



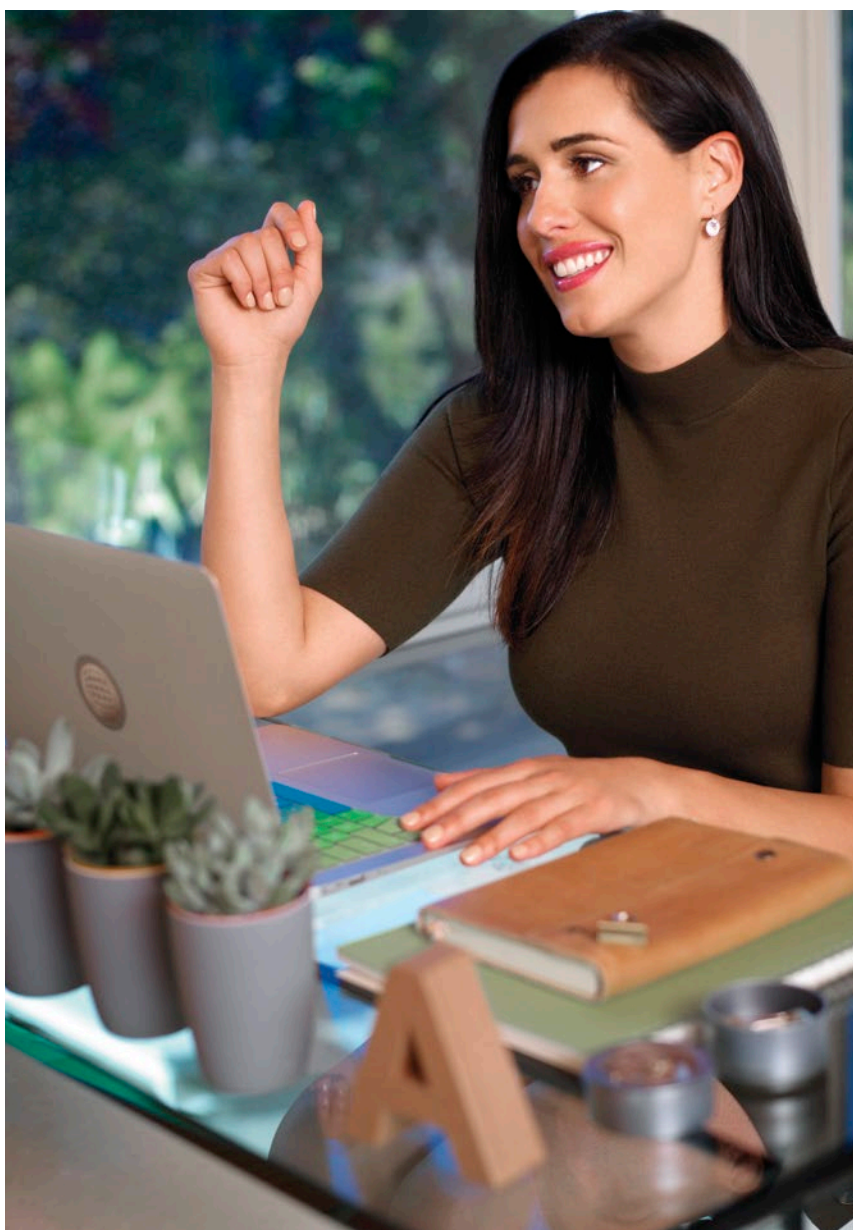
Starting Your Arbonne Journey

Your 3-Month Getting Started Guide

Welcome to Arbonne!

Congratulations, you've done it! You're an Arbonne Independent Consultant. You've taken control of your life and your future, and now it's time to launch your new business the best way possible!

We're here to help! In these pages, you'll find a recommended plan to help you build your business in a simple, easy-to-follow way. You'll learn how to share and sell Arbonne products, register new Preferred Clients, sponsor new Arbonne Independent Consultants, and build your own team.



Arbonne Independent Consultant
Katina Mandylaris
Executive National Vice President



Connect With Your Upline

With Arbonne, you're in business for yourself but never by yourself. We share a mission to help others choose better products and take control of their lives. Your upline is here to motivate, influence and direct you to achieve your goals. They will help support you with clear expectations for performance success. If you don't know where to start, call **1.800.ARBONNE** and we can help you connect with your upline! Write down their contact information for easy reference.

My Sponsor

Phone #

Email

My Upline Leaders

Phone #

Email



Connect through the Arbonne Charitable Foundation.

The Arbonne Charitable Foundation's mission is to provide support for programs and opportunities that promote the development of confidence and self-esteem in teenage girls and boys. Independent Consultants are the heart of the Foundation, and with your support, we fund programs that help teens overcome issues, like homelessness, bullying, foster care, lack of access to education, human trafficking, mental health, lack of self-confidence, and eating disorders, so they can build healthy relationships, strong self-esteem, and realize their true potential. Join us as a Champion for Change! Sponsor a grant. Fund-raise. Donate. Volunteer. Build your Arbonne Community! Visit www.arbonnefoundation.org for more information on how to get involved.

90-Day Training Plan



This guide takes you through an in-depth training plan to help support you in getting into and staying in activity. Here are key focus areas for your first 90 days.

æ MONTH 1

Week 1 Get Into Activity



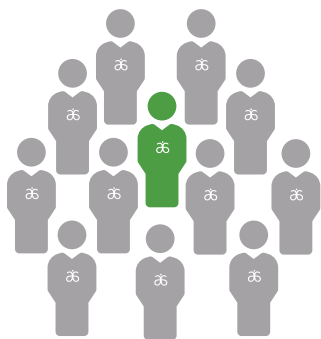
Activity

- Write down your Why and your I Story so you're ready to share them. (p. 5–6)
- Create your 100-Person List. (p. 9)
- Set up your Arbonne replicated website so your Clients will be able to shop. (p. 7)
- Take your Before photos. You'll want these to show the difference once you start using Arbonne skincare and nutrition products. (p. 25)
- Launch your business on social media. (p. 18)

Education

- Follow and connect with us on Facebook on the ICC page www.facebook.com/arbonneICC, and B.E.S.T. page www.facebook.com/arbonnebest.
- Explore Product Training on The Source.

Week 2 Build Your Network



Activity

- Schedule activities to help you connect with your 100-Person List and build your Arbonne business. (p. 15)
- Learn more about Starting the Conversation. (p. 21)
- Set up your My Office Pro CRM. Just a few minutes now will save you more time later. (p. 8)
- Set up your Pure Pay Pay Portal at www.Arbonnepurepay.hyperwallet.com to access information about your weekly commission payments. (p. 13)

Education

- Explore digitaltoolkit.arbonne.com to find digital and social marketing resources.
- Continue your product training on The Source, get familiar, and find your favorites.

Week 3 Fill Your Calendar



- Partner with your upline to ensure you're filling your calendar with income-producing activities and time to continue training. (p. 23)
- Learn more about our mission, social marketing, presentations, and follow-up. (p. 30)

Week 4 On the Road to District Manager



- Connect with your upline to revisit goals and evaluate successes from your first few weeks, and identify any areas of focus as you move into month 2. (p. 10)
- Learn more about creating a balanced business with Preferred Clients and Independent Consultants. (p. 38)

☸ MONTH 2

Growing Strong



Activity

- Review your sponsoring and sales goals for Month 2 with your upline to help make sure you're on track to achieve the next step in the SuccessPlan — District Manager. (p. 44)
- Post your Before & After photos on social media. (p. 25)
- Ensure you are consistently connecting and building your network with a social marketing plan. (p. 27)
- Focus on becoming a master at Host coaching. (p. 30)

Education

- Learn more about sponsoring by observing your upline in action during presentations, One-on-Ones, and interacting with Clients.
- Continue exploring the product training section of The Source.
- Talk with your upline to learn some of their best practices for sharing products and explore some of their favorite product sales tools and resources.

☸ MONTH 3

Owning Your Business



Activity

- Identify the sales and sponsoring results that you need to achieve your goals and review with your upline. (p. 44)
- Ask your upline for tips on how to identify your Client's needs and more effectively tailor Opportunity Presentations and product suggestions. (p. 34)

Education

- Explore the audio and video training libraries on The Source. These come direct from our Field Leaders and focus on business building, leadership, social marketing, and product sales.

New Independent Consultant Guide to Launching Your Arbonne Business



Define Your *Why*

Why are you starting your business? Your *Why* will help you stay focused and on-track toward achieving your goals. This section will help you define your *Why*. Answer the following:

- **What are you looking for in your life right now?** For example: More fun, more money, more time, more friends, more freedom.
- **What do you wish to be in the next year?** For example: During the next year, I want to be less stressed, more confident, closer to family/friends.
- **What do you want to do in the next year?** For example: During the next year I want to reduce my debt, add to college funds, take a vacation, pick my kids up from school every day.
- **What do you want to have in the next year?** For example: This year I want to have more free time, new carpet, new friends, extra cash.

If you see something in the list above that you want your Arbonne business to help you achieve, write it down. Add more to start defining your Why.

My *Why*:

LEARN MORE

Visit [The Source / Audio Training Library](#)

Listen to Dana Collins, Arbonne Independent Consultant, Executive National Vice President, “The Foundation of Your Arbonne Business — Your *Why*.”

Visit [The Source > Business Basics > Get Started](#) for more information, tools and training resources.

Your “I Story”

When someone says, “So what do you do?” your “I Story” is a 30-second commercial about your Arbonne business. Your “I Story” should draw people in, giving them just enough information so they are curious to learn more.

Answer the following questions to help you build your “**I Story**”:

- *What do you want people to know about you?*
- *How were you first introduced to Arbonne and what was your initial reaction?*
- *What got you started in your Arbonne business and why?*
- *What are your hopes, dreams and vision for your business?*
- *What has saying “yes” to Arbonne meant for you so far?*

Combine your responses into one succinct, authentic paragraph. Remember, this isn’t your life story, it’s just enough to intrigue your audience so that they want to learn more about you and your Arbonne business.

Write Your “I Story” here

LEARN MORE

Listen to Donna Weiser, Arbonne Independent Consultant, Executive National Vice President, “Creating Your ‘I Story.’”

Visit [The Source / Audio Training Library](#)

Your Personal Shopping Site Is Waiting

Each Independent Consultant gets their own **Arbonne replicated website**, which allows you to send your Clients, Preferred Clients, and contacts to your site to shop. Your profile photo will appear across the top of your website, and your public profile will contain your My Story bio.

You will need a personal photo and a short paragraph about yourself. Sign in to arbonne.com and go to **Me > Profile > My Story** to enter your My Story and upload a photo.

Welcome to Cecilia Stoll Web: x
www.arbonne.com/pws/ceciliastoll/tabs/about-me.aspx

Your Independent Consultant: **Cecilia Stoll**
View Profile

Welcome, 19000005 | Logout | Your Account | Join Arbonne | Shop Arbonne | Country/Language | Shopping Bag

SKINCARE BATH & BODY HAIR SUN MAKEUP NUTRITION SPECIAL OFFERS

Cecilia Stoll
Exec National VP
Independent Consultant
ceciliastoll@me.com
Get In Touch

Join My Team

My Arbonne story goes back to 1991. Although I had a Psychology degree, I was working as an Executive Secretary and struggling financially. A dear friend introduced me to the Arbonne products, and I loved them so much that I started sharing them with all my friends! I initially joined Arbonne to get my products at a discount, but when I learned that this opportunity could potentially be the answer to our financial worries, I jumped in with both feet. I wanted everything Arbonne had to offer: the discount on my products, becoming debt free, earning free vacations, a flexible schedule, tax deductions, retirement savings, a college fund for our kids, personal growth and the ability to have choices in my life. Most importantly, I wanted to be a difference maker. When I was younger someone gave me an anonymous gift of \$200 to help me pay my bills. The day I received that cash donation I prayed that God would bless me with extra money so I could one day be that "\$200 person." Now, not only have I been able to give back because of Arbonne, I also have been able to teach others to become successful so they, too, can be difference makers in the world. The leaders on my team and I have made it our mission to teach others that we are blessed so we can bless those who will never have the opportunity to change their own lives. Because of that, many Arbonne consultants on my team have built orphanages and schools in 3rd world countries, provided clean water for people who need it, fed the homeless and joined many organizations and causes that benefit the poor and needy. God has blessed me exceedingly beyond all I can ask or imagine, and I am so grateful every day that He brought this opportunity into my life! Whether your goal is to earn a few hundred dollars a month to take the pressure off your family's finances or to earn a CEO income, it's there for the taking. I would love to show you how this business can change your life! If you would like more information about this opportunity, please feel free to contact me! I strongly believe you will never regret embarking on this journey!

About Arbonne
Born in Switzerland and raised in sunny California, **for almost 35 years Arbonne has transformed lives** through **premium products, unparalleled leadership and a family-like community.** Through our passionate Independent Consultants, with our prestige brand and generous compensation plan, people all over the world are **making a difference in their own lives** and in the **lives of others.**

Need Assistance?

LEARN MORE

Search for Tips for Customizing Your Arbonne Replicated Website.
Visit **The Source > Business Basics > Website Training.**

My Office Pro CRM



My Office Pro CRM is the client relationship management tool your business needs, helping you maximize your efforts, share your business with more people, and grow your results.

It gives you the time freedom, flexibility, and functions to allow you to succeed in reaching your goals. My Office Pro CRM gives you an extra tool to help you OWN YOUR LIFE and take control of all the potential within your Arbonne business.

Its key benefit to you is mobile access to business tools wherever and whenever, allowing you to run a high-end technology business from anywhere, at any time.

