

## WHEN TO SIGN UP A CLIENT / PREFERRED CLIENT

When someone is graciously choosing to support your Arbonne Business as a Client or Preferred Client, please educate them on a purchase option that works out best for THEM. By doing so, not only will you be getting them the best deal for their dollar, you will also be creating a huge, loyal, lasting, and reordering customer, which in turn works out best for your loyal consumer base and monthly income cheque!

### WHEN TO SIGN A CLIENT:

If the order is *UNDER* 150 PQV, it is best for that person to sign up as a CLIENT. **SAVE THEM MONEY** by not having them pay the PC registration fee for the benefits that they aren't eligible to receive. As an Independent Consultant, you deserve the 35% commission for orders that are under 150PQV. That is your privilege and your income. At catalogue price, our products are already extremely competitive for the prestige level that they are. Remember, these products sold Retail would be in the Prestige category. At Catalogue price, Our RE9 Advanced Set sells for less than our retail competitor's monthly supply of night cream! Our products are worth a million bucks! There is no point to signing them up as a PC, if they aren't taking full advantage of the PC Benefits. You are actually *costing them money* if they do it this way.

### WHEN TO SIGN A PREFERRED CLIENT:

If your client is *CLOSE* to 150 PQV, educate them about the incredible benefits of our Preferred Advantage Program. Yes, they may have to purchase another small product like a lip polish or skin conditioning oil to top them up to qualify, but the cost of that extra product will be absorbed in the discount, free product offer, and Preferred Rewards dollars.

If they don't want to take advantage of the PC Benefits offers, sign them as a CLIENT. They actually save money, *you* make more money, they are still connected to you through the system, and they still get prestige products at an amazing value!

If the order is *OVER* 150 PQV explain to the customer, that for \$24, it is in their best interest to sign up for our loyalty program, Preferred Advantage. With their 150PQV order they are eligible for a free gift. The \$24 is absorbed into the order through their 20% discount (which is available to them year round), the free gift, AND the dollar rewards they earn towards their next purchase using our Preferred Rewards program.

If the order is close to 250 QV, explain to the customer, that with a 250 QV order, they will earn free enrolment into the loyalty program. There will be an instant rebate for the registrations fee shown in the cart before completing purchase.