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What you'll need:

- Catalogs
 - Order forms
 - (3) ASVP Sets: Anti-Aging Face, Ultra & Nutrition
 - Party Binder (or close binder)
 - Arbonne Greens & 3 of your favorite products
 - Client Care Cards & Wishlist
 - Rescue & Renew (Scrub, Detox Oil, Body Lotion)
 - Washcloth & Handtowel
 - Head Bands
 - '3 Ways to Win' Close sheets laminated (at least 6)
 - **Ribbon for Ribbon Cutting Ceremony and Cider/
Champagne for a toast if this is a New Consultant Launch**
 - I do an 'on-time drawing' gift (usually FC5 Hand Cream). The CNS confirms day before and tells everyone that whoever arrives on time, they will be entered into a drawing for a free gift. This has dramatically increased the number of people arriving on time. Often times people think it's an open house.
- * Protein Shakes, Tea & Fizzies for taste testing
 - * Curiosity Packs
 - * Dixie cups, Tea Cups & Tray
 - * Host Brochures
 - * Pens & Clip Boards
 - * Calendar & Calculator
 - * Booking and new PC Gifts (optional)
 - * Basket with small, nicely decorated booking gifts (optional)
 - * One each Laminated PC Free Product List & Consultant Free Product List

Go to Donna Johnson's YouTube channel & watch (3) short videos (one minute each),
1-2-3 Prepare for Core/& the 30 minute Core Presentation Video

SET UP:

- Arrive early, to prepare 3 stations: 1) Kitchen for sampling 2) Presentation area (ASVP's displayed) **Ribbon if it's a Launch** 3) Closing area (tablet, calendar, calculator, curiosity packs, gift baskets). Make sure closing area is in sight and hearing of Presentation area (view above Prepare for Core videos)
- Prepare: 1) shakes (either in Host's blender, or bring shaker cup) 2) one each Fizz Stick to pour into Dixie cups and 3) two or three Detox Teas into mini hot cups (wait to pre-pour after you know the # of guests) 4) **Champagne/cider if it's a launch**

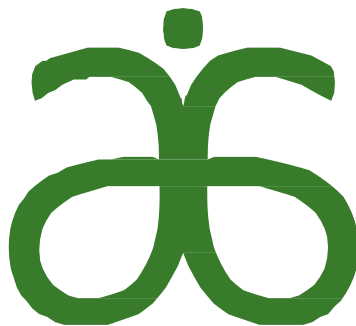
AS GUESTS ARRIVE:

Greet each guest, learn about them, and build rapport

- Do Rescue & Renew trio only on guests that arrive 15 min early (at the kitchen sink).
- "Before we start I want to pamper you with a 'hand spa treatment.' You are going to hear more about Arbonne's botanical ingredients, but this is part of our Rescue & Renew line, and our botanicals are from the sea, such as spirulina and marine algae."
- Wet hands, dab small amount of Rescue & Renew scrub, and a couple drops of Detox oil.
- "Scrub your hands this will shine up your rings too! What you smell is our botanicals, not a chemical fragrance."
- Rinse, towel dry, and finish with Body lotion on hands

While you are meeting with them at the sink: Ask them how they know the host? What they do for a living? I bet you love what you do?

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- Give each guest a clip board with client care card and wish list
- Each guest can have samples in front of them (fizz, shake & tea) or bring out a tray during the Essential Presentation
- Don't hand out catalogs or close sleeves until end of presentation

INTRODUCTION

Gather guest into Presentation room, start on time!

- Warmly welcome guests
- Thank them for caring about pure, safe, beneficial choices for their family.

EDIFY AND THANK HOST

You can ask them to share why they are hosting, but make sure to plan ahead, and have them practice.

Example: "I almost didn't go to Mary's Arbonne presentation, but I'm so glad I did, I learned so much, and I absolutely love the products. That's why I wanted to share it with all of you as well."

Ask host to give testimonial

(If you are Launching a New Consultant, thank guests for their support & have New Consultant share their testimony, cut the ribbon, take pictures.) Also if it's a launch and the host is a BB, I have the BB welcome their friends, thank them for coming, share their story and EDIFY ME when they introduce me. Their friends don't know me and I tell my BB that they will allow themselves to be influenced by me if you tell them to, so we practice that.

YOUR 60 SECOND 'I STORY'

Have a compelling, confident, passionate story. Connect with the Guests! Know your audience. Make your story fit theirs. You may have different reasons you were excited or hesitant; share what your audience can relate to themselves.