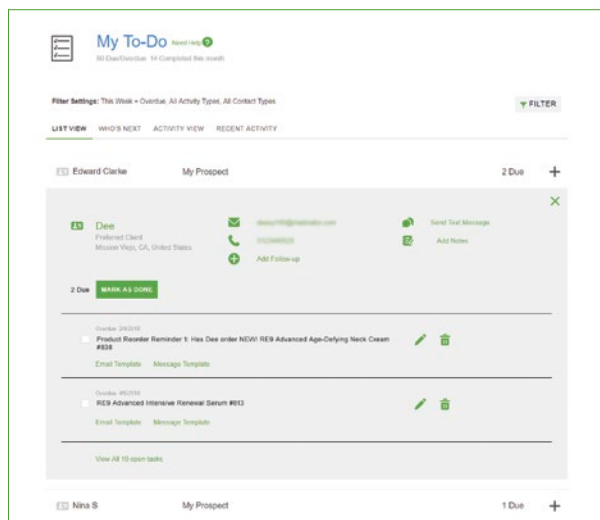
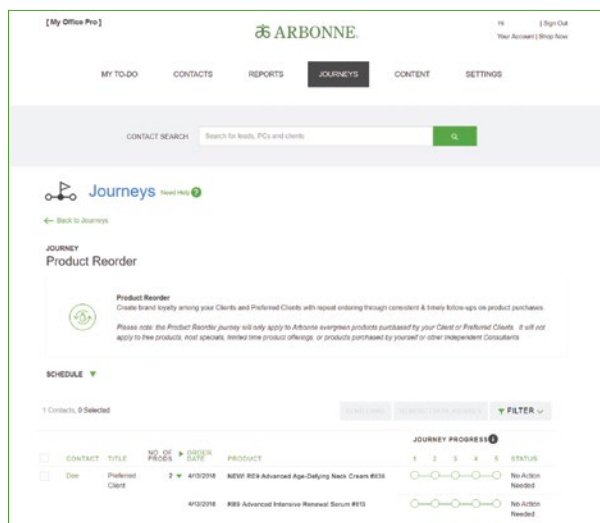
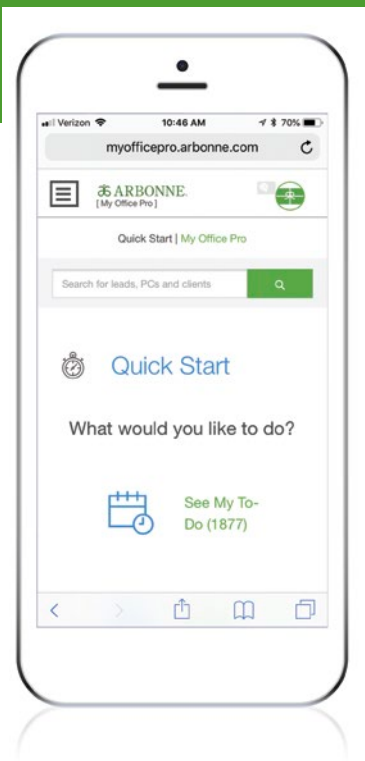
With your My Office Pro account you will have:

- The ability to engage with leads, prospects, Clients, Preferred Clients, and your downline more effectively and efficiently with Gmail and Facebook integration
- A contact management communication and activity tracking system featuring “journeys”
- Increased productivity potential through follow-up and calendar management features
- Exclusive access to Home Office-generated leads
- An order history, re-order reminders, and cross-sell suggestions

The system will become your virtual assistant!

Now you will have access to all of your business tools wherever and whenever you need them, allowing you to run a high-end technology business from anywhere, at any time.

Your passion and belief can be amplified with the power of Pro so that you can share the message with everyone that Arbonne is Healthy Living Inside & Out!



Take action TODAY and get started!

- Log in to your Arbonne account, select the My Office Pro CRM icon in your dashboard, and complete the setup within Settings.
- This is the game changer that your business needs to help become LIMITLESS!

LEARN MORE

Go to The Source/Business Basics/My Office Pro CRM, or visit crm.arbonne.com.

Set Your Personal Goals

Your personal goals focus on what you want to be, do and have. We all lead busy lives with little time to stop and reflect. What are you looking for in your life right now? More fun? More money? More time with family? More friends? More freedom?

Example:

I want to...

BE less stressed, more confident, closer to family/friends

DO reduce my debt, add to college funds, take a vacation, pick my kids up from school every day

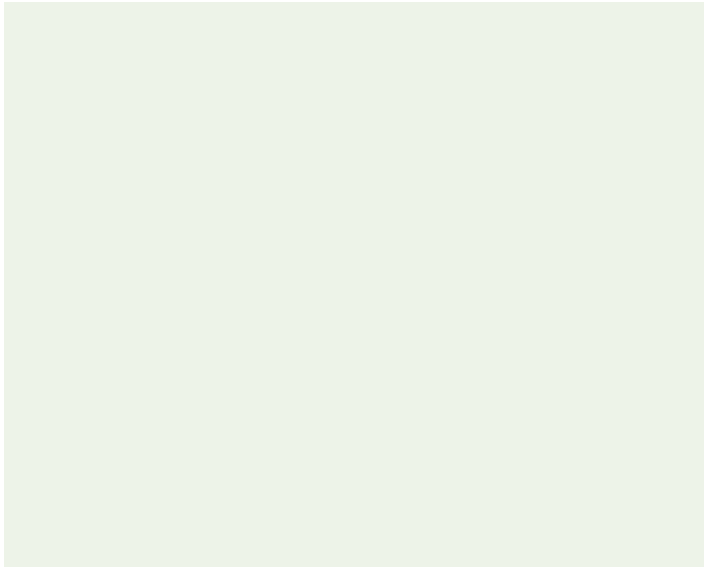
HAVE more free time, new carpet, new friends, extra cash

WHEN do I want this? (e.g., within the next six months, a year, before my kids start school again)

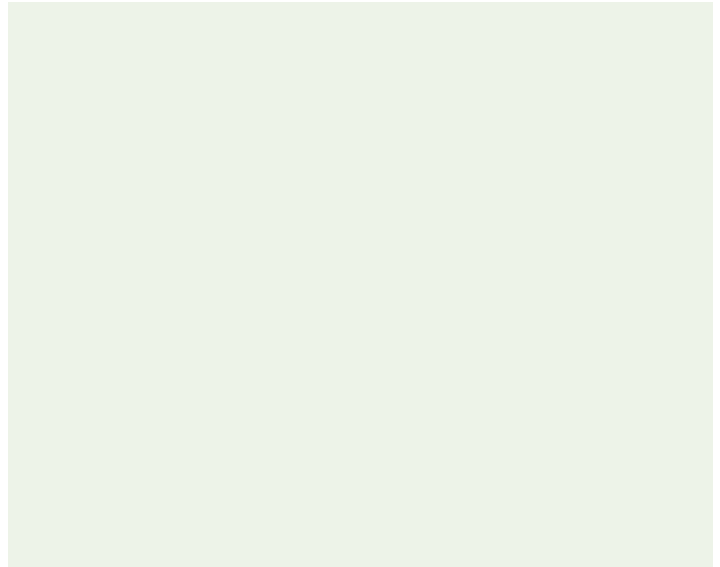
Fill in your personal goals.

I want to...

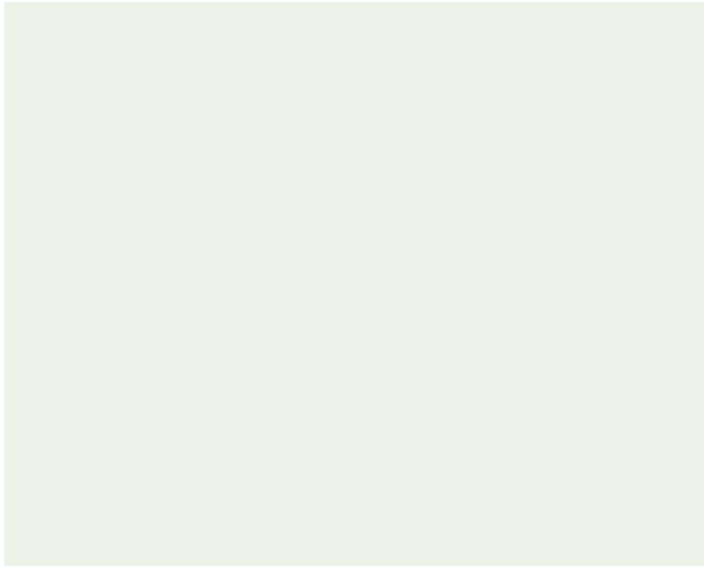
BE:



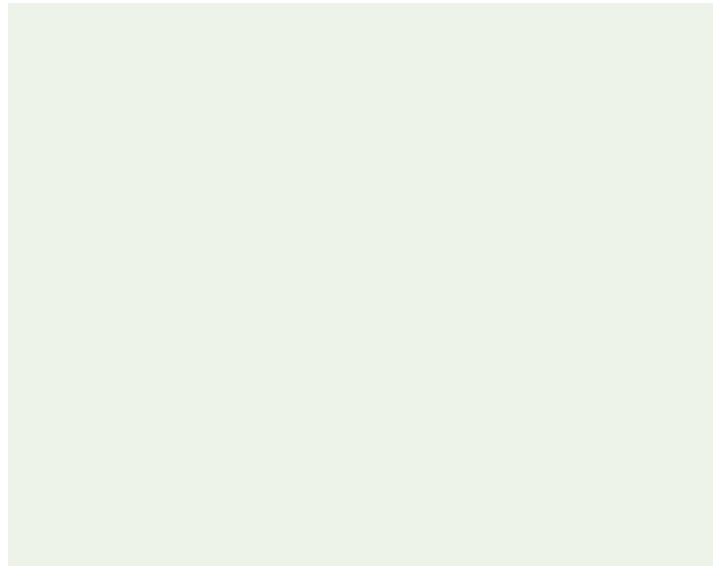
HAVE:



DO:



WHEN:



Set Your Business Goals

These goals will help you define your activity plans, or the steps you need to take each day, week and month, to achieve your personal definition of success.

MONTHLY GOALS

GOOD	GREAT	AWESOME
Sales Volume	Sales Volume	Sales Volume
Sponsoring	Sponsoring	Sponsoring
Hours per week I'm willing to invest to achieve my goals:		

LEARN MORE

Search for the following documents to learn more about the following incentives, promotions and rewards:

Promotions & Bonus Booster

Our Promotion and Bonus Boosters incentive rewards you for building a solid foundation of consistent and growing sales volume at each stage of the SuccessPlan.

IC Cash Bonus

The new IC Cash Bonus program helps new Consultants earn more money now.

Preferred Rewards

Learn about our Preferred Client program and how you can use this tool to help build your business.

Arbonne Autoship

The easiest way to ensure your Clients never run out of their favorite Arbonne products, while they can also earn free shipping and other rewards.

Stay Focused on Your Goals and Your Success

Success isn't something that just happens. Your commitment to being successful is how you become successful.

Continue to develop your story.

When you can summarize and deliver your story in about two minutes, you will find it much easier to talk about your business when people ask what you do. Practice and memorize your *Why* and "I Story" so you don't sound scripted.

Share your story as many times a day as possible.

This is all part of contacting, inviting and presenting. Set a goal for a minimum number of people who you will speak to each day about your business. Daily goals can help you feel empowered, confident and accountable.

Work with the willing.

Some people will tell you no right away. Some will sign up and then tell you no or sign up and get too busy. Work with the ones who call you! Focus on the people who ask for your time and assistance, and who demonstrate that they are serious about their own business and success. Don't try to drag others across the finish line. They'll come when they're ready.

Never stop growing your business and your front line.

Schedule time in every day to continue working on sponsoring. This is the lifeblood of your business. You are a business owner, as is your team.

Stay positive.

We all have good days and bad days. It's not about being lucky and only having good days that ensures your success. It's about taking the bad as it comes and remaining committed to staying positive. Your outlook determines your future.

Your Business, Your Way

One of the best aspects of being an Arbonne Independent Consultant is that with Arbonne, you have the freedom to build the business you want. You're not limited by a set schedule or a long commute — you can work when and where you want, according to your priorities and on your terms. You're working with an ethical company that has a history of success — as an active member of the Direct Selling Association (DSA), Arbonne operates under the DSA's strict Code of Ethics.

As you build a growing sales team with Independent Consultants as well as Preferred Clients, your team's product sales will grow and you'll be leveraging the time you put into your business. Teamwork is your secret weapon to long-term success.

It all adds up to a life without limits: working when you want, with the people you choose, and ultimately earning the rewards you deserve from your hard work.

Let's Get Organized

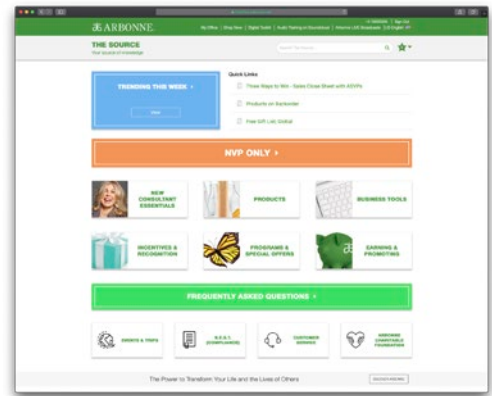
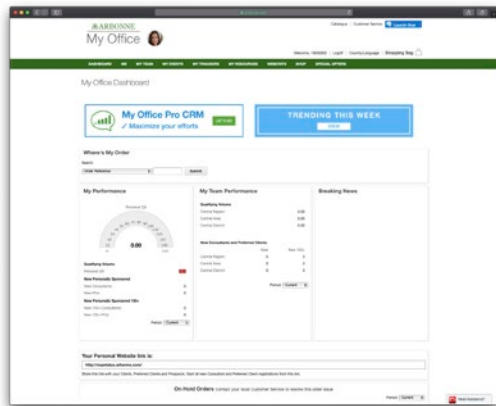
An organized workspace in your home will help your business grow. Here are some steps you might want to discuss with your upline and take to help set yourself up for a strong, successful business start.

- Order personalized business-building tools at Arbonne Boutique, including your business cards and stationery, and create customized print-on-demand items that you can personalize for your business. The Boutique is located under the Shop menu in My Office when you log in to arbonne.com.
- Establish a separate bank account and perhaps a separate credit card account. This will make it easy to track your Arbonne orders and business expenses once tax time rolls around.
- Familiarize yourself with the Arbonne website at arbonne.com, especially the My Office section. It has many business-building benefits:
 - Track your orders and sales volume
 - Set up Host Rewards, One-on-One meetings, and events
 - Manage your leads, contacts and calendar

Things you will need to have on hand:

- **Product Catalogues** — Your kit contains several product catalogues. Use this tool for your own reference, at presentations and when sharing the opportunity and all that Arbonne has to offer. The catalogue features the complete line of botanically based skincare, beauty and health and wellness products from Arbonne.
- **Full size products and samples** — Become a product of the product. Share product samples with your prospects to introduce them to the amazing range of Arbonne products! For more information on products, search "Meet the Products" on The Source. This handy sheet that you can print and take with you provides selling tips, product information, recommended upsell products and more.
- **Business Aids** — Find forms, product literature, product samples, bags, business tools, Presentation aids and many more tools to help you succeed at arbonne.com. Print your own forms and product literature on The Source or purchase through My Office then select Shop and Business Aids.





