between the health and wellness revolution and network marketing. Even if millionaire status isn't currently on your radar, imagine what our economy would be like if we helped others bring in an extra \$500 a month by helping others to redirect their spending to Arbonne.

I had to ask myself who I was going to take advice from? My friend who tried something like that and it didn't work or maybe actually just had an opinion with never being involved? Or financial experts and successful Arbonne leaders who are willing to teach me how this does work.

WHY ARBONNE WORKS? Stop. Start. Teach.

TIMING AND TRENDS

The "Baby Boom" generation is reaching retirement age. This group contributes to around 65% of the economy. They want to look younger, feel younger and are interested in preventative measures, but also looking for another source of income. Generation X-ers: interested in organic and natural health methods. Generation Y: looking for ownership. Arbonne's target market is expanding from a product and business standpoint. The entire Market will be worth \$1.5 trillion by 2015 (Source: Jaywalkers, Hoover, Merrill Lynch)

Step 4 - INCOME OPPORTUNITY

We're not just selling lipstick, we're selling solutions. We're building a billion dollar company from our lap top computer. Here are our levels of management and the average income at each. What's great is anybody can move from consultant to NVP; there are no limitations; whether you have your ph.d or your g.e.d, are a male or female, 18 years old or 80 years old. Most VP's had very little sales experience prior to starting their Arbonne business.

ASK GOOD QUESTIONS: Hypothetically, if we could show you how to earn one of these income levels, which one would intrigue you?

Still hypothetically, how many hours/week would you be willing to spend to create that additional income stream?

PRODUCTS

What makes Arbonne different? Free of gluten, mineral oil, fragrance, animal by-products, etc....

Our products are very much ahead of their time and with cutting edge formulations. We find that products tend to fall into 3 grades.

1) **Economy** (supermarket, chemists, beauty wholesale and some direct selling brands)

2) **Premium** (Dept Store, Spa, Salon & Cosmetic Surgeons)

3) **Swiss Premium/Prestige** (choice of the ultra wealthy)

Arbonne is a prestige brand with a price point at the lower end department store prices. We're able to do this because we aren't paying warehouse, retailers, advertisers, as mentioned earlier.

DREAM TEAM

Dr. Peter Matravers and Dr. Pierre Bottiglieri

PEOPLE BUY RESULTS – in addition, Arbonne allows a 45-day money back guarantee trial period.

BUSINESS IN A BAG

The reason for success is in our system. The system is duplication and the reach out method I'll focus on now is using the flagship skincare RE9 Advanced and the Arbonne Essentials (Fit Kit). We show people how they can take an expense and turn it into an income by sharing the concept with others then allowing them to try product. We have a blue print that we plug into. I didn't need to come up with a business plan, take out a loan or be inventive or creative. All I needed to do was follow the system. So if you knew there was a proven system for success that you could plug into, doing it the amount of consistent hours a week you felt you could give to it, and that over time you could create another income stream made up of right now money and long term residual or passive income, would you be willing to take a closer look? Great. I can get you more information, but I would like for you to begin by trying our flagship product lines. (walk through demo sets)

Step 5 - 3 WAYS TO WIN!

What I love the most is that we're simply in the information business. I share information and each individual can select which choice fits them the best --- shopping at retail, re-directing spending at a discount and saving, or turning expenses into income and earning.

ASK GOOD QUESTIONS: Out of curiosity, tell me what you're thinking so I best know how to serve you at this point. 1- I don't want to hear the word Arbonne ever again, 3- your products and discount shopping are speaking to me, 5- I absolutely get what you're saying with this income opportunity – I'm ready to start my Arbonne business.

Step 6 - SET UP FOLLOW UP APPT IN 2-3 DAYS!!! (Most important step!) You control your calendar.

Example: Let's schedule a time so I can pick my "employees" back up from you and learn more about what surprised you the most. How about Tuesday or Wednesday?