



# Success With Preferred Clients

One of the keys to success with Arbonne is maximizing product sales with your Preferred Clients. It costs a business about 5 to 10 times more to acquire a new customer than to sell to an existing one. The average current, loyal customer spends 67 percent more than a brand new customer.\*



## Two Options for Enrolling New Preferred Clients

**Option 1:** Register as a Preferred Client for \$24 to receive 20% off all product purchases, and earn a free gift, valued at up to \$60 SRP.

**Option 2:** Register as a Preferred Client for \$24 with an initial 250 Qualifying Volume (QV) order, and receive a \$24 instant rebate, as well as a free gift valued at \$60 SRP, along with 20% off all product purchases.

Preferred Clients can also earn Preferred Rewards on every qualifying order of \$150 or more for use on a future qualifying order. Preferred Rewards are earned as follows:

Order SRP*	Preferred Reward
\$150-\$249.99	\$10
\$250-\$349.99	\$20
\$350-\$449.99	\$30
\$450-\$549.99	\$40
\$550+	\$50

This gives you the perfect opportunity to stay in touch and encourage future purchases. To view complete details on the Preferred Advantage Program, visit [arbonne.ca](http://arbonne.ca)

## Enrolling Preferred Clients is just the first step!

### Continue to Earn Their Business

Know your Preferred Clients and understand their individual needs:

- Skin type
- Skincare concerns
- Family needs
- Nutritional needs
- Lifestyle

Understand what they might want from a product:

- Travel-friendly
- Convenience
- Vegan

Identify any potential objections or concerns that would prevent a purchase:

- Product might not work to meet their needs or expectations
- Unsure about texture, consistency, aroma, etc.
- Higher cost than expected

Support any emotions around a purchasing decision.

- Desire to look younger
- Interest in preventing signs of aging
- Preference to use botanically based products
- Desire to live a healthier lifestyle

Knowing and understanding your Preferred Clients can help you present appropriate products in the best way to create interest and generate a buying decision.

\*Inc.com, "10 Ways to Get More Sales From Existing Customers"



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## Maximize Preferred Client Business

- Use the products yourself so you can talk about the results.
  - Share some simple facts about the products, such as botanical or key ingredient information.
  - Reference the product knowledge support materials, including Collection Focus Guides and Meet the Product Sheets to help you understand the features, benefits, key ingredients, and clinical results.
- Be prepared for unexpected selling opportunities.
- Consult with your upline for additional information or support.
- Verify which Preferred Clients have rewards. Encourage your PCs to use them before they expire. The changing of the seasons is a perfect reason for Preferred Clients to purchase from Arbonne.
- Market Preferred Rewards as a way to offset shipping costs.
- Help them maximize their Preferred Client benefits and rewards.
  - Call your Preferred Clients and try this type of dialogue:

*"Hello! I'm calling because we have great holiday products available right now, and I know you have teachers/ friends/etc. to buy for this season. I thought I could help by making some gift recommendations. You'll get your Preferred Client 20% discount, plus another \$40 from the Preferred Rewards already in your account.*

*Here's a suggestion: Buy two Pampermint. Foot Care Sets and two Pineapple Papaya Gift Sets; the total SRP is \$208. But with your PC discount, it's \$166.40. With your Preferred Rewards in your account you'll save another \$40, bringing your total today to \$126.40. You can divide the two Pampermint sets into four small gifts. The Pineapple Papaya Gift Set comes with a Body Lotion, Shower Gel, and Lip Balm, which can be given together or individually. That's 10 gifts for less than \$14 each. I can help you place this order right now, or we can add some additional gifts. If your order total is over \$150, you'll also earn more Preferred Rewards today."*

- Take advantage of social media. Utilize Share It and the Digital Toolkit to share information on new products, special incentives, or other events happening with Arbonne. Remember, social media is an ideal way to actively engage people in your network.

## The Key to Success is Follow-up

- Stay in touch to build your relationship and maintain Preferred Client loyalty.
- Whenever you deliver an order or drop off samples, suggest a time to follow up in 2–3 days.
- Schedule the follow-up on your calendar.
- Record product orders, samples shared, and discussion points in your contact log.

**To find your Preferred Clients, log on to [arbonne.ca](http://arbonne.ca) > Me > My Team > My Team Reports > Preferred Client Renewals and Rewards.**