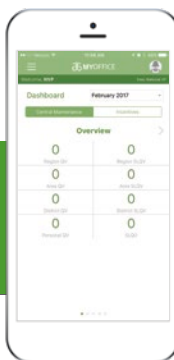
My Office

Log in with your Arbonne username/email and password to access everything arbonne.com has to offer. Your username/email and password allow you to:

- Log in to the My Office section of the website
 - **My Dashboard**
My Office is your website for managing your business. Sign in to arbonne.com and navigate to My Office to view a dashboard that shows how your business is doing from a high level. With just a glance you'll see performance highlights, orders, and leads.
 - **Me**
Within My Office is a section called Me. You can manage your profile including how you set up your public shopping site.
 - **My Events**
Both your events and the full corporate events calendar are available from within My Office. You'll be able to register for an event from within this section. We also have "Learn More" links on the events page that link to dedicated event websites. These sites are great for learning about the event and getting your team excited about going!
 - **My Tracker**
Track your own and your team's progress. My Tracker will help you track your progress toward an incentive or trip! Get familiar with My Tracker and make it a part of your business goal setting.
 - **My Resources**
From My Office you can quickly link over to important tools and resources. Links to The Source, Digital Toolkit, and other websites can be found under My Resources.
 - **Shopping**
Need to make a purchase? There are several ways you can shop with Arbonne. Most Consultants choose to use Quick Shop for placing orders quickly. You'll also find Business Aids under the Shop menu. Don't forget about Special Offers. You must be signed in to view special offers.

Your username/email and password are the keys to the online world of Arbonne. Make sure to keep them handy at all times.

Download the **Arbonne MyOffice app** from your app store.



The Source

Check out additional business training and resources from The Source. Categories of information and training include: Business Basics, Growth & Development, Incentives & Programs, along with Special Offers. This is your resource for sample dialogue, sales tools and tips direct from many of our top Leaders. Go to the Products section on The Source for Arbonne product information to help you confidently share with Clients. Learn about each product collection with the Collection Focus Guides, Meet the Product Sheets, and Point of Difference flyers.

Arbonne News and Updates

You'll see this on The Source homepage. Information is updated on the 1st of every month, and more often as needed, to give you what you need to know and focus on right now. Content is divided into key categories making it easy to navigate right to the information you need. Sections include: Product Spotlight, Success Tools including Learn & Burns, Incentives & Programs, Social Marketing Master Class, and so much more!

Arbonne Pure Pay

The Arbonne Pure Pay Portal has been designed to provide you with fast, convenient and reliable access to your commissions. You can get paid your way thanks to a multitude of self-service tools, easy on-the-go access, and automated payment transfer methods. From desktop to laptop, tablet to smartphone, your Arbonne Pure Pay Portal makes accessing your Arbonne earnings easy — wherever you are.

Arbonne pays its U.S. and Canadian Independent Consultants, their Client, and Preferred Client commissions weekly, based on the Arbonne SuccessPlan, exclusively through an independent, third-party payment processor using Arbonne Pure Pay. Overrides and Bonuses are paid monthly, based on the Arbonne SuccessPlan, through Arbonne Pure Pay.

Download the Arbonne Pure Pay mobile app for Android or iOS from your app store.

Become a Product of the Product

You're likely to find that your personal experiences with Arbonne products are among your strongest selling tools as you talk to more people. Your belief and enthusiasm for the products will be infectious, and the people you talk to will be excited to try them.

That's why it's so important for you to experience as many Arbonne products as you can. We call it becoming a "product of the product." Your Arbonne replicated website is your store, so shop your own store. As you use our cleaner formulas, we believe you'll develop strong personal testimonials about the benefits you experience that you can share with others.

Remember, it's not just you. Your whole family may appreciate the difference Arbonne products can make for them, every day.



Creating Your Success Road Map

Making your goals a reality is as simple as **2+2+2**. Arbonne is all about people. It's about meeting new people and sharing your Arbonne story with them and those you already know. It's easier than you think, and a lot of fun — the most fun you'll have earning a living!

To start building your business and reaching your goals, talk to at least 30 people about Arbonne in a month. That may sound like a lot, but there's an easy formula to get you there:

2 Group Presentations per week + 2 One-on-One meetings per week + 2 samples per day

By aiming for these targets, you can be sure that you'll talk to at least **30** people per month. Just do the math:

2 Group Presentations with 5 attendees x 4 weeks in a month = 40 people

2 One-on-One meetings x 4 weeks in a month = 8 people

2 samples per day x 4 weeks in a month = 56 people

Naturally, you'll see some of the same people at more than one Group Presentation, and some of your One-on-One meetings may be for people you've given samples to or met at a Group Presentation. But even with these duplications, **2+2+2** allows for enough contacts to easily meet your goal of 30 people each month!

Keep sight of your **2+2+2** goal as you get down to the tasks necessary to build your business; don't lose track of the personal goals. Review them often, even post them where you can see them to remind yourself of where you want to be and what you want to achieve. It's rewarding to track your progress as you achieve each one.



Take the 30-in-30 Challenge

One of the most important business building activities you can do is share Arbonne with everyone in your contact list while continuing to build it; this is called prospecting or Starting the Conversation. Whether you use social media, text, email, pick up a phone or grab a coffee, sharing Arbonne with prospects can happen everywhere and anywhere.

Jumpstart your Arbonne prospecting activity and get in massive momentum by taking the **30-in-30 Challenge — 30 people in 30 days!** Activate your challenge by contacting **100** people in a short, scheduled amount of time, like **24** hours. Set your goal to share Arbonne with at least **30** of the **100** people you contact.

A **PROSPECT** represents a **POSSIBILITY** — When you prospect, you are looking to build a relationship with many different types of people to add to your business:

- **Independent Consultants** will join you and build their own Arbonne business
- **Preferred Clients** want to shop with a discount
- **Clients** love the products
- **Hosts** want additional perks and help add to your network
- **Referrals** may be interested in the products, the Opportunity, or another possibility

Find Your Prospects

Once you commit to your challenge, you may be asking yourself where all of these people come from each month. You meet them every day. They are guests at group Presentations, people you meet at social gatherings, in networking groups, and virtually everywhere else. If you talk about your business every day, you'll be amazed by how many people you meet who have an interest in what you have to offer. Referrals are an excellent source of prospects too, but they don't emerge from the crowd; you have to ask for them. Get in the habit of asking people you meet while promoting your business and in your everyday life if they know someone who may be interested in Arbonne.

Ask for Appointments

- **Text or email blast** — Send texts or emails to everyone on your contact list within a 24-hour period
 - **My Office Pro CRM** — Makes sending targeted group emails quick and easy!
- **Social media** — Reach out to all of your contacts on your social networks via direct message or group post
- **Phone party** — Schedule time on your calendar to call each of your contacts, challenging yourself to make at least 40–50 calls

Here's an example of what you can say or write.

If You're an Existing Consultant:

Hi _____, it's _____! I'm reaching out because I've activated my 30-in-30 Challenge with my Arbonne team. I want to connect with 30 people in the next 30 days to share a quick 20-minute overview of Arbonne! I'm excited to spread the word and would love to buy you a cup of coffee if you can help me out. I know you're busy, so I am happy to come to you! I'll even bring you a little gift as a thank you. Would you be willing to be one of my 30?

(Note: Your gift could be a small bag with a sample or two.)

If You're a New Consultant:

Hi _____, it's _____! I'm reaching out because I've just started a business with Arbonne!

It's a beauty, skincare and wellness company. I'm really excited and nervous, but so excited to share this company. As part of my training, I need to find 30 people who are willing to hear a 20-minute overview of Arbonne. I would love to buy you a cup of coffee if you'd be willing to be one of my 30. I know you're busy, so I am happy to come to you! I'll even bring you a little gift as a thank you. Are you in?

(Note: Your gift could be a small bag with a sample or two.)

Speaking to a Long Distance Contact:

Hi _____, it's _____! I'm reaching out because I've activated my 30-in-30 Challenge with my Arbonne team. I want to connect with 30 people in the next 30 days to share a quick 20-minute overview of Arbonne! Would you be willing to be one of my 30?

If yes, respond immediately with:

"Thank you so much! Would tomorrow at 2 p.m. or Friday at 3 p.m. work for you?"

Offer two meeting times or dates to allow them a chance to choose what works best for them.

Present Arbonne — The Products and the Opportunity

Connect — Take the time to learn more about your prospect as a person, their family, work, interests and personal needs. Ask some open-ended questions that allow them the opportunity to share. For example, you can ask what intrigued them about the Opportunity or what products they are interested in, and what stood out most for either one.

Share — Once you've gotten to know each other, determine what information you'd like to share. As a guide, ask yourself the following:

- **What are their needs or possible product interests — nutrition, skincare, makeup or a little of everything?**
- **What part of the Opportunity will be most appealing to them?**
- **Which products should I talk about first?**

Discuss — After you've shared the products and information about the Opportunity, questions are bound to come up. Answer them directly and do your best to tie your responses to the needs and wants they've previously shared with you.

Close — You want to keep the tone as conversational at the end as it was in the beginning, and a wonderful way to do this is to ask a few more key questions to help you understand the other person's mind set.

- **What did you like most about what I just shared with you?**
- **Tell me more about...?**

Based on their answers, close with your recommendation for the best way to join Arbonne.

- If they are interested in the Opportunity, show them how to become an Independent Consultant and join your team. Explain how they can earn commissions and overrides by selling products, and be sure to highlight some of the immediate benefits available to Consultants like discounts on products!
- If they are mostly interested in Arbonne products, show them how to become a Preferred Client and explain our amazing ASVPs and other special rewards they can earn for joining today.
- If there is any hesitation, ask some clarifying questions so you may better understand their concerns. Respond to those concerns by using the “Feel, Felt, Found” technique. For example, you could say:

I can relate to how you feel.

I felt the same way when I was first approached about joining Arbonne.

What I found was _____.

Many of today’s successful Independent Consultants first joined Arbonne as a Preferred Client. It may take some time to fall in love with the products and learn more about the Arbonne Opportunity. In the meantime, you can introduce them to some other members of your team, invite them to upcoming events, and include them in your social media groups.

Your goal is to successfully close the conversation by scheduling next steps, but even more importantly, continue to reinforce and build a relationship. Arbonne is a business about people, so be mindful of working with each individual based on a pace that feels most comfortable for them.

Don’t forget to follow up! Make the time to touch base with your prospect. Ask them if they’d like more information about a product sample you gave them to try, if there’s other products they’re interested in, and if they had a chance to make any connections with your social network.

Talk with your upline to learn more about what has worked best for them. Don’t be afraid to ask if you can sit in while they conduct a Presentation or a One-on-One; this is the perfect opportunity for you to observe some typical dialogue and pick up great tips.

Call to Action!

- Devise your plan to blast your contacts via text, email, phone or on social media
- Schedule to meet with **30 people** in the next **30 days**, whether in person, over the phone or via FaceTime, Zoom or Skype

LEARN MORE

Listen to Learn & Burn: Take the 30-in-30 Challenge by National Vice President Ashley Stone.

Visit [The Source > Audio Library](#).





Put simply, marketing is the collection of activities you perform to be sure that people know about your business: what it is, what it offers, and how they can become part of it. In person or on social media, getting the word out is a critical step. When marketing your business, experiment, try new things, and let your entrepreneurial spirit and creativity shine.

Your “I Story” (your 30-second testimonial) is a valuable tool as you set out to market your business. While Arbonne does not require you to purchase products for personal use, the most effective way to build your “I Story” is to become a product of the product. As you and your family enjoy Arbonne products in your home, you’ll build that story and become increasingly effective at recommending Arbonne products for all your Clients and Preferred Clients. As you do, your appreciation for what your Arbonne business can do for your life will grow, and that will also make your “I Story” more compelling.

Your Arbonne business is mobile — you can run it anytime, from anywhere. It has the potential to be global, allowing you to work with prospects, Clients and Preferred Clients from any of the authorized countries. To find these people, you don’t need to travel the world, you need to work smarter by building through social. The ideal routine can take some time to develop.

To **FEED** your routine and help maximize the opportunity without a lot of extra effort, follow the four stages of social success outlined in this checklist. Use it as a guideline to help you cover everything from lead generation and prospecting, to nurturing relationships and sales.

Follow these guidelines to help you build and market your Arbonne business on social media:

FIND

- ❑ Find connections using all of your social networks including Facebook, Twitter and Instagram.
- ❑ Look for common connection based on interests, lifestyle, etc.

ENGAGE

- ❑ Follow up on every social platform message you receive in a reasonable timeframe.
- ❑ Connect with 3 new contacts you’ve identified in your social platforms, sharing relevant content and an invitation to learn more.
 - Add your new contacts to your CRM so you can put them on journeys and receive reminders to continuously engage with them.
 - Make sure to review your country’s anti-spam laws as they relate to social media.
- ❑ Re-engage with 3 connections that you haven’t heard from or interacted with recently, sharing content that is relevant to their interests.
 - Make sure you have an email address for each of your social contacts to create a more reliable connection.
- ❑ Schedule time to connect individually with Preferred Clients or Clients who have recently made a purchase. Follow-up to ask for personal product testimonials along with Before & After photos that they can submit to Arbonne via the Digital Toolkit or beforeandafter@arbonne.com.
 - Make sure to review the Share Your Testimonial Guidelines on The Source.

EDUCATE

- ❑ Utilize content sourcing apps such as Reddit, Google Alerts, and Facebook’s Trending feature to find and share content that will keep your followers engaged, as well as potentially help you to expand your network.
- ❑ Look through Arbonne corporate posts for content to share across your social platforms.
- ❑ Identify posts from followers in your networks that you can retweet or share.

DEVELOP

- ❑ Keep track of engagement with your social network content and posts to determine what types of information you share is most viewed and liked.
- ❑ Follow 3 new influencers or bloggers to form new connections and expand your content resources along with your network.
- ❑ Look at the connections your friends or followers might have to find potential shared interests and to identify new people that you might like to connect with. Ask for introductions from friends to help forge these new relationships. Document all your activities in My Office to help track interactions with your connections.
- ❑ For more information on how to be socially compliant or to access the Digital Toolkit to help you build engaging, compliant posts, [visit **digitaltoolkit.arbonne.com**](http://visit.digitaltoolkit.arbonne.com). You can also visit The Source to access the Digital Toolkit and search: BEST Social Media for more information on creating and using compliant content.

