**RE9 SALES TRAINING: GTC 2017 (KIRSTEN COSTELLO)**

WE NOW HAVE MORE REASONS TO REACH OUT TO NEW & EXISTING CLIENTS OR EVEN THOSE PEOPLE WHO FOR SOME REASON WEREN’T ABLE TO USE THE OLD FORMULATION.

MY PURPOSE HERE IS TO WALK YOU THRU THE BASICS OF PRESENTING THIS SYSTEM WITH ALL THE LATEST ADVANCEMENTS AT YOUR DEMOS WHETHER IN PERSON OR ONLINE

**HERE’S JUST A FEW** TIPS IN THE PRODUCT PORTION OF YOUR PRESENTATION:

1. BEFORE DIVING INTO TALKING ABOUT EACH INDIVIDUAL PRODUCT... SHARE KEY BENEFITS OF WHAT THE ENTIRE RE9 SYSTEM IS DESIGNED TO DO AS WELL AS WHAT MAKES IT SO UNIQUE!

2. ANOTHER IMPORTANT TIP…ALWAYS TALK IN SYSTEMS & SETS…. EXPLAIN WHY IT’S IMPORTANT TO USE THE ENTIRE SYSTEM & HOW THEY CAN GET THEM AT SPECIAL SET PRICES.

3. FOR EACH PRODUCT…SHARE A FEW KEY FACTS & ONE LOVE…YOUR PERSONAL TESTIMONY GOES A LONG WAY.

REMEMBER: FACTS TELL…STORIES SELL!

[START BY SHARING A FACT IN THE FORM OF A QUESTION TO GET THEM THINKING ABOUT THE IMPORTANCE OF WHAT THEY’RE PUTTING ON THEIR SKIN.

THEN SHARE YOUR PERSONAL TESTIMONY]

I START BY SAYING…

*FACT: Your skin is one of your body’s largest organs, so isn’t it important to use pure, safe products that deliver essential benefits as well as help us to minimize the appearance of the visible signs of aging?*

*That is what this system is designed to do!*

*This is the skincare SYSTEM that got me hooked to Arbonne!!*

*BEFORE I started using this SYSTEM, I had adult acne along with very dry, sensitive skin. NOW RE9 isn’t AN acne LINE, although Arbonne has that too. What I didn’t realize was that my skin was lacking the right products and care, so as soon as I started using this SYSTEM, my skin IMMEDIATELY felt ultra-hydrated and had a much healthier-looking glow!!*

*NOW…. INTRODUCING ….THE GOLD STANDARD IN anti-aging SKINCARE… NEW & IMPROVED RE9 ADVANCED!*

*This is a comprehensive anti-aging skincare system that addresses the specific needs of aging skin.*

When used consistently as a twice-daily skincare regimen, the

products

* Helps improve the appearance of firmness, elasticity and tone.
* Minimizes the appearance of fine lines and wrinkles
* Significantly improves hydration, helping your skin look visibly rejuvenated & more youthful.

*GOLD STANDARD INGREDIENTS means you’re getting products*

*Formulated* with innovative botanical stem cell technology along with algae extract, peptides and Botanicals.

* Botanical stem cells are obtained from oranges, which help improve the appearance of skin radiance, elasticity, firmness and texture
* Botanically based moisturizers support the delicate skin barrier by increasing hydration.
* *THIS SYSTEM IS GOOD FOR ALL SKIN TYPES…DRY, COMBO, OILY, SENSITIVE, YOUNG…NOT SO YOUNG SKIN ; )*
* *CLINICALLY-TESTED RESULTS*
* *THERE’S ONLY 5 STEPS…WILL TAKE LESS THAN 2 MINS MORNING & NIGHT ROUTINE. TRUST ME…WHEN YOU SEE & FEEL THE DIFFERENCE…YOU’LL MAKE THE TIME FOR IT!*
* *WE HAVE SPECIAL SET PRICING TO GIVE YOU THE BEST RESULTS & HONESTLY THE BEST VALUE FOR YOUR BUCK!*

[Details on specific BENEFITS & INGREDIENTS FOR each product can be found in the Re9 Focus Guide as well as in the Meet the Product Sheets on The Source]

SAMPLE OF DEMO….

NOW…LET’S TRY THESE PRODUCTS FIRSTHAND…

I will pass each product around for you to test on the back of one hand….so pick a hand you want to use.

*#1 FIRST YOU MUST START WITH CLEAN FRESH SKIN…*

*You’ll notice that the name of each product pretty much explains what the purpose is for each step.*

**STEP 1 RE9 SMOOTHING FACIAL CLEANSER:**

* *Creamy Moisture-rich cleanser with botanical extracts thoroughly cleans & hydrates your skin without stripping it of essential hydration.*
* *I LOVE it because it cleans without leaving your skin feeling tight or dry.*

STEP 2 RE9 REGENERATING TONER:

* This is actually a really important step that most people skip.
* Non-drying, alcohol-free mist that REFRESHES your skin and PREPARES it for the NEXT STEP in the skincare regimen
* After cleanser…you simply spray directly on your face and let dry.
* I LOVE it because…it’s a nice mist for your face that feels so refreshing!

