



The REsults Approach

A GUIDE FOR IMPLEMENTING AND TRACKING YOUR WAY TO SUCCESS

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The Results Approach Method:

“TRY IT, YOU’LL LIKE IT!”—ONE-TO-ONE PRESENTATION

USING FULL-SIZE TESTER SETS OF THE RE9 ADVANCED LINE FOR FACE.*

The RESULTS APPROACH is a fantastic way to build your Arbonne business. It can be used as the primary way to build your business or as a means to fill in the gaps between group presentations. It’s great for very busy people with limited time in their schedule who also have a desire to build a long-term residual income or “Plan B.” This approach is very attractive to business professionals—both men and women in all walks of life—doctors, lawyers, rocket scientists, nutritionists, etc. It’s also great for busy moms and those who are retired. It’s a system that works well for everyone!

When you are talking with a prospect about Arbonne, you’ll want to mention all of the ways we build a successful business and then find out which method(s) meet their needs (group presentations, 1-2-1 presentations with sample sets or sample packs). The goal is to find out what works best for them so they can see themselves doing it, having fun and achieving great success. Help them to create a picture where they can see Arbonne equaling their dreams becoming a reality.

Who is a “Qualified” Prospect for your sample sets? Give your tester sets to people you think would appreciate quality products and who care about the way they look. Be discerning about who gets a set from you. Use the list of names you made to start your business – family, friends, and associates – as your starting point. As you build your pipeline with referrals and “qualified” prospects you meet in your daily life, you will find that your sets (otherwise known as “employees”) are out working for you all the time! Make it a goal to get at least 2 out to new prospects each week. This will build an AMAZING business for you!

BE INTENTIONAL

“What does it mean to be intentional? It means working with purpose—making every action count. It’s about focusing on doing the right things, moment to moment, day to day, and then following through with them in a consistent way.”

– John Maxwell from his book, “The 17 Essential Qualities of a Team Player.”

*You could also use the steps from this method for FC5 sets, SeaSource Detox Spa sets or Fit Kits.

A BRIEF EXPLANATION OF “TELL & DROP” AND “DROP & TELL” METHODS.

Option # 1–“Tell & Drop.” (Meet for 20-45 minutes. Use the flipchart to share information about Arbonne. Leave them with a full-size set of products to try. Set a date to meet again in 3 days to close the sale.)

Option #2–“Drop & Tell.” (Meet for just 3-5 minutes to drop off a full-size set of products and briefly explain how to use it. Set an appointment in 3 days to meet for a few minutes to tell them about Arbonne using the flipchart and close the sale.) This appointment will typically last 20-45 minutes depending on the prospects level of interest.

Why is “Tell & Drop” the first choice? Because when you tell them what makes our products special, they are MUCH more likely to try them, appreciate them and then purchase them! By the time you meet for the pickup appointment, much of the time, they have already decided which products they cannot live without and are ready to purchase them! It is not uncommon to hear, “You know you’re not getting these products back, right?” Or, “Do I have to give these products back to you?”

It has also given them time to think about the business model they’ve just witnessed. They start to realize how easy it is to meet someone for coffee, use the tools you used to present to them and leave someone with a tester set to try. They begin to see themselves doing the same thing you are doing.

In the “Tell & Drop” or “Drop & Tell”, it is also very important, if at all possible, to bring a team member with you when you are doing the “tell” portion of your presentation, especially if you are new to Arbonne. Bring your upline or sponsor. Why? Two reasons: First, they have more experience answering questions about the product and business; they will actually do the presentation for you so you can learn from them. This is called “earn while you learn.” You get to observe, learn the verbiage, learn how to answer the most common questions, and benefit by observing the way an experienced Arbonne consultant relates to your prospect. Second, your prospect gets to experience what it is like to work as a team in Arbonne. If they decide to join you in Arbonne, they will get this same kind of help and support. It is very reassuring to know that they are “in business for themselves but not by themselves.

Getting the Appointment

SAMPLE VERBIAGE FOR “TELL & DROP”

A

“Mary, I have discovered a fabulous line of ultra-premium Swiss, anti-aging skin care made from botanicals. I really love these products and I am so excited about it that I’ve decided to build a business with the company as an independent marketing consultant! As a *personal favor to me*, would you be OPEN to trying them for 3-4 days?