Ways to Market Your Arbonne Business

From Home

- Host a Group Presentation in your home to introduce your new business
- Showcase Arbonne products around your house
- Introduce Arbonne to anyone who comes to your home — deliveries, cleaners, contractors, etc.
- Send your spouse to work with product samples with business info attached
- Be sure your home phone and cell phone voicemail recording sound professional and include “Arbonne Independent Consultant”

Online

- Mention Arbonne in your Facebook status, but don't sell products online except through your Arbonne replicated website
- Include “Arbonne Independent Consultant” and your personal replicated website address under your name in emails

Everywhere

- Share both the Preferred Client and business opportunity at each Group Presentation, One-on-One meeting, or sampling
- Take Arbonne products and samples on vacation with you and offer to let people try them
- Leave flyers or your Arbonne business card at doctors and dentist offices as well as salons
- Register for a booth at community fairs and festivals
- Give Arbonne products as gift to teachers, staff and coaches with your business info attached
- Network with the local PTA/PTO and parent groups in town
- Be sure your name, phone, your Arbonne replicated website, and email are on every catalogue, order form, sample, etc.
- Offer Arbonne products to business owners for corporate gift-giving to employees and clients
- Give a sample and a business card to people you meet every day – grocery clerk, dry cleaner, restaurant server, bank teller, etc.
- Wear Arbonne logo items and/or carry an Arbonne bag
- Ask for referrals: “Who do you know that might be interested in learning about Arbonne?”

Remember, Arbonne's Policies & Procedures provide guidelines that you must follow when marketing your Arbonne business. Please carefully review this document to understand which marketing practices are compliant with Arbonne's policies. For questions, Arbonne's B.E.S.T. Department is always available for guidance. They can be contacted at arbonne.best.com.

***See Policies & Procedures Manual, Section 3: Operating your Arbonne Business and Section 4: Internet and Social Media Policies.**



LEARN MORE

Visit [The Source > Social Marketing Master Class](#) to explore more ways to market your business on social media.

Essential Business Basics

Establishing a repeatable process will help you achieve your goals by focusing on the right activity. These give you the right foundation for success.

Start the Conversation

As your business grows, your list of contacts will grow as well. Working your way through that list — and continuing to build it — is called Sharing Arbonne, and it's one of the most important business activities you'll do. Through social media, text, email, on the phone or in person, sharing Arbonne can happen everywhere and anywhere. Your Sponsor can give you some great tips and best practices that have worked to help them build their own success.

Scheduling

Also known as booking appointments, One-on-One meetings, Group Presentations, and sampling. These are all opportunities for you to share your experience and enthusiasm by gathering people together to learn about the Arbonne pure, safe, beneficial philosophy, the products, and the opportunity. Scheduling is essential for income-producing activities to be able to take place.

Selling

Selling product is a vital activity, and the key to earning your overrides and commissions. That includes introducing new Clients and Preferred Clients to Arbonne, and it also includes building a strong, active repeat business among the Clients and Preferred Clients you have join your team each month.

Sponsoring

When you talk to people about your Arbonne business, your enthusiasm should pique their interest. Some of them will see the benefits of an Arbonne business of their own and will want to join you as an Independent Consultant. When you consistently sponsor and generate product sales, your business grows as the sales volume of your team grows!

Each of these activities is important, and doing them all consistently will increase your success with Arbonne. Consistent activity is the key — look at your business on a daily, weekly and monthly basis and make sure you're following your plan to perform all of these business-building activities consistently.



Start the Conversation



Starting the conversation is the first step in finding potential Clients, Hosts, Preferred Clients, referrals, and Independent Consultants, giving you the opportunity to build a relationship in your Arbonne business while making them a part of your team.

As you work your way through your 100-Person List, you'll find that some people will be interested in the Arbonne products, some will be interested in the Arbonne Opportunity, and for others the time simply won't be right for either. Whatever the outcome, at some point you'll come to the end of your list. That's why smart networking and prospecting is so important. For your business to remain active and growing, you will need to consistently update your list of contacts. A good rule of thumb is to replace every person you have contacted with someone new.

Where do all these people come from? You meet them every day. They are guests at Group Presentations, people you meet at social gatherings, in networking groups, and virtually everywhere else. If you talk about your business every day, you'll be amazed how many people you meet who have an interest in what you have to offer.

Referrals are a wonderful source of prospects, but they don't come automatically — you have to ask for them. Get in the habit of asking people you meet while promoting your business and in your everyday life if they know someone who may be interested in Arbonne. Say something like:

Janet, I know you're going to love our products! Do you know anybody else who wants to reverse the signs of aging, loves botanically based products, or might be looking for an income opportunity?

It's important not to pre-judge the list as you prospect. You want to consider what the best approach is for each contact and how each person might relate best to your business.

When constructing your list of prospects, include anyone and everyone, and then go through a process of determining where each prospect may best fit into your business. This process is referred to as "qualifying." Make a note of where you think each prospect may be interested in joining, either as a Client, Host, Preferred Client, or an Independent Consultant. By communicating with your prospect, getting to know them, and listening to them, you will be able to discover valuable information that will help you best place them in the correct level of involvement in your business.

Try this simple 3-Check Method for qualifying prospects.

- ✓ Give them one check if they're a "people" person. People like them and they like being around people.
- ✓ Give them one check if they want "more." More freedom, flexibility, financial rewards, friendships.
- ✓ Give them one check if you feel they are eager to learn about the business and be guided by your direction.

Someone who gets three checks is an ideal prospect for the business opportunity. He/she is a people person who wants more out of life and would take coaching and direction from you. They have the potential to be a new Independent Consultant (business builder) in the making!

Someone who gets two checks is a great prospect for either the Preferred Client or Host opportunity. Once they become more familiar with Arbonne, they may just be ready to hear more about becoming an Independent Consultant.

Once you've qualified your prospects to determine how they fit into your business, you'll be ready to start working with them. That means sharing your story, and putting your efforts with them into activities that help them achieve their goals and therefore yours, as well.

Making an Introduction Through Social Marketing

Social media platforms offer many opportunities for networking and prospecting with new people — all without leaving home or using traditional email, phone calls or even text messages. While the traditional methods of networking will always be important and effective, it's also important to understand how to leverage current technologies to expand your network reach. This is a way to work smarter, not harder. Platforms such as InMail within LinkedIn allow you to direct message someone to make an introduction and begin to forge a connection, all through the LinkedIn inbox. Remember to review your country's anti-spam laws.

The **#1 rule** to help you succeed in making a digital business introduction is to **make yourself relevant to the prospect**. Take time to research their likes, interests and needs before you connect. This information will allow you to tailor your introduction to appeal to each individual prospect. Your goal is to position yourself and Arbonne as a discovery that they want to know more about because it solves their wants or needs. With enough research, you can get anyone to reply to you and start an engaging conversation.

Follow these best practices and tips to help make the most of each interaction and more effectively build your network.

Make your profile work for you. Prospects will want to learn more about you by looking at your profile on each social media platform.

- Make sure it's complete and delivers a professional impression of both you and Arbonne.
- Include a link to your arbonne.com replicated website, your Twitter or Instagram account, and your Facebook page.
- Ask current Clients or team members for recommendations to give prospects a better idea of who you are.
- Add a photo to help people put a face to the name. Make sure it's a good quality picture with a great, engaging smile.

Start a conversation by earning someone's interest.

- Share an Arbonne article or post on a topic that might be of interest.
- Link to interesting content in the news that supports our brand.
- Share your own personal testimonials with Before & After photos.
- Share a series of fun facts related to your business.
- Feature social responsibility efforts.
- Showcase a "day in the life" of an Arbonne Independent Consultant.
- Create interactive content by asking followers to send responses.
- Provide behind-the-scenes coverage of events.
- Create content around holidays.

Study your prospect's profile and posts to find common ground or something to start a conversation with.

- Say congratulations on a promotion or professional success.
- Comment on a trip they have just taken.
- Tell them specifically what you loved about what they posted or did.

Keep your focus on your new contact by asking them questions to learn more about them, including their interests, wants and needs. The answers will help guide your next steps and follow-up plans.

- ✓ Do they have a need?
- ✓ Are they looking for a solution?
- ✓ What is currently important in their life?

Generate interest by talking about why you love what you do and what your results have been.

- Share the benefits of Arbonne.
- Talk briefly about your personal areas of expertise.
- Explain how you can help them with one or more of their needs.
- Establish yourself as an expert — someone who they can trust with suggestions and advice.

Once you have started an engaging dialogue, be direct and to the point about your Arbonne business and your desire to get the prospect involved. Just be sure to let the prospect know that, with or without Arbonne, you genuinely want to get to know them based on the relevant shared reference point that you opened your message to them with.

You will quickly find these social platforms are an incredibly effective way to meet new people, form connections, grow your team, and nurture your network.

For more ideas and inspiration or to share your success stories on social media, talk to your upline. They are the ultimate support for you, your business and your team. To find additional training, please visit the Social Media Sales Success Training Tools located on The Source.

To review the social media guidelines, please visit resources under the B.E.S.T. tile on The Source. Take the time to become familiar with your country's anti-spam laws to ensure any messaging you send is compliant and allowable. If you have questions, please contact the B.E.S.T. team.



To accomplish your goals, begin by booking appointments to meet your target of two Group Presentations per week. Reaching out to family and friends can seem daunting at first, which is why it's important to remember you are offering something of value that can improve their lives.

It doesn't have to be perfect; it just has to be genuine. The more you practice, the easier the art of asking will become.

Often as a new Independent Consultant, you may experience some “phone phobia” — meaning you feel anxiety when making connections over the phone. The process of contacting prospects over the phone may seem intimidating at first, but once you get going it becomes easier with every call you make. Plan your script ahead of time to ease this phobia and evolve your script as you place calls. Soon you'll be an expert at phone connections.

Write down what you think you might say:

Sample Phone Scripts

Hi, Jan. (pause) This is Laura calling. (pause) If you recall, we met at Pam's house on Tuesday night. Do you have a quick minute to talk? (pause) Great! The reason I am calling is I started my own home/Internet-based business with Arbonne, a health and wellness company that makes personal care products that are botanically based. I would love to have you be one of my first Hosts and pamper you and your friends. We could have your Group Presentation on Friday night or Saturday afternoon. Which would work better for you?

You can easily develop your script by following a basic six-step process.

1. Start with a friendly greeting:

Hi, Sally! (pause)

2. Introduce yourself, and establish your connection with the person you're calling:

This is Sandy calling. (pause) If you recall, we met at Mary Jo's house on Tuesday night.

3. Ask for permission to talk:

Do you have a quick minute to talk? (pause)

4. Be direct:

The reason I'm calling is that I know how much you loved [product], and you expressed an interest in hosting your own Group Presentation.

5. Let them know what's in it for them:

Hosting an Arbonne Group Presentation is a great way for you to earn not only [the product she wants], but many more products at an incredible discount.

6. Gain commitment:

My calendar is filling up fast, but I still have Tuesday the 23rd or Thursday the 25th available — which day would be better for you?

Planning Your Calendar

When you're running a global business and balancing a busy personal schedule, it takes a smart strategy to succeed. Build your weekly schedule around these three key areas:

PLAN

Plan your time to devote specifically to your business, your family, and your other personal responsibilities. Creating, maintaining and systematically using a calendar will help. As you set up your calendar and evaluate how to maximize your time, divide your activities into these three categories:

Income-Producing Activities

This should include One-on-Ones, presentations, calls to Clients, follow-ups with Preferred Clients, connections with prospects or referrals, and booking for presentations, One-on-Ones, etc.

Coaching, Training and Administrative Tasks

This should include time to explore The Source, training calls, listening to audio trainings, checking emails, social media postings, organizing files, following up on order status, etc. These activities are necessary, but do not directly produce an income.

Personal and Family Time

This should include personal care, shopping, carpool, going to family functions, etc. These activities are an important part of your *Why* story and deserve to have time dedicated for them.

BLOCK

Block out time on your calendar to break down larger activities into smaller ones. Separating each activity into segments and creating clear finishing points can help you manage your time, thus successfully completing each task — all without the added stress or working harder than you really need to to juggle everything.

Try Block 15

Block **5 minutes** each day to call team members, **5 minutes** to follow up with Clients, and **5 minutes** to book presentations and One-on-Ones.

FOCUS

When it's time for family, focus on your family and allow yourself to be present without distractions as much as possible. Save things such as returning calls, responding to emails, and posting on social media to time planned for business activities. Balance is key when it comes to a happy home life along with building your successful Arbonne business.

Creating dedicated time for every important activity will help you to get it all done effectively, efficiently, and without the added stress that comes from trying to find the time when your day is already packed.

Here's an example of what a new Independent Consultant's calendar might look like in their first 30 days:

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						29 One-on-One Meeting 1:00
30 Family Day	31 Work 8:30-5 One-on-One 6:30 Home Office 8-9	1 Work 8:30-5 Calls 12-1 Observe Grp Pres 7:30	2 Work 8:30-5 Dance 6:30 Phone calls 7:30-8	3 Work 8:30-5 Calls 12-1 Grp Pres 7:30	4 Work 8:30-5 Place Orders	5 Soccer 8:30 One-on-One Meeting 1:00
6 Family Day	7 Work 8:30-5 One-on-One 6:30 Home Office 8-9	8 Work 8:30-5 Observe Party 7	9 Work 8:30-5 Dance 6:30	10 Work 8:30-5 Grp Pres 7:30	11 Work 8:30-5 Place Orders	12 Soccer 8:30 One-on-One Meeting 1:00 Family Night
13 Phone calls 1-2	14 Work 8:30-5 One-on-One 6:30 Conf. Call 9 pm	15 Work 8:30-5 Grp Pres 7:30	16 Work 8:30-5 Dance 6:30 Phone calls 7:30-8	17 Work 8:30-5 Grp Pres 6	18 Work 8:30-5 Place Orders	19 Soccer 8:30 One-on-One Meeting 1:00
20 Family Day	21 Work 8:30-5 One-on-One 6:30 Home Office 8-9	22 Work 8-5	23 Work 8:30-5 Dance 6:30 Phone calls 7:30-8	24 Work 8:30-5 Grp Pres 7	25 Work 8:30-5 Date Night	26 Soccer 8:30 One-on-One Meeting 1:00 Place Order
27 Family Day	28 Work 8:30-5 One-on-One 6:30 Conf. Call 9 pm					

Many Arbonne Independent Consultants join for the flexibility they can have with an Arbonne business. However, it's important to have a weekly business plan — every single week. Remember, whether you choose to do your Arbonne business full time or part time, it's always important to treat your business like a business.

LEARN MORE

Visit [The Source > Business Basics > Scheduling](#) to explore more content and listen to training on the topic from some of our top Leaders.