- Your background – what you did/do now and what you liked/like about it
BUT – what wasn't working... what's your discontentment
- Then I found Arbonne and Network Marketing – why you were excited about products and business
BUT – share hesitation, concern (thought I would have no time, etc)
- What I realized was (answer your own objection)
- Results or hope for the future

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ARBONNE'S 2 MINUTE STORY

Holding Catalog

- Petter's Vision of a Synergistic approach to anti-aging: What you put on your skin, and in your body.
- You won't find us in stores, magazine ads, or pay expensive models. All the models in our catalog are Arbonne Consultants and their families
- If I shared all the products in our catalog, we'd be here all night! Share a quick 20 seconds.....while fanning the catalog... we have skin care, body care, aromatherapy, spa, wellness and nutrition, cosmetics, sun care, baby care...So what I'm going to do is take the next 20 minutes and share the core foundational products that are the most important to start with: our Anti-aging Face and Body, and our Wellness and Nutrition line.

OPEN WITH THE CLOSE

“Before I begin, I want to give you some things to think about, and I’ll review this at the end as well. The biggest problem most people have when they come and learn is they want everything. You’ll be pleasantly surprised how affordable Arbonne is, even though it is very high end formulations, based on European Standards. Be thinking about which of our “3 Ways to Win with Arbonne,” is the BEST FIT FOR YOU!

- 1) Watch what I do, if you are interested in another income stream in your life, please consider joining our team!
- 2) If you’re not interested in making money, but want to shop and save, you’ll love our Preferred Client Program if you want more than just a few products. For \$29 you can have your own Preferred Client ID#, shop online direct with Arbonne, and not fight the malls to get your products. You’ll always get 20% off, however, the sets I’ll be showing you tonight, are actually 40% off. With your 1st order of \$250+ you get to pick a free product and you always get: FREE SHIPPING on any order over \$150, and a product reward with a \$150 order.
- 3) I believe we have the most generous Host Program in the profession, since you won’t find us in stores, we rely on people like _____ our host, to share Arbonne with others. We consider you our partner in success, and reward you very generously!
- 4) If this is a New Consultant Launch say: “You can help (NAME _____) launch successfully by joining as a Consultant or Client or hosting a fun gathering. Your friends will learn the phenomenal information you learn tonight and be offered the same incredible specials. They will thank you for having them.”

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ANTI-AGING FACE ASVP

Product overview

RE9 – Flagship

According to our VP Product Development, Dr. Peter Matraveros: RE9 stands for: **Rebuild, Repair and Rejuvenate**. We use vitamin and plant acid therapy that commands the skin to behave the way it did when we were young, and helps restore the cell memory as we age.

RE9 competes with products that are sold at a medical level. However, our advanced delivery systems stimulate the cells to the degree needed by each cell so that cells don't become overstimulated. Formulas that rely on strong chemical ingredients can't differentiate between healthy and sluggish cells and stimulate all cells equally. Healthy cells that are over-stimulated can burn out accelerating aging. With RE9, the benefits are long term, not temporary. In fact, long term your results increase. When RE9 is combined with other Arbonne products, your results are exponential because all of our products are designed to work together synergistically.

DEMONSTRATE:

- Talk about the RE9 Eye Cream and how it reduces fine lines, dark circles and puffiness. Introduce how to use it (ring finger, half a pump, tap evenly around eye)
- Talk about the RE9 Day Cream (Use the back of everyone's hand, smell the orange scent, very lightweight)
- What I love about our products is they are prestige quality, very effective, but priced affordably, for the average person. If our products were sold in a spa in Switzerland, you could pay up to \$400-\$500 per jar. How can we keep our costs down? Because we skip the middleman expenses and the products go directly to the consumer.

RE9 is our Flagship, signature, loyalty line that is well known and respected. Our formulations follow European standards which have banned over 1400 chemicals. U.S. has only banned 11 chemicals. We are proud to have such high standards, and all of our products are 'Made in the USA.'

A great documentary to watch on Netflix is Sean Penn's 'The Human Experiment.' Educate yourself to be a label reader what you put on your skin and in your body. Arbonne's Pure, Safe & Beneficial line is formulated **WITHOUT** Gluten, dyes or chemical fragrances and are NON-GMO. We do not test on or use animal by-products and we are Vegan certified. RE9 is like a 'salad for your face.'