If yes:

- “Great! Let’s get together for a few minutes over coffee and I’ll tell you a bit more about the products and bring some samples for you to try.”
- “How does _____ or _____ work for you?”
- “Great! I’ll see you then!”
- “Thanks so much Mary! I’m excited for you to try these products! I think you’re going to love them as much as I do!”

B

“Mary, I have discovered a fabulous line of ultra-premium Swiss, anti-aging skin care. I really love these products and I am so excited about it that I’ve decided to build a business with the company as an independent marketing consultant! I would be *honored* if you would take a look at these products for me. Are you OPEN to trying them for 3-4 days?

If yes

- “Great! Let’s get together for a few minutes over coffee and I’ll tell you a bit more about the products and bring some samples for you to try.”
- “How does _____ or _____ work for you?”
- “Great! I’ll see you then!”
- “Thanks so much Mary! I’m excited for you to try these products!”




“Hi Dana, this is Phoebe calling – do you have a minute?” (pause) “We talked recently about how you were concerned about your hours being cut back at work (or how you wanted to reduce the stress your husband is feeling in his work, the possibility of layoffs at your work). I don’t know if this would be fit for you or not, but I have found something I am very excited about it. I feel really good about it and I really think it could be the answer for me and possibly many others. You are someone I have always admired because you have such determination when you put your mind to something. I just got started in a home-based business and am looking for someone to partner with. You were the first person I thought of because you are _____. I would love to get together for a few minutes to chat. What works better for you, next Tuesday or Thursday morning?”



“Hi Mary, this is Dana. Do you have a quick minute?” (Pause) “Great! The reason I’m calling is I wanted to get together with you over coffee and tell you more about my new business with Arbonne. I know it might not be a fit for you but I just want to share with you what I know. If it’s not a fit, that’s okay. I just want you to know that it will not affect our friendship. Can you meet for coffee next week on ____ or _____?”

SAMPLE VERBIAGE FOR “DROP & TELL”

A

“Mary, I have discovered a fabulous line of ultra-premium Swiss, anti-aging skin care made from botanicals. I really love these products and I am so excited about it that I’ve decided to build a business with the company as an independent marketing consultant! I would appreciate your feedback on the products because I really value your opinion. Are you OPEN to trying them for free for 3-4 days and then meeting with me to let me know your opinion?”

If yes

- “Great! I can pop by your home or work to quickly drop them off? What works best for you?” (set time).
- “Let’s set our date to meet for a few minutes a few days after you’ve tried them. How does _____ or _____ work for you? We can meet over coffee or tea if you would like.”
- “Great! I’ll see you then!”
- “Thanks so much Mary! I’m excited for you to try these products! I think you’re going to love them as much as I do!”

Dr:

“John, this gold bag represents a golden opportunity for an incredible income stream. Would you give the products a try first and we can set an appointment so I can give you a brief explanation of why the products and business are working so well for people?”

- Great! The way this works is I lend you my tester products set for 3 days to try in the privacy of your own home. Then, you and I can meet for a few minutes a couple days later. Sound good?”

Dr:

“I give tester sets to select people to survey our unique products. You’ll use it for 2-3 days and I’ll come back to see what you think and get your opinion.” Ask them about their skin type to determine what to give them (FC5 or RE9 or, if they don’t want to try facial products, suggest the spa products or fitness products).

A large, stylized blue letter 'B' graphic, positioned on the left side of the page, partially overlapping the light blue background area.

“Mary, I have discovered a fabulous line of ultra-premium Swiss, anti-aging skin care made from botanicals. I really love these products and I am so excited about it that I’ve decided to build a business with the company as an independent marketing consultant! I would love for you to try these products for 3-4 days and see what results you get. Then, I’d recommend we set up an appointment to get together and talk some more. Is that fair?”

If yes:

- “Great! I can pop by your home or work to quickly drop them off? What works best for you?” (set time).
- “Let’s set our date to meet for a few minutes a few days after you’ve tried them. How does _____ or _____ work for you? We can meet over coffee or tea if you would like.”
- “Great! I’ll see you then!”
- “Thanks so much Mary! I’m excited for you to try these products! I think you’re going to love them like I do!”

Note:

If they ask the price you might say:

“At our follow up appointment, I can explain how to buy the products at a discount directly from the company online if it turns out you like them. They are comparable or even less, than department store brands and what really sets them apart is the RESULTS you get! I was surprised how affordable they are! My goal is to get your opinion because I really value what you have to say.”