My Office | The My Office section of the website has an interactive calendar you can use under the Leads section found in the Me drop-down menu. This calendar can help organize your days, weeks and month, as well as manage your prospects. Visit My Office and explore all the features available to you.

Leveraging Social Media for Business-Building Success

It's a fact today that a brand's social media has a greater impact on its clients than its website does. As an Independent Consultant and business owner, social media gives you the power to reach Clients and prospects to help:

- Build your network
- Influence purchasing decisions
- Increase Arbonne's brand awareness
- Build your business and your team
- Direct prospects and new Clients to your Arbonne replicated website for shopping

Building an effective and powerful social media presence takes planning and skill. Focusing your attention on specific platforms allows you to strategically have more meaningful interaction with your followers.

Facebook

The most popular social media site and app; it's likely that many people in your network are already using this platform as a source of information.

- 845 million monthly active users
- 2.7 billion likes and comments per day
- 250 million photos uploaded per day
- 100 billion friendships
- Each post has the potential to drive traffic to your Arbonne website and generate sales
- Users spend 20+ minutes on the site every day

Engage Fans, Friends and Followers

- Be authentic and friendly with all of your posts and comments
- Respond to all comments and questions professionally
- Provide value by sharing relevant content such as articles, news and products that tie into Arbonne
- Share engaging images and videos as this content is more likely to be pushed into users' newsfeeds
- Go to www.facebook.com/pages/create and select company, organization or institution as your business page category to create a Facebook business page to compliantly share content with an audience beyond your personal friends and to link to your personal Arbonne replicated website

Instagram

Currently the fastest growing social media platform with a highly engaged global audience of 400 million active users.

Engage Fans, Friends and Followers

- Download the Instagram app to get started
- Link back to your Arbonne business by putting the hyperlink to your Arbonne replicated website in your profile
- Share Arbonne products and the opportunity in a very visual way
- Use captions to share detailed product information or personal stories as well as to start a conversation
- Respond to and thank your followers directly
- Direct followers to your personal Arbonne replicated website from your profile to inspire shopping
- Tag your posts with #Arbonne to help more Arbonne fans and fellow Independent Consultants find you
- Use hashtags strategically to find and engage more users with your content



Pinterest

70% of all social users go to Pinterest for shopping inspiration. Pinterest's advantage is that content has a longer lifespan than other social platforms.

- On average, each pin drives 2 site visits and 6 page views
- Each pin is re-pinned or shared an average of 10 times

Engage Fans, Friends and Followers

- Discover and save creative content ideas
- Find and share relatable and interesting content to help build your feed
- Be detailed and engaging with captions on your pins
- Upload new pins that link back to content on your Arbonne replicated website
- Create a variety of boards by category such as skincare, makeup, nutrition or lifestyle

Twitter

Great for sharing articles, starting conversations and staying up to date on news or trending topics

- Users are engaged and aware
- Best way to start and maintain one-on-one conversations with your followers

Engage Fans, Friends and Followers

- Identify your audience's interests along with what they are already sharing to provide content that is targeted to meet their wants and needs
- Provide useful information such as links to content or videos to engage and inspire interest
- Share visually engaging, interesting pictures
- Recycle content such as news articles to ensure your followers have the chance to see your posts and stay engaged with the conversation
- Inform and educate without overselling the Arbonne product or opportunity
- Mix your content between product information, relevant news articles, and the business opportunity
- Reply to users and engage in conversations
- Include #Arbonne in your posts to make your content more discoverable
- Extend your reach by using trending hashtags such as #mondaymotivation or #throwbackthursday

LinkedIn

This is the world's largest professional network with more than 433 million members in over 200 countries and territories.

- Professionals are signing up to join LinkedIn at a rate of more than 2 new members per second
- There are more than 40 million students and recent college graduates on LinkedIn, making this segment LinkedIn's fastest-growing demographic

Engage Fans, Friends and Followers

- Make sure that your profile is 100% complete
- Clarify that you are an Arbonne Independent Consultant, not an Arbonne employee or a representative of the corporation
- Start building your LinkedIn network by uploading your online address book (from your email account) and connecting to people you know and trust
- As you build your connections, customize your requests with a friendly note and, if necessary, a reminder of where you met, who you met through, or what organization you have in common
- LinkedIn Groups can help you form new connections — find school groups and reach out to your alumni, or find volunteer organizations and associations you belong to
- Share and comment on interesting status updates or articles
- Stay on your network's radar by updating your LinkedIn status regularly — what you're reading, working on, and more
- Support your online networking with a real human touch — set up calls, attend live events, and send letters to people you interact with on LinkedIn

LEARN MORE

For more information on how to be socially compliant or to access the Digital Toolkit to help you build engaging, compliant posts, visit digitaltoolkit.arbonne.com.

For more information on creating and using compliant content, you can also visit The Source and search: **BEST Social Media Guide**.

Schedule Time to Plan and Execute Your Social Media Strategy

Successfully maintaining and growing engaged followers is key for an effective and powerful social media presence. To maintain your followers' interest, you need to consistently share great content. Find or create targeted social media content with these steps:

Create a Strategic Plan

Determine what your social media goals are.

- How will you define success?
- How will you use social media to help you grow your business?
- Who is your target audience?
- What are your audience's interests? What type of content or topics would they like to read about?

Keep a Content Calendar or Tracker

Tracking the content you post or plan to post will help support your social media strategy.

- Many social media platforms have built-in content calendars or analytics.
- Use a tool to help keep you organized such as Excel, Google Docs or HubSpot Editorial Calendar.
- Plan your topics out to ensure you are maintaining variety and consistent messaging across all your social media platforms.
- Track "re-shares" and "likes" for each post to help you determine how effective your content is.

Find the Right Content to Share

You can create your own content with the help of the Digital Toolkit at digitaltoolkit.arbonne.com and you can find content online to add variety to what you share.

- Look closely at all the content posted by people, influencers and companies that you follow to find and re-share what you think would work with your audience's interests.
- Use content aggregation services to help you identify articles and information to share such as AllTop (custom collection of RSS feed content), Buffer, Feedly, Klout, LinkedIn Influencer, Reddit, SmartBrief, StumbleUpon, or TED.
- Share photos, content and comments that others send you about Arbonne products, opportunity or lifestyle.
- Join lists, circles, communities or groups to find great content based on shared interests on each of the social media platforms.
 - Twitter Lists are a group of Twitter accounts with shared interests that can be public or private. You can build your own public or private lists to help you find more content and like-minded users. Use a private list to track competitor posts or content as this information is viewable only by the list creator.
 - Facebook lists can be created or joined to follow people or organizations with shared interests. To find lists, go to **Interests > Add Interests > Learn more about Facebook lists**.
 - Facebook and LinkedIn groups are for networking and connecting within your industry or interest.
 - Create a collaborative Pinterest board to find and share content with like-minded users.
- Make sure that the content shared does not make any claims that are not supported by Arbonne's training materials, found on The Source, or on arbonne.com.
- Product testimonials and Before and After pictures of others cannot be shared unless they are provided by the Company.



LEARN MORE

For more information on how to create your own compliant posts or to access the Digital Toolkit to help you build engaging, compliant posts, visit digitaltoolkit.arbonne.com.

For more information on creating and using compliant content, visit The Source and search: **BEST and/or Social Media Guide**.

Handling Objections to Appointments

Of course, not every conversation is going to result in a booking; you are likely to hear “no” from time to time. The important thing to remember is that often “no” really means “I need more information.” In other words, your prospect needs to understand the value you’re offering, and you need to understand what’s standing in their way.

When handling objections, remember **LEAP**:

LISTEN

When “no” is given by your prospect, listen closely to the reason they are giving. Chances are it’s something you can find an answer for. For example:

“I don’t have time to host a Group Presentation.”

EMPATHIZE

Let your prospect know that you understand and relate to their reasoning. Say something like:

“I understand how you feel — there never seems to be enough hours in the day.”

ASK

Asking a clarifying question really allows for you to fully understand what they are thinking and you are gaining insight into their perspective. Use Tell me, What, and How questions as you invite a more detailed response. For example:

“Tell me, how much time do you think it takes to host an Arbonne Group Presentation?”

Now wait and listen for their response. Oftentimes, people’s perception and the reality of the situation are not in alignment. They may think hosting takes much more time than it actually does and this allows you to address their concern with some additional information.

PRODUCE A SOLUTION

Give your prospects some ideas they may not have thought of that can help them enjoy the benefits of hosting. You could say:

“I may have a solution for you. I have a great Presentation that will only take 30 minutes from start to finish ... How does that sound?”

If you address your prospect’s objections and the answer is still no, remember that “no” can have one more meaning: sometimes it just means “not now.” So don’t push, but don’t lose track of that contact — ask for a good time to reconnect in the future. You could say:

“I know life can be hectic and I totally understand now is not the right time for you, but I would love to connect with you again in the future to see if maybe then the time is right. I’d love to pamper you and your friends, and I really want you to earn that (product) you have had your eye on. I’ll give you a call in a couple of months. How does that sound?”

Utilize active listening when discussing the Arbonne Opportunity and products with prospects. Active listening is a communication technique where the listener feeds back what they hear from the speaker, by way of paraphrasing what they have heard in their own words. This lets the speaker know you are engaged in the conversation and value what they have to say.

Time Management Tips

Time management is one of those skills that comes easily to some, but not to others. Even if you've never had a problem with the hours just slipping away on you, you're going to find that living life as an entrepreneur (Arbonne Independent Consultant) can make it twice as difficult to keep your schedule under control. Following are a few ideas that can really help.

- **Make time to plan.** By setting aside time every month to put together a plan, you'll minimize your stress and keep your business activities focused on your goals. By devoting 30 minutes each month to planning, you'll save hours of wasted time.
- **Take advantage of your lunch hour.** If you work outside the home, spend a few minutes of your lunch hour making prospecting or follow-up calls.
- **Bring someone with you.** Now that you're sponsoring, you can share what you've learned with your new Independent Consultants. One of the most effective and time-efficient ways to do that is to bring someone from your team along to a Group Presentation, One-on-One meeting, training event, team meeting, etc. You'll have time to talk, you can model successful behaviors, and your Host and guests have another Arbonne Independent Consultant to share their experience with them. Your goal should be to never go alone. When first starting your business, you should try to always have a team member with you for your appointments and sponsoring interviews.
- **Utilize the My Office Pro CRM.** Through the Journey feature, My Office Pro automatically creates reminders for you to follow up with prospects, Clients, and Consultants who you are coaching, so you can spend less time organizing your calendar and more time engaging in income-producing activity.
- **Schedule office hours.** This will help ensure you have a good balance between your Arbonne business and your home life. Let your family know when you are scheduling "Arbonne time" so they understand that you are working during those hours. Likewise, let the answering machine or your voice message take calls during non-work times so you can focus on what you want to do. Listen to Learn & Burns while you are in the car or take the transcripts with you to read while you are waiting at appointments or during your break.
- **Your Arbonne business is, in fact, a business,** so make sure that your voicemail greeting reflects that, whether you have a separate phone line for your business or it's shared with your home residence phone number.
- **Have distractions ready for small children.** If you have (or have ever had) small kids, you know that the time they need you most is the moment you need to focus on that important phone call. So setting them up ahead of time with a snack, coloring book, special toys used only when you're working your Arbonne business or other activities is a smart idea.



LEARN MORE

Visit [The Source > Business Basics > Scheduling](#) to explore more content and listen to training on the topic from some of our top Leaders.

Spending your time on income-producing activities is the best way to earn money, and principal among those activities is selling. Everything else you do for your business — prospecting, scheduling, sponsoring and follow-up — all support the basic activity of selling product to your Clients and Preferred Clients.

Sharing Arbonne products will come naturally as they are wonderful to use. By recommending and selling Arbonne products, your sales will increase and your business will grow, but don't forget to share the exceptional business opportunity as well. The Arbonne Opportunity offers more life choices, better products with cleaner ingredients, freedom from the 9-5, and has limitless income potential. All the things that attracted you!

Every time you present Arbonne products, be sure to offer a balanced presentation that features skincare and nutrition. It's a proven fact that Independent Consultants who have a well-balanced Preferred Client business of two categories (e.g., skincare and nutrition) have monthly Preferred Client sales of 3X more than Independent Consultants who only focus on one product category. As a result of this focus, these teams rank high on their District/Area promotions as well as the maintenance of those levels.

Bottom line, it pays to balance your business!

Arbonne Independent Consultants use three different “reach-out” methods to spread the word about Arbonne and to sell Arbonne products.

Group Presentations

These are Arbonne events where a group of friends gather at a Host's house to experience the products and learn about the Arbonne business opportunity.

One-on-One Meetings

These are person-to-person meetings, in a home, a coffee shop or wherever is convenient, to share the Arbonne products and/or the Arbonne business opportunity.

Sampling

This is a “leading with the product” method where you give people a chance to try the product first, then follow up with more information about Arbonne. Remember, before a sample is given, you should always collect the prospect's contact information, and schedule a time to follow up.

Each of these methods has its own distinct advantages, and a great way to build your Arbonne business is to combine all three. The **2+2+2** method to success combines all three of these reach-out methods. Learn how to best apply all three methods and which works best for you.

Group Presentations

The benefits of Group Presentations are numerous, and your business will have more opportunities to thrive the more presentations you hold. This is the ideal way to leverage your time and energy. In Group Presentations you can reach a wider audience with your “I Story.” You can network with new individuals, expand your contact list, add new business builders to your team as well as Preferred Clients, Hosts, and Retail Clients. You can also build your QV and earn retail commissions. That's money you can see on your next commission check!

Host Coaching: The Key to Successful Group Presentations

When you book a Group Presentation, you enter into a “partnership” with your Host. They stand to benefit significantly from the Group Presentation, just as you do. Hosts can earn a substantial amount of discounted or free product based on the amount of sales achieved at the Group Presentation. Your Host will also learn how rewarding and profitable an Arbonne business can be, which is why so many Arbonne Independent Consultants begin as Hosts.

Coaching a Presentation Host

Once you have your Host, it's best to begin coaching them immediately if at all feasible. It is highly recommended to identify the Host of your next Group Presentation at your current Group Presentation. Take a few minutes with your soon-to-be Host after the presentation is completed to do some coaching. If that's not possible, a phone call or quick meeting in the following few days will work just as well.

Plan 15–20 minutes for this initial Host coaching session, during which you can thank the Host and partner with them through the following process:

- **Set a specific date and time for the Group Presentation.** To capitalize on the Host's excitement and lessen the risk of postponement, try to set the date no more than two weeks out.
- **Create a Host Rewards Wish List.** Begin by asking your Host to create a wish list: products he or she would like to earn. Once you know what your host wants, you can assist in setting a total goal for the Presentation.

