



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% more than a brand new customer.*



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Two Options for Enrolling New Preferred Clients

Option 1: Register as a Preferred Client for \$20 to receive 20% off all product purchases and choose a free gift with a qualifying order** from a preselected list of our bestselling products.

Option 2: Register as a Preferred Client for \$20 with an initial \$250 SRP order, and receive instant free shipping, choose a free gift from a preselected list of our bestselling products, and enjoy 20% off all product purchases.

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

Order SRP	Preferred Reward
\$150-\$299.99	Free Shipping
\$300-\$449.99	Free Shipping + \$10
\$450-\$599.99	Free Shipping + \$20
\$600+	Free Shipping + \$30

This gives you the perfect opportunity to stay in touch and encourage future purchases. To view complete details on Preferred Rewards, visit arbonne.com.

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

**Free gifts, taxes and fees are excluded from the accumulation of Rewards

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 to 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.



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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 and 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 with flat rate or free shipping on qualified orders.
- Help them maximize their Preferred Client benefits and rewards.
 - Call your Preferred Clients to tell them about new products that are available, special offers such as Double Rewards, Purchase with a Purchase opportunities, or new Arbonne Special Value Packs.
- 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.com > Me > My Team > My Team Reports > Preferred Client Renewals and Rewards.