You may be thinking: I've been a label reader for what goes in my body, but not what goes on my skin. Your skin is the largest organ in your body; it does more than hold you all together. It is the second detoxifying and eliminating organ. For a little experiment you can put a piece of garlic between your toes and you will taste it in about 15 minutes

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INTELLIGENCE GENIUS PADS

- Also in the Anti-Aging Face ASVP with RE9, is our Genius Pads
- Secret weapon to aging, lines, age spots, acne, uneven skin texture & tone
- A botanical Retin-A without a prescription
- Tips on how to use (entire face, neck and back of hands)

Give any testimonial

- Remind them that is along with RE9 is 40% off

READ FROM 3 WAYS TO WIN

The RETAIL price of the Anti-Aging Face ASVP is \$_____

PC's get 40% off: \$_____ (+ a free product)

Consultants get 50% off: \$_____ (+ a free product)

GENIUS ULTRA Ultrasound Technology

Gentle waves help push the product into the outer layers of the skin, getting into the ridges and ultimately maximizing your Arbonne skin care products for faster results

*While it may not be visible to the naked eye, the surface of our skin is uneven – with ridges that can only be seen under a microscope. This high-tech tool makes your skin care products **work smarter** by helping to apply the product **more evenly** than with your fingertips, all in a matter of **minutes**.

Arbonne pairs the Ultra with the RE9 Serum and the Contouring Eye Cream.

Give any testimonial and explain the wait list

READ FROM 3 WAYS TO WIN

The RETAIL price of the Genius Ultra ASVP is \$ _____

PC's get 40% off: \$ _____ (+ a free product)

Consultants get 50% off: \$ _____ (+ a free product)

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NUTRITION ASVP SET

According to the AMA (American Medical Association) the top three stressors are:

- 1) Lack of good health & nutrition habits
- 2) Exposure to chemicals
- 3) Financial struggles

(Sample shakes, fizz sticks and detox tea and give testimonial)

- Protein Powder – 20g vegan protein, they are non-GMO and gluten-free. Our protein source is: Pea, Cranberry & Brown Rice
- Fiber – aids in digestion and is tasteless
- Fizz Sticks – help provide a boost of energy and can help you and your children get off soda, coffee or energy drinks. Bathe our cells in alkaline which is important for the PH of our body
- Digestion Plus - helps support digestion and a healthy GI tract, has probiotics, prebiotics and digestive enzymes to help minimize gas and bloating
- Detox Tea – detoxifies our number one organ, our liver, at a cellular level
- 7-Day Cleanse – a great jumpstart for your body
- Set comes with our support guide with recipes and information
- Greens – bodies aren't getting the nutrition they need (Perfect product for free gift)

READ FROM 3 WAYS TO WIN: The RETAIL price of the Nutrition ASVP is \$_____ PC's get 40% off: \$_____
(+a free product) Consultants get 50% off: \$_____ (+ a free product)

YOUR 3 FAVORITES

“As you heard from my presentation, I am only focusing on the CORE, foundational products of Arbonne, featured in these three ASVP sets. You’ll learn more about the rest of Arbonne’s products as you continue your Arbonne journey as a client or consultant. I thought it would be fun to share with you THREE of MY favorites, besides these CORE products that I love and use every day”

Don’t take longer than one minute sharing your three favorite products (it would be good if they are included in either of the free product lists)

SHOW THE FREE PRODUCT LISTS (PC & Consultant)

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CLOSE

- “Since these sets are 40% and 50% off, I recommend you get both of these sets, to experience the best results!”
- “I’ll be helping each of you individually to find the best fit for you. I have an area dedicated right over here (point to closing area) with my calendar, tablet to enter your orders directly online, calculator, and I have a gift for those of you that become a Consultant, become a Preferred Client, and I have a gift for those of you that schedule a get-together in the next two weeks.”
- “Be thinking if you’d like a daytime or evening event, and weekday or weekend, and we’ll find a date that works for both of us!”
- “I also have headbands and washcloths at the sink if anyone is interested in doing a cheeks and below facial with the RE9, leaving your eye makeup on.”

Pass out Catalogs and Closing document

TAKE INITIATIVE TO BRING PEOPLE TO YOUR CLOSING AREA

“Who need to get going? I can take you first!”

Have the ‘3 Ways to Win’ ASVP in your hand.

“Where do you see yourself? Have you given any thought to earning another income stream? What sets would you like to start with?”

TIP: If someone is curious about the business, but not ready to sign up as a Consultant right now, give them a Curiosity Packet and say:

“Here’s what I recommend, sign up as a Preferred Client, place your order, and schedule to host. You’ll want to use the products, and introduce Arbonne to your friends should you decide to become a Consultant, and then if you do decide to join our team, the \$79 Starter kit is only going to be \$50, you still get the savings on the starter kit!”

TIP: When you are in consistent activity, you will always have a new consultant shadowing you. Have them help you with the facials at the sink, and also help directing traffic & build rapport with guests.

- Enter orders, book presentations, give out curiosity packets and gifts for those who book a presentation, become a PC and a Consultant (keep gifts simple, but nicely decorated).
- Tally up sales, and get very excited with your host and all the gifts he/she has earned!

Remember, a happy host creates curiosity in the business and encourages others to host as well!

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