- **Create a guest list.** Discuss the importance of over-inviting. A typical Arbonne Group Presentation has between 5–8 attendees, so your Host will want to invite at least double that amount. Explain that it's unlikely they will pick a day or time that suits everyone and things do come up at the last minute, so it's important to over-invite even by as many as twice the number you expect to attend. It's very important that you build this initial list with your Host. As your Host sees the guest list grow, they become confident that they know enough people to have a good turnout.
- **Invite the guests.** A personal invitation — by email, face-to-face or over the phone — works best. You may want to send the invitations on behalf of your Host two weeks before the Group Presentation, if possible. Your Host should then be encouraged to place follow-up phone calls to each guest a couple days before the Group Presentation to confirm attendance and share in their excitement about the presentation.
 - If a guest declines the invitation, coach your Host to say:

"I'm so sorry you won't be with us, Kerry. I know you'd love these products, so why don't I drop a catalogue by so you can see all the amazing products and perhaps place an order?"
 - Prepare for the presentation. Chat with the Host about the presentations you do, and let them know that hosting an Arbonne Group Presentation is easy and stress free — you'll be doing all the work and they'll reap all the benefits.
 - Encourage your Host to keep refreshments to a minimum and let them know you'll need a small space where everyone can comfortably gather.
 - Give your Host samples to try before the Presentation so they can experience the results firsthand. Their personal product testimonials will speak volumes to the guests.
- **Call and remind guests 1–2 days before the Group Presentation.** Remind your Host of this important step. People are busy and life moves quickly — it's easy to forget a date without a reminder.
- **Stay in touch with your Host regularly from the time you book the presentation until the time of the event.** Sometimes your host can lose enthusiasm before the Group Presentation takes place.
 - Don't let your host become discouraged by guests who are unable to attend. Let them know not everyone will be able to make it and that's why over-inviting is key to success. Guests who are unable to physically attend can still place orders and those orders will count toward their sales for the presentation.

- **As soon as the Host Coaching session is done, you'll want to send a brief, handwritten thank you note.**

Here's a sample note:

Dear Betty,

Thanks for scheduling an Arbonne Group Presentation with me. I'm looking forward to meeting your friends on [date] at [time] and I am confident that they will have a terrific time. By working together, I know we'll be able to qualify for the products you want. I'll arrive at [time] and if I can be of any help before then, please let me know.

Sincerely,

_____ (phone/email)

- **Call your Host 1–2 days before the Group Presentation.** During this phone call, you'll want to:
 - Get directions.
 - Remind your host that you'll be arriving a half-hour early to set up.
 - Find out the number of guests she's expecting.
 - Encourage her to get orders from those who can't attend.
 - Share your excitement.

If your Host asks to postpone or cancel, try to reschedule in the next two weeks if possible. If you sense your Host has gotten cold feet, here's a suggestion of what you could say:

Allison, we'll have a great time no matter how many guests attend. In fact, some of the best Presentations I have ever attended only had a couple guests in attendance. Remember that those who can't make it can still place an order or even book their own Presentation! You and I both saved this date and I'll be there. Why don't you call those who are coming and ask them to bring along a friend? I'll have a gift for anyone who does. (A gift can be an individual product sample.)

Thorough Host Coaching is the single most important action you can take to create a successful Group Presentation, so do your best to be a great coach! Always remember that you and your Host share the goal of having a successful Group Presentation that meets both of your needs.

As you progress with your business, you'll develop your own style of conducting a Group Presentation. When you're still starting out, it's best to follow the lead of others who have some experience. Go with your sponsor if possible to Group Presentations they conduct as well as local leaders. If that's not an option, the following is a basic presentation format you can follow that will start you off on the right track.

Conducting the Group Presentation

Set-up:

- Arrive 30 minutes early.
- Set up display.
- Chat with Host; learn more about the guests.
- Set up an interactive demo at a kitchen or bathroom sink.
- Greet guests individually as they arrive.
- Have each guest begin to fill out a Getting to Know You form from the CRM for you to gather their personal information and understand more about their personal needs.

Asking for the Sale

You may be tempted to think that Arbonne products are so good that they'll just sell themselves — but think how much higher your Qualifying Volume and commissions will be if you sell them! Combining a great product with knowledgeable information on how the product best benefits the consumer is a fantastic way to market Arbonne products.

One of the biggest objections people have about becoming an Arbonne Independent Consultant is that they could never sell anything. Well, what they don't know is that in Arbonne we sell our fabulous products by allowing people to sample or try them and also through education by sharing features and benefits about our products.

Increasing Sales

Group Presentations are fun for both the Host and the guests who attend. There are a few techniques to keep in mind to assure that you maximize sales while you maximize their good time:

- **Testimonials** — It's a well-known truth in marketing that word-of-mouth is the best advertising. Group Presentations are ideal for showcasing word-of-mouth advertising.
 - Ask your guests if they've tried Arbonne products and to share their own experience, or tell your own product stories. Clients like to hear about "real world" experience with the products they're considering. If you provided your Host with sample product before the Group Presentation, this is also an opportunity for them to share their experience with their guests.
- **Gift Suggestions** — Certain times of year, such as the holidays, and graduation and wedding season are made for gift-giving. The reality is, people have gifts to buy all year round, and it's always a good idea to have a couple of products in mind that you think make especially good gifts. Ask your guests about the occasions they have coming up, and suggest gifts that would be appropriate.
- **Experiment and Have Fun!** — Your guests are there to have a good time, and so should you. Enjoy yourself, try different approaches and note what works. You're offering a great value to your guests, and you can feel good about that. So relax, experiment and enjoy.

It's also a good idea to remind guests that they are there to shop and support the Host. Here's a sample of what you could say:

Now is my favorite part of the Presentation because I stop talking and you start shopping! I'll be available to assist you with your order, and answer any additional questions you may have about the products or the business opportunity. Thanks for being such attentive guests and for helping Mary earn her generous Host Rewards!

Remember the old adage in the sales world — "Don't sell to your own pocketbook." That means that you do yourself and your Client a disservice if you pre-judge what they could afford or what they'd be interested in. You have a lot to offer, so offer it! You never know which product will appeal to which person.

Booking at Your Group Presentations

The easiest way to hit your target of two Group Presentations per week is to book future presentations at your current presentations. During the Group Presentation, you have the full attention of a room full of people, and they're already interested in learning about Arbonne. They're enjoying the products and learning about the Arbonne opportunity, and there's no better time for a prospect to picture how much fun they would have hosting a presentation of their own.

You'll want to make the most of this opportunity. So be sure to sprinkle some "booking commercials" throughout your Group Presentation. Here's an example of what you could say:

Alice is getting an Arbonne shopping spree for hosting tonight's Group Presentation — and you could too! When we chat later tonight, we can talk about what you can earn for having a Group Presentation of your own.

Spend some time thinking about the kind of booking commercials with which you'd be most comfortable. The most important thing to stress is that hosting a Group Presentation is easy and fun, and that the Host stands to benefit from holding it.

Talk to your Sponsor and your upline — there are a lot of great booking ideas out there, and Arbonne people are always happy to share.

Setting Group Presentation Success Goals

Spend some time determining your ideal outcome of each Group Presentation. Think in terms of measurable outcomes that you can have an effect on:

- How many guests do you want to attend? (You can affect this through Host Coaching.)
- How much Qualifying Volume do you want to generate?
- How much money do you want to earn through retail sales?
- How many bookings do you want from each Group Presentation?
- How many Preferred Clients and sponsoring leads for Independent Consultants do you want to walk away with?

Here are a couple of techniques you may want to try to help you achieve your presentation goals:

Upselling

Upselling is how you “add on” to a sale by suggesting complementary products. If your Client is excited about one product, it’s the perfect time to suggest a related product that can increase the total sale.

Set Selling

Arbonne offers several product lines — such as RE9 Advanced. — in sets that boost your sales while offering your Preferred Clients outstanding savings. Ensure you know the sets and savings that you have to offer and let your guests know too.

You may want to have a set of products on display at your presentations to use as a booking incentive. You can point to the set and tell all the guests how they could get it at a generous discount just by hosting their own Group Presentation or purchasing an Arbonne Special Value Pack when they register as a Preferred Client, which will automatically earn them a generous Preferred Reward as well.

After the Presentation

- **Within 24 hours** — Write your Host a thank you note or email.
- **Within 24 hours** — Make calls to the guests who could not attend and ask if they’d like to place an order and also offer them the opportunity to host a Presentation or to become a Preferred Client.
- **Within 48 hours** — Follow up with anyone who expressed interest in hosting a Group Presentation or the Arbonne Opportunity.
- **Within 48 hours** — Check your CRM for the new contacts generated as a result of guests filling out the Getting to Know You form. Add those contacts to the Brand Awareness Journey to continue their education on Arbonne products.

One-on-One Meetings

The One-on-One meeting is a friendly, personal way to do business. It gives you the opportunity to introduce a prospect to the aspects of Arbonne products and the Arbonne Opportunity that is best suited for him or her.

Benefits of a One-on-One meeting include:

- **Sponsoring opportunities** — Primarily for Independent Consultants who may become Business Builders.
- **Future bookings** — A One-on-One meeting can easily lead to a Group Presentation.
- **Referrals** — As your prospect learns more about Arbonne, he or she may recommend other people to you who may also want to learn more about Arbonne, host an event, or even join your team.
- **Qualifying Volume** — You can earn “right now” money through retail sales.

Conducting a One-on-One Meeting

A One-on-One meeting is simply a conversation — just get together with another person to tell them your personal Arbonne story, and learn how Arbonne can fit into their life.

You can do One-on-Ones anywhere you can get together and chat. The venue doesn’t matter — wherever you can be relaxed and comfortable to talk, listen and converse. A One-on-One can start with a product demonstration, or you may have given your prospect a product sample in advance to experience and your One-on-One was a scheduled follow-up. Either way, you can end by sharing the opportunity to build a business with Arbonne. It’s important not to pre-judge — you never know when the income opportunity, great products, or both could greatly impact someone’s life, or the life of someone they know.

When you sit down with someone, you want to get the most out of your meeting:

- **Ask questions.** Use the time you have with your prospect to find out as much as you can. This will enable you to customize your approach around their needs.
- **Listen and focus on your prospect’s needs.** Listen to what they have to say, and keep their needs at the center of your conversation.
- **Match your prospect’s needs with Arbonne benefits,** whether it’s with products, the opportunity, or both.
- **Close by offering the best product for your prospect** — and yes, the business opportunity is a product too! And be sure they walk away with a clear picture of how the Arbonne opportunity could fit into their life and help meet their needs.

Start a One-on-One with Your Why

Establishing a personal connection is important to getting the One-on-One off on the right foot. One way to do that is to start out by telling your *Why* story. Talk about the things you've set out to achieve with your business, and the things you've been able to achieve so far. Let them know about the difference Arbonne has made in your life, and the difference you've seen it make for others. Also, tell them about the difference you think it can make for them. Here's an example of what you might say:

I've been absolutely amazed to see how this opportunity can actually change lives. I have seen people in this company who were once scared to stand up in front of an audience who are now the best public speakers I have ever heard. You know, Kathy, I really think that this could be life-changing for you. You've been successful as a waitress and in retail because you're such a people person. That's a valuable skill, and by having an Arbonne you can turn that skill into an earning opportunity.

Increase Your Sales

During One-on-Ones you can really get to know your prospect's needs by asking questions that will help you recommend Arbonne products. Don't forget to offer more than one line. Cross-selling the product collections gives you an opportunity to introduce more of what Arbonne can offer as you also give yourself the potential for a bigger sale.

Share the Arbonne Opportunity

A One-on-One is a great opportunity to share the Arbonne business opportunity with someone that has your undivided attention. You can use the Arbonne Opportunity Brochure, Flyer, Discover Arbonne Presentation, or video. Ask lots of open-ended questions; this allows you to learn what is important to them and how you might relate your Arbonne story to them. Keep it personal and authentic. Here's an example of what you might say:

Lori, I am so impressed by the way you juggle being a busy mom, working a full-time job and volunteering at your children's school. It seems you love what you do but that you aren't challenged. I imagine you feel like you are being pulled in many different directions and it can certainly be frustrating. (pause/ listen) Boy, can I relate ... I, too, was looking for more balance in my life when I was first introduced to Arbonne. I had a great job, but I didn't really see myself growing to my full potential there. I can tell you have strong goals and determination — so do I, and that is the best part of my Arbonne business, working toward those goals through determination and teamwork.



Booking Group Presentations from the One-on-One Meeting

One-on-Ones may often be set up at Group Presentations. It's just as likely, though, that your One-on-One meeting prospects can become hosts for future Group Presentations. Sometimes, a prospect won't quite be ready to commit to starting their own Arbonne business, but they may be intrigued enough to "test the waters" by hosting a Group Presentation. This is a terrific outcome for the One-on-One meeting, and it's important to make sure that your prospect knows that you're open to booking a Group Presentation. Here's a sample of what you might say:

Susan, I totally understand that you want to learn more and talk it over with your husband before you decide to become an Arbonne Independent Consultant. (pause) You know, one of the best ways to learn about the company is to host a Group Presentation right in your home. Your friends will have a great time, and you'll have a chance to shop for some of the products you're interested in while you enjoy the generous Host Rewards that Arbonne offers. I have two dates available this month — let's compare calendars and see if a day or evening would work for you.

Ask for Referrals

Remember, throughout the month, you're trying to build your prospect list. The One-on-One is a great place to add to that list by asking your current prospects to refer you to people who might be interested in Arbonne. Here's an example of what you might say:

Sandy, I'm so glad we had a chance to chat so I could tell you about all the benefits you can get from Arbonne. I hope I've answered all your questions, and now I have one for you: Do you know anybody else who might be interested in learning more about Arbonne? (pause) My business is built on referrals and I'd really appreciate your help in sharing some names of friends with me.

The One-on-One meeting is a good way to meet new people and to keep that prospect list growing. And Arbonne may just be exactly what your referral is looking for!

Sampling

The third method for reaching new prospects is sampling. Sampling is a wonderful tool that creates excitement. Use your enthusiasm and knowledge for the product to drum up that interest and excitement. Keep a few samples on hand at all times so you're ready when you meet someone new. There are several important benefits of sampling as you grow your business:

- You make new contacts, and keep adding to your prospect list.
- You can introduce Arbonne products in almost any context, and always in a professional way.
- You can actually get the Arbonne products working for people, so they can experience the product quality.
- Sampling gives you a reason to follow up, and take the next step in converting a prospect into a Client, Preferred Client, Host or future Independent Consultant.
- Include Meet the Product Sheets with your samples available for download on The Source.