STEP 3 RE9 INTENSIVE RENEWAL SERUM:

* THIS IS THE “HERO” PRODUCT OF THIS SYSTEM!
* THIS IS WHAT GIVES YOUR SKIN THAT HEALTHY-LOOKING GLOW
* Contains a BLEND OF ANTIOXIDANTS, ESSENTIAL BOTANICALS & POWERFUL PEPTIDES that VISIBLY gives skin a FIRMER more LIFTED appearance
* IT ALSO WORKS TO DIMINISH appearance of FINE LINES
* I LOVE IT BECAUSE…It glides on nicely, and definitely makes my skin feel SOFTER & FIRMER.
* The results are further enhanced when I use the Serum with my Genius Ultra DEVICE.

STEP 4 RE9 CORRECTIVE EYE CREAM:

* The skin around your eye area is very delicate.
* It tends to lose moisture the fastest.
* This contains a UNIQUE BLEND OF BOTANICALS keeps the area HYDRATED as well as DECREASES the appearance of fine lines, puffiness & dark circles.
* Apply ½ pump to orbital area around the eye.
* I LOVE it because…. It’s lightweight & I noticed smoother, firmer looking skin around my eyes almost immediately!
* **ALTERNATIVELY**: there’s RE9 Advanced Lifting and Contouring Eye Cream…THIS IS FOR advanced signs of aging.
* Using the GENIUS ULTRA DEVICE with either eye creams helps apply the products more evenly all around the eye area for the best results.

STEPS 5: MOISTURIZE - SO WE CLEANED, PREPPED, ADDEDD ESSENTIAL BOTANICALS & ANTIOXIDANTS W/ THE SERUM…NOW WE NEED TO MOISTURIZE & PROTECT!

DAY USE:

RE9 RESTORATIVE CREAM in regular or extra moisture WITH broad spectrum SPF 20 Sunscreen

OR Restorative Cream without SPF

* During the Day we need hydration & protection with SPF!
* Multi-purpose formula that provide critical moisture to the skin to hydrate, smooth & firm skin’s appearance
* Includes a blend of hydrating botanicals to support a long-lasting moisture barrier, as well as reduces the appearance of fine lines & wrinkles
* Broad Spectrum SPF formulas minimize the risk of any further sun damage, if used as directed with other sun protection measures.
* I LOVE IT because…it’s lightweight yet my skin feels super hydrated throughout the day.
* In addition, there’s **RE9 Advanced Lifting and Contouring Cream** Broad Spectrum SPF 15 Sunscreen to help hydrate for more advanced signs of aging such as sagging, loss of contour and deeper wrinkles.
* Restorative Cream formula WITHOUT SPF - for anyone for needs that option.
* For example, when you go out at night and don’t need SPF protection.
* You choose the daytime formula that best meets your needs

NIGHTTIME: RE9 NIGHT REPAIR CREAM

At night is when your skin is naturally repairing itself.

* It’s important to use a Night cream that goes to work to Restore moisture while you sleep
* This Night Repair Cream does exactly what it says…It’s formulated with an ULTRA-HYDRATING BLEND OF BOTANICALS and KEY INGREDIENTS that go to work to help deliver more FIRMER & YOUTHFUL-looking skin…..ALL while you SLEEP!!
* I LOVE it because I wake up with softer, creamier, glowing skin!

CLINICAL RESULTS: Arbonne put this collection to the test with clinical trials and here are the results. [SLIDE]

“I knew just by using this SYSTEM how it changed the look & feel of my skin, but it’s nice to have clinical data to back up the results I was already experiencing.”

* DEPENDING ON YOUR USE…IT WILL LAST ON AVERAGE OF 2MONTHS
* IT’S IMPORTANT TO UNDERSTAND THAT IT TAKES APPROX. 30 DAYS TO COMPLETE A CYCLE OF SKIN RENEWAL SO USING A SKINCARE LINE LIKE THIS EXCLUSIVELY FOR ATLEAST 30 DAYS W/O MIXING WITH OTHER PRODUCTS, WILL GIVE THE BEST RESULTS.
* SPECIAL SET PRICES OFFERED AT 40-50% OFF WITH OUR CUSTOMIZABLE ASVPS
* ARBONNE’S 45-DAY MONEY BACK GUARANTEE...ALLOWS YOU TO EXPERIENCE IT FOR YOURSELF WITHOUT WORRY.

ARBONNE INTELLIGENCE GENIUS ULTRA!!!!