6 Steps to getting a "Yes"

USING THE "TELL & DROP" METHOD

1. YOUR "WHY" & YOUR BELIEFS

It all starts here! What is your "Why?" Write it down! Be prepared to briefly tell your story—why you chose to start an Arbonne business and how it will make, or already has made, a difference in your life.

Build your belief system. Build a strong belief in the products, the company, the industry and yourself. Consistently work to build your confidence in these areas. Your success will always depend on your beliefs. You must believe it, before you can see it! Arbonne is redefining the future and changing lives. Believe it!

Try It, Before You Buy It...

2. THE "TELL & DROP"

A 20-45 minute meeting with someone to first tell them about Arbonne and then leave them with a set. What you say and do at the Drop Off will largely determine your success at the Pickup. You must be clear about your intentions, and serious about your business. If you are too casual and light, people will not take you – or your business – seriously.

"...I'd like to share a little about the Arbonne products with you, and why we're different. I'll share a little about our business opportunity too. It may, or may not, be a fit for you; but, you may know someone that could use some extra money...or someone with big dreams. Is that okay?"

At this point, you have clearly stated what you are going to do and asked for their permission to do so. You have indicated that it may not be a fit for them, which takes the pressure off and puts them at ease. By humbling yourself and asking permission to do your job, you set a comfortable, non-threatening environment. Of course, be humble AND confident. Remember, your belief system will determine your success!

3. SHARE ARBONNE – BUSINESS & PRODUCTS! ("TELL")

- Share your "why"
- Tell them you'll be using a simple flip chart to share information about the products & company. Tell them, "It keeps me on track so I share the most important information with you and it helps me to honor your valuable time. Is that okay?" (Practice it. Get it down. 10 minutes max!)
- Stop your flip chart presentation at the "3 Ways to Win With Arbonne" page. This is where you will start when you do your pickup appointment.
- Explain to them that you are having them try our flagship product, our Anti-aging Re9 Advanced line. Ask them, "Will you promise me you'll use it?" (Let them answer.) "Please use them exclusively. Put your current products aside."

- Say a few brief things about the set ...“It’s highly concentrated, you only need a little... This feels great on your skin ... “ Explain that you have put multiple spatulas in the bottom of the gold bag for them to use in any container that is not a pump top. Use it once and throw it away. “It’s like chips at a picnic. NO DOUBLE DIPPING!” **
- Set the pickup date: “When I pick it up, I’ll need a few minutes of your time to ask some questions. Is that okay?” If they cannot commit to giving you the time, DON’T GIVE THEM THE PRODUCTS! Ask what time & day works best by giving choices ... day or evening ... Thursday or Friday. Write it down in front of them so they know you are setting an appointment in your calendar. This is your business!
- “I may give you a call tomorrow in case you have any questions.” This sets up a follow-up call the next day to confirm that they are using it, and to confirm your pickup appointment. It also shows, once again, that you are a good business person.
- Key “Tell & Drop” Steps in a Nutshell:
 - a. Be friendly, enthusiastic, professional and businesslike.
 - b. Don’t say too much. Stick to the flip chart as much as possible.
 - c. DO NOT leave them with a catalog.
 - d. You want them to try your product & get their opinion.
 - e. Set a firm pick up appointment - day & time – and let them know you need about 20 minutes when you meet to pick it up.
 - f. Have them promise to use it exclusively!
 - g. Tell them you’ll follow-up tomorrow.
 - h. Remind them to bring the tester kit back with them to your next appointment.

4. THE PICKUP... (3-4 DAYS AFTER THE “TELL & DROP”)

- Upon arrival, spend no more than about 5 minutes of “hello’s” and light talk. Ask them, “Tell me the good news. What was your favorite product?”

5. ASK QUESTIONS

Open to the 3 Ways to Win with Arbonne page of the flip chart, & ask them, “Now that you’ve tried the products and learned about our company, products and what we do, where do you see yourself? #1 - A client, #2 – a Preferred Client or #3 - someone who would like to earn extra money and become a Consultant?” (pause and let them answer.)

Then ask “By the way, if I had 4 of these gold totes here on the table, who would YOU give them to?” (pause and wait.) They will say someone. Start writing down and asking questions about the people they mentioned. This may be referrals for you or it may be the beginning of his/her Arbonne business.

6. GETTING STARTED—3 WAYS TO JOIN

Once they have determined if they are a #1, #2 or #3, move to your closing documents: suggested orders & packages based on their interest level.