Make sure that your contact information is included on the sample; a personalized label or business card from the Arbonne Boutique with your name, phone number, your replicated Arbonne website address, and email address is a good start.

Remember: 2+2+2 = SUCCESS!

2 Group Presentations per week + 2 One-on-One meetings per week + 2 samples per day

Follow-Up

Following up with Clients and Preferred Clients is vital. These ongoing Clients and Preferred Clients will help to build your Qualifying Volume and provide you with commissions each time they reorder. The Product Reorder Journey in the CRM automatically reminds you when your Client may be running out of product, as well as offers suggestions for

complementary products. A little bit of customer service follow-up can go a long way — even though your Clients and Preferred Clients have access to order products on their own, a quick call can encourage them to go online and place that order. Ensure your Retail Clients understand the benefits of becoming a Preferred Client and likewise ensure your Preferred Clients understand the benefits of becoming an Independent Consultant. When you check in with them, be sure to remind them of the fun they had at the Group Presentation where you met them and the advantages of holding a Group Presentation of their own. You may say something like:

Hi, Megan. (pause) This is Mandy calling. (pause) If you recall, we met at your good friend Jessica's Arbonne Presentation. Do you have a minute to talk? (pause) The reason for my call is that I wanted to see how the (product) you ordered is working for you? (pause) I also wanted to check in and see if you wanted to place a reorder (pause). And I wanted to remind you that you could get your next month's supply through Arbonne's generous Host Rewards program by gathering a few friends for a fun night of pampering. (pause) I have Tuesday the 19th or Thursday the 21st available — would either of those nights work for you?

Maintaining contact with the people you meet is an important business-building activity. And remember, even if this month isn't the right time for your Client or Preferred Client to host a Presentation, it could be next month or the month after that. So it's important to keep offering the opportunity.

Sustaining Relationships with Everyone in Your Network

When you first start your Arbonne business, you begin to build your 100-Person List and create an activity schedule to connect with everyone on it. As your business grows, so does your list of contacts. To continue to build on your success, you need to develop a strategy for getting the most from all your networking, as well as maintaining relationships with all your established connections.



Visit The Source and download:

- *Core Product Presentation Guide*
- *Discover Arbonne Presentation*
- *Opportunity Brochure*

Practice with your upline and get prepared for your first presentation.

Manage your ever-growing network of Arbonne relationships:

- Commit to scheduling consistent time to reach out and connect with contacts weekly. Create a system for follow-up that you can track in My Office, allowing you to maintain relationships with everyone.
- If you're talking with someone and say you're going to follow up on something, schedule that follow-up immediately on your calendar. This will help you to make sure you don't lose track of your commitment and allow you to plan the time you need.
- Identify the people who you want to connect with first such as new prospects, Preferred Clients who you haven't heard from in a while, recent Hosts, etc. Schedule time this week to make contact. Whether it's email, social media, web chat, phone call, text, or mail, the important thing is to communicate.
- As you add new contacts, be sure to ask what their preferred communication method is and make a note of that with their contact information in My Office. This information will help make your future connections more efficient and better received.
- Use your social media platforms such as Facebook, Twitter and Instagram to share news, updates and information with your entire network all with one post. Visit The Source under Social Media and Success Tools for a training series devoted to helping you master social media marketing and make the most of every post.
- Schedule time for phone calls. Electronic communication is great, but the occasional real-time connection that a call gives you is invaluable. This is a great time to renew the relationship and confirm your connection's engagement with Arbonne.
- Meeting in person for a One-on-One, at a presentation, or an event is always the best way to catch up, reconnect on what's important, and find out how you can better support someone with Arbonne products as well as the opportunity. Nothing will ever replace a face-to-face connection, but when this isn't possible in person, try the next best thing with Skype, Zoom or FaceTime.

Talk with your upline. They will have even more tips and examples of what has helped them stay on top of their expanding team and network of Preferred Clients, Clients and prospects.

Whatever system works for you, be sure to plan today to consistently stay connected!

Maximize Your Social Media Presence!

Welcome all new Consultants to your team and share a link to their personal website.

- Encourage your entire team to like and comment on the welcome post.
- Examples of comments to use on a new Consultant welcome post:

"That's awesome! Arbonne has amazing products."

"Smart move!"

"Cheering you on!"

"I love Arbonne!"

"You will be incredible at it!"

"Arbonne is my favorite company."

- Go directly to the new Consultant's page to like and follow them.
- When a new Consultant earns the first level Promotions & Bonus Booster or the Independent Consultant Cash Bonus, post a congratulation on their page, such as:

"Great job on earning your Bonus Booster!"

"I am so happy you promoted to District Manager!"

"Good job achieving the IC Cash Bonus!"

- Encourage all new Consultants to post a short live video about Arbonne and their experience in month 1 of their business.

Post strategically about products:

- Pick a product to feature and give examples of a personal or Arbonne approved Before & After photo / testimonial whenever possible.
- Some great examples of products to post about include: Arbonne Essentials, Energy Fizz Sticks, Protein Shake Mix, Daily Protein Boost, It's A Long Story, Mascara, Nourishing Facial Oil, Genius Nightly Resurfacing Pads & Solution, and RE9 Advanced.
- Share information on our Ingredient Policy and highlight the key ingredients in the product.
- Utilize the Digital Toolkit for product photos and to create shareable assets.

LEARN MORE

Visit [The Source > Business Basics > Selling](#) to explore more content and listen to training on the topic from some of our top Leaders.

Network to find new team members:

- One of the main tips on how to do social media well is to share the whole Arbonne story. Some people tend to focus their attention on one thing, so share all of the following:

Why — Arbonne's and your personal vision and purpose

Products — Why Arbonne rocks

Arbonne Opportunity — Remember to include a link to iccs.arbonne.com

Personal invitation — Get new prospects virtually funneled down by scheduling business calls, booking shows, samples, orders, etc.

- Use social media as your doorway into all of those real income-producing activities. Here's a sample post on asking people to join your business:

"I am looking for people to mentor who are ready and eager to be successful entrepreneurs! Not sure this describes you? Are you already successful at whatever you do? Do you work hard? Do you like to serve others? Do you want to leave a legacy? Do you love looking and feeling your best? Are you kind, smart, and forward thinking? If any of these apply to you (or if you know anyone that this describes) and you are ready to learn more, message me and I will gladly show you how! For average earning information visit iccs.arbonne.com.

#BESTdecisionofmylife #seekingawesomeness #showingothershowtoshine #arbonnelife #arbonneindependentconsultant"

Social media is an opportunity to start the Arbonne conversation with anyone, anywhere. Your business is mobile, global and virtual, so maximize your social media presence to share your story, information on the Arbonne products, and our wellness lifestyle with the world.

For more information on how to be socially compliant or to access the Digital Toolkit to help you build engaging, compliant posts, visit digitaltoolkit.arbonne.com. You can also visit The Source and search: B.E.S.T (Compliance) and Social Media for more information on creating and using compliant content successfully. When in doubt, contact the Arbonne Business Ethics Standards Team at best.arbonne.com or facebook.com/arbonnebest for compliance advice on your posts.

LEARN MORE

Visit [The Source > Social Marketing Master Class](#) to explore more content and listen to training on the topic from some of our top Leaders.

Sponsoring

Sponsoring is one of the most important activities you will do to grow and strengthen your business. To put it simply, sponsoring is asking individuals to join your team as new Independent Consultants who are interested in building an Arbonne business. Successful Arbonne Independent Consultants will tell you that they wish they had started sponsoring earlier because it is the activity that really helped grow a solid and stable business, as their team's product sales increased.

There are three ways to join Arbonne:

- **Client** — a retail consumer who just wants to try one or two products
- **Preferred Client** — someone who wants to shop and save money; they are primarily interested in being a loyal Arbonne product consumer
- **Independent Consultant** — someone who is interested in building a business by selling Arbonne products, which is why we also refer to them as business builders

Here's an example of what you might say if you're approaching someone you met at a Group Presentation and want to share the Arbonne Opportunity:

Hi, Sue! (pause) This is _____ calling. (pause) If you recall, we met at Liz's Arbonne Presentation on Saturday. (pause) Do you have a couple of minutes to talk? (pause) The reason for my call is that you mentioned to me that you were recently laid off and looking for a part-time job. You said you were interested in hearing more about what I do with Arbonne. (pause) Sue, I would love to share with you how you can start earning money immediately by simply dedicating a few hours a week to an Arbonne business. Arbonne has a competitive compensation plan that rewards your sales efforts, and I think you'd enjoy learning more about the many benefits Arbonne has to offer. (pause) I was hoping we could get together for a quick 30-minute coffee and chat. Would you prefer to meet in the morning or evening?

If the person you are speaking with is not interested in joining to build an Arbonne business, don't worry. You can still offer them the opportunity to become a Client, Host or Preferred Client. This is your opportunity to follow up and provide excellent customer service. While it's never guaranteed, some loyal Preferred Clients actually become business builders by later registering as an Independent Consultant.

Your Role as a Sponsor

The great thing about teamwork is that everybody has their strengths, but together you build on each other and make everyone more successful. When you sponsor an Independent Consultant, you're becoming a manager of a team, and as you progress through Arbonne's SuccessPlan, a leader within the network of Arbonne Independent Consultants. Your role is to keep doing the things you do well, and then transfer that knowledge onto your new team members. This is what we refer to as "duplication of best practices," and it's a powerful piece of our business model. By teaching and coaching your new Independent Consultants to do what you do, you are helping reinforce activities that will ultimately help them succeed.

Being a Sponsor doesn't mean that you have to know how to do everything. Remember, you have a Sponsor, upline leaders, and the Arbonne Home Office ready to assist you. You're on a journey, and the people you sponsor are along for the ride. You're all there to help each other, so offer what you can, help find answers to the questions you don't know how to answer yourself, and learn as you go.





Sponsoring at Your Group Presentations

You sell Arbonne products at your Group Presentations, but you also sell the Arbonne Opportunity and the difference it can make in people's lives. So just as you sprinkle "booking commercials," you'll want to sprinkle "sponsoring commercials" in your presentations. Your commercial can be your *Why* story, or it can be something simple. Here's an example of what you could say:

By the way, if you think what I do looks easy and fun and that you could do it — guess what? You can! I love my Arbonne business and I'd love to tell you all about it — I'm always looking to coach and train others to do what I do. When we chat later, I can fill you in.

Sponsoring is a process of listening, responding, sharing, and reassuring.

Ask Questions

Find out what you can about your prospect, so that you can match their needs with the benefits you have to offer. Ask questions about their family, occupation and hobbies.

Sharon, tell me a little about yourself — do you have kids? What kind of work do you do? What do you like to do in your free time?

Share Benefits

Answer the questions that are on everyone's mind: "What's in it for me?" and "Can I do it?" Be sure that you emphasize the benefits that are the best match with what you've learned about them.

Sharon, it sounds like you really love working as a nurse, but sometimes you feel like it takes you away from your family at important times. What if you could work part-time as a nurse so you can stay active professionally, but capture some of the time you want with your kids without having to sacrifice to do it?

Handle Objections

Answer your prospect's concerns, and help them understand that they really can be successful with Arbonne. Remember to **LEAP (Listen, Empathize, Ask, Produce)**.

Sharon, I completely understand your hesitation, and I never had any formal training or experience in sales before either. So, let me ask you, what kind of experience do you think you need? (pause) To tell you the truth, I don't even think of it as "sales" — I just share the features and benefits of the products, and help people select the products that are right for them. It's a lot of fun and it never feels like work!

Close


Ask your prospect to commit by taking the next step to become an Arbonne Independent Consultant.

Sharon, I know you'll have fun doing this, and I'll be with you every step of the way. So let's get you signed up and set a date for your official launch.

Sponsoring can be a little intimidating, but remember, you're offering quality and you are building a relationship that will benefit both of you. It's building your Dream Team!

Who is on your Dream Team? Think of five people in your life who you would absolutely love to have join you in Arbonne as a business builder. Challenge yourself; think of people who take your breath away because they impress you so much. Write their names, why you picked them, and how Arbonne will add value to their life. Once you identify your list, immediately schedule the conversation to share the Arbonne Opportunity with them.

Name	Why I picked them	How Arbonne will add value to their lives

 **LEARN MORE**
 Visit **The Source, Business Basics, Sponsoring** for more information, tools and training resources on Host Coaching and successful presentations.

Balancing Your Business with Preferred Clients

Preferred Clients enjoy discounts, rewards and special benefits, so keep them informed. Make sure they know how to place an order with their own Preferred Client account using their username/email, and that they know how to navigate the Arbonne website. You want to convey how easy it is being a Preferred Client while participating in the Preferred Rewards, earning free shipping and even the Arbonne Autoship program. Remember a Preferred Client is often a strong prospect to later become an Independent Consultant interested in building a business, so keep them up-to-date on how your business is doing while keeping their interest in a potential business for themselves piqued. Here's an example of what you might say:

Karen, I just have to tell you — since the last time we spoke, my Arbonne business is just exploding! My most recent commission check from Arbonne almost matches the one I receive from my current full-time job, and I'm just about to promote to Area Manager. Have you given any more thought to starting your own Arbonne business? I know as a Preferred Client you love the products, and I think you'd also love how additional income from selling Arbonne products could also make a difference in your life.

Be pleasant, be professional, and be patient. It can take some time for a Preferred Client to decide to become an Independent Consultant, but if you nurture the relationship, when the time is right you'll gain a business builder who is already knowledgeable about our products and committed to Arbonne.

The Fortune Is in the Follow-Up

There's one other vital activity that we haven't yet discussed in detail: caring for your Clients.

Your Clients and Preferred Clients are the backbone of your business. The relationships you develop with them today can mean years of future business and product sales. Each Client and Preferred Client relationship you nurture can result in a "chain" of business with almost unlimited potential.

