

ARBONNE

ONE ON ONE RESULTS APPROACH

The one on one results approach is a try before you buy method that allows you to introduce the business opportunity to your market through the product. It is an appointment based way to build a business in the Nooks and Crannies of your busy life.

*First you will need a 30 minute appointment to go through the opportunity and drop off your bag. So first step, **“Make the appointment”**.*

You will need to bring:

Your Gold Bag We call this the “gold bag” approach because we use the RE9 Advanced in a gold bag. (you may decide that the person you are meeting will be sampling a different line for some reason and that’s fine, you can add it to the gold bag but the RE9 is always in there because that’s the system we duplicate to introduce the business).

Put your gold bag into **a second bigger bag** and add a **catalogue** and a **Curiosity Folder**. On the front of the catalogue put a sticker that says, “Get these products for 20-80% off”. Fill the curiosity folder with articles about Arbonne, Network Marketing and EOA’s. Do not put too much in there or it won’t get read.

At your appointment:

Start with you “Why” story. Paint an amazing picture of this opportunity by talking about why you are doing it and where you are going with it.

Next, go through a brief Discover Arbonne. You may use any presentation, but keep it to 12-15 minutes. Things to cover are: The company, the scientists, why our products are different, what is Network Marketing and why this is a great opportunity right now.

*Then you will take the person through the **Gold Bag**. “The RE9 is the flagship line of the company, and we use it to introduce people to this incredible opportunity to build a business simply by redirecting the money you already spend on personal care products. Here’s how you use the five step system”. (show them) BE SURE to explain to them that they may feel something happening when they start to use the line. ie. your face may turn pink or even red, you may feel some tingling, you may break out a*

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little. All of this is absolutely normal and it means that the product is working and that you NEED IT. Your skin is returning to its proper ph level possibly ever, and is detoxing and getting rid of all the mineral oil and dirt clogging up your pores.

Then BE SURE to explain to them that if they don't love this product as much as you do, it's ok! We have over 450 products and you will find lots for them to love. The business opportunity is still amazing and we have many ENVPs who have built multi million dollar businesses without ever being able to use the RE9. They just used one of our other amazing lines.

*Now you are going to **MAKE AN APPOINTMENT TO COME BACK!***

You will need 15 minutes to come back and get your bag. Tell them you need the time to quickly chat and fill out a form. You do not want to get the bag from the doorstep or the nanny. You need a 15 minute appointment, so make sure you book one for three days from the drop off. Explain how your gold bag is very busy and there is a line up of people waiting to try it. If they cannot give you a 15 minute appointment to pick up the gold bag, then they don't get the gold bag. Value your bag and your business.

When you go back:

The first thing you will ask about is the business opportunity. "Do you think this is something you can see yourself doing", "Do you think this might be a good fit for you", "Have you ever thought of owning your own business". etc.

*They will say, **yes, no or maybe.***

***Yes:** "great let's get you started" and sign them up right then and there. Have a consultant application form with you ready to go. Fill it out and then write their business order on the back. Shake their hand and send them home with homework. (see ABC's of Arbonne)*

***No:** "No worries, but I'm looking to build a fantastic team. I'm going all the way to the top of this company and I want to take as many people with me as I can. Who do you know who's just like you? Can you give me TWO names. Someone who's smart, hard working and nice!" Be sure to ask for*

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two names. Not a few, not a couple, two. Then be quiet and wait for them to come up with two names. Then tell them that you would love to check in with them in a few months to see if anything has changed. Ask if that's ok. And be sure to tell them that your door is always open to them if they ever change their minds.

***Maybe:** This means they need more: time to think, information, product. So ask, "What do you need to help you decide?" and then let them answer. You may want to suggest a three way call with your sponsor or a DA or maybe more reading materials. Just be sure to ask and listen to what it is they need to help them make this decision. You're not trying to convince, but you want them to be able to make an educated decision for themselves.*

Remember 80% of the people will join your business on the 5th-12th touch. So just keep the communication open and get them what they need.

Once you have covered whether the business opportunity is a fit for them and the referrals you'd like from them, THEN you can move to the product.

***NEVER ASK "WHAT DID YOU THINK ABOUT THE PRODUCT".** When we are asked "What did you think", we automatically go into critique mode. Instead ask, "What did you love about the product". Find out and then say. "Great, I can show you how to get a fantastic discount". Then go through the three ways to win. Then go through the "Arbonnize Your Home" document to point out to them what they use daily and show them how they can redirect there spending for a superior, safer product, at a discount. Then close the deal!*

*Thank them for the meeting and away you go to your next appointment. You are showing them that this business is possible for even the busiest people. In fact, it is easier for people who are busy because the busier they are, the more people they have around them. And they **ALL** have skin!!*