USING THE “DROP & TELL” METHOD

1. YOUR “WHY” & YOUR BELIEFS

It all starts here! What is your “Why?” Write it down! Be prepared to briefly tell your story - why you chose to start an Arbonne business and how it will, or already has, made a difference in your life.

Build your belief system. Build a strong belief in the products, the company, the industry and yourself. Consistently work to build your confidence in these areas. Your success will always depend on your beliefs. You must believe it, before you can see it! Arbonne is redefining the future and reinventing lives. Believe it!

Try It, Before You Buy It...

2. THE “DROP” (USING THE “DROP & TELL” METHOD)

A quick meeting with someone (5 minutes max) to drop off a set. What you say and do at the Drop Off will largely determine your success at the Pickup. You must be clear about your intentions and serious about your business. If you are too casual and light, people will not take you—or your business—seriously.

- If you haven’t already set the pickup date: “When I pick it up, I’ll need a few minutes of your time to ask some questions and tell you a little more about Arbonne. Is that okay?” If they cannot commit to giving you the time, **DON’T GIVE THEM THE PRODUCTS!** Ask what time & day works best by giving choices ... day or evening ... Thursday or Friday. Write it down in front of them so they know you are setting an appointment in your calendar. This is your business!
- Remember, keep it brief! This is not the time to tell them everything you know. You must ask, “Will you promise me you’ll use it?” (Let them answer.) “Please use them exclusively. Put your current products aside.”
- Say a few brief things about the set ... “It’s highly concentrated, you only need a little... This feels great on your skin ... “ Explain that you have put multiple spatulas in the bottom of the gold bag for them to use in any container that is not a pump top. Use it once and throw it away. “It’s like chips at a picnic. **NO DOUBLE DIPPING!**” **
- “I may give you a call tomorrow in case you have any questions.” This sets up a follow-up call the next day to confirm that they are using it, and to confirm your pickup appointment. It also shows, once again, that you are a good business person.
- Let them know that you will probably bring your sponsor/friend to the pickup appointment since you are “...in training and they can answer all of your questions better than I can right now.”
- Key Drop Off Steps in a Nutshell:
 - a. Be friendly, enthusiastic, professional and businesslike.
 - b. Make it quick. Don’t say too much.
 - c. **DO NOT** leave them with a catalog.
 - d. You want them to try your product & get their opinion.
 - e. Set a firm pick up appointment—day & time—and let them know you need a few minutes of their time when you come to pick it up.
 - f. Have them promise to use it exclusively!
 - g. Tell them you’ll follow-up tomorrow.
 - h. Remind them to bring the tester kit back with them to your next appointment.

3. THE PICKUP... (3-4 DAYS AFTER THE “DROP”)

Upon arrival, spend no more than about 5 minutes of “hello’s” and light talk. Ask them, “Tell me the good news. What was your favorite product?” Then, state your intention. “...I’d like to share a little about the Arbonne products with you, and why we’re different. I’ll share a little about our business opportunity too. It may, or may not, be a fit for you; but, you may know someone that could use some extra money... or someone with big dreams. Is that okay?”

At this point, you have clearly stated what you are going to do and asked for their permission to do so. You have indicated that it may not be a fit for them, which takes the pressure off and puts them at ease. By humbling yourself and asking permission to do your job, you set a comfortable, non-threatening environment. Of course, be humble AND confident. Remember, your belief system will determine your success!

4. SHARE ARBONNE—BUSINESS & PRODUCTS! (“TELL”)

- Share your “why”
- Tell them you’ll be using a simple flip chart to share information about the products & company. Tell them, “It keeps me on track so I share the most important information with you and it helps me to honor your valuable time. Is that okay?” (Practice it. Get it down. 10 minutes max!)

5. ASK QUESTIONS

When you get to the “3 Ways to Win with Arbonne” page of the flip chart, ask them where they see themselves? 1.) Client, 2.) Preferred Client or 3.) Someone who would like to earn extra money and become a consultant? (pause and let them answer.)

Then ask “By the way, if I had 4 of these gold totes here on the table, who would YOU give them to?” (pause and wait.) They will say someone. Start writing down and asking questions about the people they mentioned. This may be referrals for you or may be the beginning of his/her Arbonne business.

6. GETTING STARTED - 3 WAYS TO JOIN

Once they have determined if they are a #1, #2 or #3, move to your closing documents: suggested orders & packages based on their interest level.