IF YOU REALLY WANT TO SPEED UP THE RESULTS EVEN MORE…HERE’S THE LATEST IN SKINCARE DEVICES.

[At this point, in the demo, I would normally go into explaining the What, Why & How to use the Genius Ultra and why it’s SO Key in getting even better results from Arbonne skincare.]

IN ADDITION…WE HAVE THE

RE9 CELLULAR RENEWAL MASK: THIS IS ONE OF MY FAVORITE MASKS!!

* Contains Alpha- & Beta Hydroxy acid as well as Pineapple and papaya extracts that goes to work to exfoliate & slough off dead cells to reveal fresher, smoother-looking skin
* Apply thin layer after cleansing 1-2 x week for 5 mins

I LOVE it…. BECAUSE AFTER JUST 5 MINS I’m left with SUPER SOFT DEWY LOOKING SKIN.

**CLOSE…HERE’S A SAMPLE OF HOW TO CLOSE THE SALE…**

**[TIP:** GO INTO MY DEMOS WITH THE MINDSET THAT PEOPLE ARE LOOKING FOR WHAT I HAVE TO OFFER WHETHER IT’S WITH THE PRODUCTS OR BUSINESS….THEY WILL LOVE WHAT I HAVE TO SHARE & WILL BUY!

I DON’T USE THE WORDS…”NO PRESSURE TO BUY”

INSTEAD SAY, “WHAT ARE YOU MOST INTERESTED IN?”

ALWAYS ASSUME THE SALE!!]

**HERE’S HOW YOU CAN ENJOY THESE PRODUCTS AT THE BEST DEALS!**

**1.BECOME A CLIENT...SHOP AT RETAIL PRICE W/ A 45 DAY MONEY BACK GUARANTEE AND GREAT CUST. SERVICE.**

**2.BECOME A PREFERRED CLIENT…**

**HERE’S A CHANCE TO ENJOY THESE PRODUCTS AT 20-40% OFF PLUS EARN REWARDS SUCH AS FREE SHIPPING AND PRODUCT VOUCHERS”**

**NO STRINGS ATTACHED- “I’m a ‘what’s- the-catch-kind-of-person.”**

**NO MONTHLY MINIMUM**

**NO AUTOSHIP UNLESS YOU CHOOSE TO HAVE IT**

**$20 ONE TIME FEE allows you to order your products for 12 months at 20-40% off**

**[PASS AROUND PC BENEFIT FLYER W/ ASVP PKGS] [SLIDE]**

**3. BECOME A CONSULTANT...BEST DEAL!!**

**$79 ALLOWS YOU TO ORDER YOUR PRODUCTS 35-50% OFF**

**PLUS...YOU GET COMPENSATED FOR SELLING THE PRODUCTS.**

**[CIRCLE BACK TO YOUR WHY -you chose to be a Cons. –**

**I decided to become a CONSULTANT because:**

**1. I wanted the biggest discount**

**2. I knew I would share these PRODUCTS with my family & friends so why not get compensated for it.**

**3. After seeing the breakdown of the compensation...I thought “WOW! what do I have to lose…**

**[Pass around a laminated comp plan breakdown] [SLIDE]**

**“If you’re curious to see what the averages per level one can earn, here’s a breakdown.”**

**“PERSONALLY I WAS BLOWN AWAY BY THESE AVERAGES AND AFTER MEETING PEOPLE WHO HAD ACHIEVED EACH LEVEL, I DECIDED TO JUMP IN!**

**TURNS OUT...IT WAS THE BEST DECISION I COULD HAVE EVER MADE THAT HAS GIVEN ME & MY FAMILY CHOICES WITH BOTH MORE TIME & MORE FINANCIAL PEACE.**

**IF YOU OR SOMEONE YOU KNOW WOULD LIKE TO KNOW MORE, I’M HAPPY TO TALK TO YOU AFTER TO ANSWER YOUR QUESTIONS.”**

**NOW IS THE FUN PART….TIME TO SHOP!**

**[ALWAYS GOOD TO DIRECT PEOPLE ON WHAT TO EXPECT NEXT]**

**CREATE A BUZZ NOW!!**

HERE’S YOUR CHANCE TO REACH OUT TO EVERYONE AND SAY…

”HEY! I’M SO EXCITED…ARBONNE RE-FORMULATED THE RE9 SKINCARE TO MAKE IT EVEN BETTER. IF YOU LOVED THE OLD RE9…YOU’RE GOING TO LOVE THIS EVEN MORE!

I’D LOVE TO SHARE IT WITH YOU AND YOUR FRIENDS…I’LL EVEN GIVE YOU ONE FREE PRODUCT FROM THE SET JUST BY GATHERING 3-4 PEOPLE AROUND YOUR KITCHEN TABLE!”