Consider this example:

Contact Event	Clients and Preferred Clients Added	Team Member Added
You meet Marie at a Group Presentation. She makes a product purchase.	1 new Client (Marie)	
Following up with Marie, she decides to host her own Group Presentation. From this, you book 2 more Group Presentations and sponsor 2 Preferred Clients.	5 new Clients at Marie's Group Presentation, 2 new Preferred Clients	
You schedule a One-on-One Meeting with Kelly, one of Marie's guests, and she joins your team as an Independent Consultant.		1 new Independent Consultant
The first of the 2 booked Group Presentations from Marie's party is a big success! You sign up 3 Preferred Clients.	12 new Clients at the Group Presentation, 3 new Preferred Clients	
Your follow-up with two guests leads to 1 additional Group Presentation and 1 new Preferred Client.	6 new Clients at the Group Presentation, 1 new Preferred Client	
You hold 2 Group Presentations from bookings you got at the last party, and 1 person signs up as an Independent Consultant.	10 new Clients at the Group Presentations	1 new Independent Consultant
TOTAL SO FAR	34 Clients and 6 new Preferred Clients	2 Independent Consultants

Look what can happen in such a short amount of time. Talk about momentum! As long as you continue scheduling, following up, and staying in touch with your Clients and Preferred Clients, there's no reason a chain of business ever has to end. Remember, every Client is a potential chain of business!

Become a Customer Service Expert

Customer service is really as simple as the Golden Rule: Treat your Clients, including Preferred Clients, the way you'd like to be treated yourself. It's also one of the most important things you can do. Good customer service helps to build your reputation as a business professional and as people grow to know, trust and like you, they'll recommend you to others as well. To a great extent, good customer service is just being polite and considerate, letting your Clients know you value and care about them as individuals.

Here are a few easy things you can do that will make your service stand out:

- **Make your first impression count.** Being pleasant, polite and professional the very first time you meet your Client will establish a positive impression right from the start. It's always important to start off on the right foot.
- **Return calls and emails.** People like to know they can depend on you, and if you're prompt in getting back to them (within 48 hours) when they call or write, they'll appreciate it.
- **Know your products.** Take advantage of every product training opportunity you can, and learn as much as you can about your products. Your Clients will come to see you as an expert, and they'll know who to call if they have a question. And if they ask you something you don't know, tell them you'll find out, and follow through. Visit The Source under Products to explore all of the training and tools available to help you.
- **Keep your commitments.** Whether it's an appointment, a returned phone call or some information on a product, if you say you'll do it, be sure to write it down and follow through. You know how it feels to be disappointed by a salesperson, and that's not how you want your Clients to feel about you.
- **Keep your Clients in the loop.** Clients like to feel like they know what's going on, and they appreciate individual attention. Keep them updated about specials, new products and other Arbonne news.
- **Empower your Clients to shop online.** Guide your Clients on how to shop online through your personal website for convenient ordering. Be sure to also let them know you are always available as a knowledgeable representative to guide them with their orders and provide customer service.
- **Admit your mistakes and apologize.** Nobody expects you to be perfect, but if you make a mistake, such as forgetting to order a product, call right away and let your Client know. Sincerely apologize and explain to your Client what you'll do to rectify the situation.
- **Keep it personal.** You'll impress your Clients when they see that you really listen to them and that you're making an effort to keep in touch with them personally. Keep them updated on products they like or a Presentation format you think they'll enjoy — a personal note or email can go a long way toward building a long-lasting and productive long-term relationship.

Follow Up

Good customer service begins as soon as you say "hi" to any prospect. From then on, you represent the company to them and it's really all about consistency. Keeping in touch with a Client and generating repeat business is much easier than acquiring a new Client.

Here's a method for keeping in touch:

- Place your contacts on Journeys in the CRM to receive reminders to follow up. Different journeys help you meet different goals such as introducing your prospect to the Arbonne products, ensuring Clients are satisfied with their orders, and reminding Clients to reorder products.
- A couple of days after the products are delivered, place a quick call to each of the guests at the Group Presentation.
- Get an email address for each Client, and keep them posted on what's new and product promotions.
- Follow up by phone about a month after the sale. Find out how your Client is enjoying their products, and if they need to order more. You can also suggest complementary products and offer to drop off a sample. Remind them that they can get their products at a discount by becoming a Preferred Client.
- Send holiday greetings via mail or email to all your Clients. And not just in December — a note a few weeks before Mother's Day or Father's Day can generate goodwill and maybe some additional business.

Understand Your Role in Providing Customer Service

Every customer service challenge is truly an opportunity. Clients appreciate a salesperson who can solve their problems for them, and as an Arbonne Independent Consultant, you're in a position to solve most of the problems your Clients will encounter. The way you treat your Client and the service you provide will leave a more lasting impression than the initial problem will.

The following are recommendations for what you could do:

- Listen carefully. In order to address the problem, you have to fully understand it. If your Client is especially frustrated, they may vent their feelings. Don't take this personally or react defensively. Once you get past the venting, you can begin to address the issue.
- Empathize and apologize.
- Take action to correct the situation as quickly as possible.

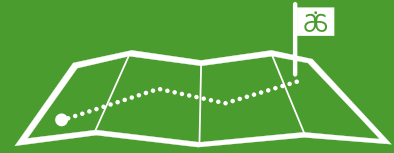
If you make a promise, keep it right away. There's nothing worse you can do than to promise to do something and then not follow through. If the problem is Home Office-related (damaged or missing product, shipment issues, etc.), let Customer Service know about it right away. Also alert your Sponsor/upline so he or she is aware of the situation.

Follow up to be sure your Client is fully satisfied. Taking the time to double-check and ensure your Client's issue is resolved is one way to let them know that you care about them as a person, and that their satisfaction is really important to you. It will leave a lasting impression.

Solving problems for Clients is personally rewarding, and it has long-term benefits. A Client whose experience begins with frustration and ends with caring, personal service is going to walk away with a long-lasting, positive impression of you and Arbonne.



Goals for Month 1, 2 and 3 – Your Road Map for Success



This guide has walked you through the best practices that will help set you up for success your first three months as an Arbonne Consultant. Build upon these basic skills to help guide you as you continue on your journey and reference this guide whenever you need.

Every month, repeat the activities consistently to help your business grow strong and experience success. Remember, momentum builds more momentum, and activity is the definition of momentum for your business. Success is yours to achieve. It only gets better from here!

Following Your Success Road Map

Remember, making your goals a reality is as simple as **2+2+2**.

Set your goals to talk to at least **30** people about Arbonne each month.

Schedule your activity to follow this formula:

2 Group Presentations per week + **2 One-on-One meetings** per week + **2 samples** per day

Here's some examples of specific activity you can plan for to help you achieve your goals and earn more each month:

- Each month, plan to achieve **500** Personal Qualifying Volume (PQV) and you'll earn **6%** override on the sales of all of your personally sponsored ICs.
- Achieve **2500 QV** in SuccessLine volume AND sponsor two PCs or ICs who each do **150 PQV** in the month and you'll earn an extra **\$100**.

With all that in mind, set your goals for the next **3 months of SUCCESS**:

MONTH 1 GOALS					
Good		Great		Awesome	
Sales Volume		Sales Volume		Sales Volume	
Sponsoring		Sponsoring		Sponsoring	
Hours per week I'm willing to invest to achieve my goals:					
MONTH 2 GOALS					
Good		Great		Awesome	
Sales Volume		Sales Volume		Sales Volume	
Sponsoring		Sponsoring		Sponsoring	
Hours per week I'm willing to invest to achieve my goals:					
MONTH 3 GOALS					
Good		Great		Awesome	
Sales Volume		Sales Volume		Sales Volume	
Sponsoring		Sponsoring		Sponsoring	
Hours per week I'm willing to invest to achieve my goals:					

Keep Your Personal Goals in View

Keep sight of your **2+2+2** goal as you get down to the tasks necessary to build your business — don't lose track of the personal goals. Review them often, and even post them where you can see them to remind you of where you want to be and what you want to achieve.

Arbonne Terms & Phrases



Don't be confused by the special Arbonne terms you'll hear in our community. Use this as quick guide to decoding and demystifying "Arbonne speak" so you'll feel confident joining the conversation.

Arbonne Charitable Foundation. (ACF) — The AFC's mission is to provide support for programs and opportunities that promote the development of confidence and self-esteem in teenage girls and boys between the ages of 12–17. Through product donations and monetary grants to tax-exempt organizations, and through the volunteer efforts of our Arbonne Independent Consultants and employees, the Foundation supports charitable programs that empower the next generation.

Arbonne Independent Consultant — Any individual or entity who has submitted an Independent Consultant Application & Agreement that is accepted by Arbonne and who paid the initial Starter Kit Fee or an Annual Renewal Fee within the preceding 12 calendar months, regardless of the level the Independent Consultant has achieved in the Arbonne SuccessPlan.

Arbonne Incentive Trip (AIT) — This incentive program rewards the business-building efforts of Arbonne Independent Consultants with the opportunity to earn an exciting trip. Please see published materials for full details about the current AIT program.

Arbonne Special Value Packs (ASVPs) — ASVPs are specially priced sets that offer substantial savings over Suggested Retail Price and available only to Consultants and Preferred Clients. These sets are available to them at all times and offer Arbonne's best savings opportunity, and your best retail commission opportunity.

CDARN — CDARN stands for Consultant, District Manager (DM), Area Manager (AM), Regional Vice President (RVP) and National Vice President (NVP). CDARN is a quick summary of the SuccessPlan benefits that was created to help new Consultants easily remember the various levels the SuccessPlan in order.

Central District — Your Central District is comprised of you, your personally sponsored Arbonne Independent Consultants, and all other Arbonne Independent Consultants sponsored by them and so on. When one of your Arbonne Independent Consultants reaches the level of District Manager, then that Arbonne Independent Consultant (new DM) and all Arbonne Independent Consultants beneath him or her promote out from your Central District to form their own Central District — they are then considered a promoted 1st Generation District.

Client — An individual who purchases Arbonne products from an Arbonne Independent Consultant but who is not a participant in the Arbonne SuccessPlan.

Eye on Arbonne (EOA) — EOAs are success stories from Consultants who have promoted through the ranks to become a Vice President (VP). Each VP has the opportunity to create their own EOA, which will be added to Arbonne's website and available to share with people who may be interested in the Arbonne Opportunity.

Global Training Conference (GTC) — GTC is an annual global training conference that provides training from top leaders and employees in the corporate office on business and products, recognition, new products launches and essential networking opportunities with the Arbonne community.

Host Rewards Program — A program designed to reward individuals who refer others to your Arbonne business. When their network shops with you, you are able to offer them gifts and discounted product as a "thank you" for helping expand your business.

Pure Impact — The Pure Impact Tour provides training opportunities in cities across the United States, generally in the late summer months. These events are for all Independent Consultants and put on by a specific Consultant in your area with help of company. At this conference you will hear grass roots training from the leaders in your area on our products and business practices.

Independent Consultant Compensation Summary (ICCS) — The ICCS is a snapshot flyer that shows average earnings of all Arbonne Independent Consultants at each rank in our SuccessPlan. Whenever you are discussing the business opportunity with a new prospective Consultant or making lifestyle claims or talking about the income potential with Arbonne, you must share this tool, which can be found at iccs.arbonne.com.

My Office Pro CRM — A client relationship management tool that helps you to maximize your efforts, share your business with more people, and grow your results. Its key benefit to you is mobile access to business tools wherever and whenever, allowing you to run a high-end technology business from anywhere at any time.

Pure Pay — The Arbonne Pure Pay Portal has been designed to provide you with fast, convenient and reliable access to your commissions. You can get paid your way thanks to a multitude of self-service tools including easy, on-the-go access and automated payment transfer methods.

Personal Qualifying Volume (PQV) — The point value of the products sold by an Arbonne Independent Consultant in each calendar month, which includes the volume from personally registered Preferred Clients and Clients. See "Qualifying Volume" below. To participate in the management qualification programs and to receive any compensation from Arbonne, Arbonne Independent Consultants must accumulate a minimum of 150 in Personal Qualifying Volume that month.

Preferred Rewards Program — Preferred Clients receive rewards in the Preferred Rewards program. Full details of this program are available on Arbonne's website or on The Source in the Preferred Client Benefits tool.

Preferred Client (PC) — Preferred Clients register with Arbonne to purchase Arbonne products at a great value and participate in our product promotions available to this special client base through our Preferred Client Program. Preferred Clients are not Arbonne Independent Consultants, and are not eligible to receive commissions or sponsor others under the Arbonne SuccessPlan. Preferred Clients are part of the Preferred Rewards Program.

Qualifying Volume (QV) — Each Arbonne product carries a designated Qualifying Volume that is used to calculate qualifications, maintenance, product specials and campaign incentives. Starter Kits, Business Aids, Sample Packs, and certain product specials have no Qualifying Volume.

Rank — The "title" that an Arbonne Independent Consultant has achieved pursuant to the Arbonne SuccessPlan (Consultant, District Manager, Area Manager, Regional Vice President and National Vice President).

Retail Volume (RV) — RV is the volume from product sales used to calculate overrides and commissions. All Arbonne products carry a designated RV value that Arbonne Independent Consultants earn through the sale of those products. Please note that Starter Kits, Business Aids, sample packs, and product specials have no RV.

Sponsor — The Arbonne Independent Consultant who registered you with Arbonne as your direct upline Consultant designed when you submitted your application and agreement online. The act of assisting others to register with Arbonne and training them to become Arbonne Independent Consultants is called “sponsoring.”

Start Month — The calendar month in which an individual becomes an Arbonne Independent Consultant and is bound to the Agreement with Arbonne.

Start Period — The calendar month in which an individual becomes an Arbonne Independent Consultant and the month after.

SuccessLine — All Arbonne Consultants who have been sponsored below an Arbonne Independent Consultant, no matter how deep, regardless of whether they were personally sponsored by such Arbonne Independent Consultants or sponsored by Arbonne Independent Consultants below them.

Suggested Retail Price (SRP) — The price suggested by Arbonne for the sale of Arbonne products to Clients. Sales of products at SRP enable Arbonne Independent Consultants to earn a retail commission.

The Source — When you are looking for a flyer, form, information or training on Arbonne’s products or business opportunity, go to The Source. This resource contains all your marketing, training and informational needs. The Source link can be found in My Office > My Resources.

Upline — The Arbonne Independent Consultant(s) above a particular Arbonne Independent Consultant in a sponsorship line up to Arbonne. Conversely stated, it is the line of sponsors that links any particular Arbonne Independent Consultant to the Company.

Arbonne makes no promises or guarantees that any Independent Consultant will be financially successful as each Independent Consultant’s results are dependent on his or her own skill and effort. You should not rely on the results of other Arbonne Independent Consultants as an indication of what you should expect to earn. Actual financial results of all Arbonne Independent Consultants for the preceding year are contained in Arbonne’s Independent Consultant Compensation Summary (ICCS). You may view the Independent Consultant Compensation Summary on Arbonne’s official website iccs.arbonne.com.

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