Closing the Sale

FOR A PREFERRED CLIENT

Move to the best ways to purchase (UVP, \$325, \$200 order) and help them put together the products they would like. If you have a computer with you, start the sign-up process online and complete their order right then. It will save you lots of time and the order can easily be manipulated to match their wants/needs and budget. If you don't have a computer, have them fill out the Preferred Client Application and write out their order on an order form.

Get referrals! Offer a product gift for 3-5 referrals. Suggest hosting a presentation to get additional items on their wish list.

Be sure and do follow-up calls with PC's—this is VERY IMPORTANT in building residual income! Place a customer service call about 6 business days after processing their order: Did they receive everything? Do they have any questions? Mention the UVP option if they did not take advantage of it in their initial order. Review any monthly specials & the idea of hosting, etc. Go back over the products they currently use and suggest trying something from Arbonne that they did not order. The follow-up call also gives you the chance to build rapport and share the business again. If they are interested in learning more, direct them to your website, a recent opportunity call, product information call or something similar.

FOR A NEW CONSULTANT

Determine their level or commitment. Do they have 4 people they would like to get the Results Set to right away? Can they afford to get 1-4 sets to get their business started? Place their business and personal use order right away to get them started. Build on the excitement you have created at today's appointment.

Get the next team meeting written on their calendar & any other local opportunity meetings. Set a "Dream Team" meeting to introduce their friends to what they are doing, etc. Follow the system on your RVPs/NVPs website and get them plugged into it.

Long Distance Sponsoring: This can be done much the same way as outlined above. Send a variety of sample packets, an Opportunity Packet, the Arbonne Brochure and catalog (marked "Up to 80% Off!"). Proceed as usual over the phone or via Skype. They can follow along using the brochure or flip chart you mailed or emailed to them. Keep it brief! People get easily distracted over the phone. This is also an activity where you will want to include your sponsor/upline.

Preparing Your Tester Sets

- Order 4+ RE9 Advanced systems (Item #8117 or 8109) and 4+ RE9 Gold Totes (Item #967 and disposable spatulas & business aids).
- Order Step-by-Step stickers (Item # 788010800 from 'The Place' online)
- Label and place RE9 Advanced products in gold tote
- Laminate the RE9 Advanced Usage cards (see attached)
- *Night Crème, options for those of you that do not like to use a full-size jar with throw away spatulas in your sample kit:
 - Include Night Crème strip from an RE9 sample strip in gold tote instead. Or, test Night Crème from jar on your guest's hand with disposable spatula at the drop off appointment. Explain to them that you have included a sample of it for sanitary reasons.
- Include your business card inside the gold tote (hint – have your picture on your business card!)
- Thoroughly wipe down product containers with alcohol wipes between each use. Test one pump of each product, smell it and make sure it has not been tampered with between usage
- Never sell tester products
- At your drop-off appointment, have RE9 Advanced sample strips on hand for anyone who would prefer a sample strip (then demonstrate the products on their hand and leave the strip).
- Consider putting a full size Makeup Primer and Instant Lift Gel in your tester kit along with one or two other samples of your favorite things – shampoo/conditioner, body care, etc.
- Have samples of FC5, Men's Products and Spa Products on hand in case the person decides they would like to try those or have someone try those right away.

ADDITIONAL ATTACHMENTS FOR THIS SYSTEM:

- “What is Arbonne?” Flip Chart
- RE9 Advanced Usage Card
- Closing Order Documents
 - Arbonne Order Form (with Retail & Preferred Client prices)
 - Arbonne Price Reference List (Includes Retail, PC, & Consultant price breakdowns)
 - Suggested set orders
 - Arbonne Cost Comparison Sheet

Results Kit Drop Off Tracking Sheet

KIT: _____

SALES GOAL: _____

BUSINESS BUILDERS GOAL: _____

| | NAME | PHONE | ADDRESS | RESULT | DROP DATE | PICK-UP DATE |
|----|---------|--------------|---------------------------|----------------|-----------|--------------|
| 1 | Example | 206-822-8222 | 345 6th St. Seattle 98311 | BB (\$1,000RV) | 10-15 | 10-18 |
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Instructions:

Use this sheet to keep track of your monthly results activity. It is recommended that you use a separate sheet for each tester set (RE9, FC5, Fit Kit, etc).

Make sure to track your success in the results column.