



THE RUSH NATION

Getting Started Packet

LEARNING THE KEYS TO SUCCESS IN ARBONNE



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Getting Started Introduction

Congratulations on starting your Arbonne business!

This will be a journey of personal growth, excitement, challenges and incredible rewards. You have an amazing opportunity to change your life and the lives of many others. In Arbonne, we talk about being in business for yourself, but not by yourself. We absolutely take this to heart and want you to know that you have a strong support system that will partner with you and walk with you every step of the way to the TOP. Your sponsor will match effort with effort. Therefore, we encourage you, especially in your first **30 days** to take advantage of the help and training from your sponsor and your upline. Our desire is to help you launch your business professionally, efficiently and ethically and get you into **MASSIVE MOMENTUM!**

One of our primary goals in the first 30 days is for you to learn how to give an effective **Presentation**. Some ways you will learn this include:

- *Observing your sponsor at your “business launch”/drop offs*
- *Observing your sponsor at your first 2-4 “one-on-ones”*
- *Listening to the presentations online at www.arbonne.com*
- *Viewing our Webinar live and recorded trainings*

So, where do you want to take your business?

The potential for personal and financial rewards with Arbonne is unlimited. You have made the “choice” to build your business, now it’s time to make the commitment. We challenge you to start your business with a “no matter what it takes” attitude. When you find something pure, safe and beneficial AND it works, you can’t keep it to yourself. That is Arbonne - phenomenal products, incredible business. That’s what we do - share our results. If you are building your Arbonne business alone, you are building the wrong way. You have our full attention, so please take advantage of it! If your sponsor is unavailable, continue to call your upline.

My Sponsor:

name: _____ email: _____ phone: _____

My Area Manager:

name: _____ email: _____ phone: _____

My Regional Vice President:

name: _____ email: _____ phone: _____

Three Step Activity System

1. INITIAL CONTACT

- Complete “Getting Started”.
- Make your contacts.
- Decide before you call what it is you WANT.
- ASK FOR SOMETHING.
 - *host a presentation*
 - *schedule a “drop-off”*
 - *schedule a one on one*
 - *send a sample pack*
 - *share Arbonne*
- Primary goal in your first 30 days is to get into as much momentum as possible.

2. ACTIVITY LOG

- Set Your Goal to get into qualification for District
 - Choose your Reach Out Method(s) for example:
 - *2 Group Presentations per week*
 - *2 Drop Offs per week*
 - *2 Sample packs a day - we suggest the NutriMinC® Re 9 line*
- Refer to “Reach Out Methods” for additional ideas - attached to this Training.*

3. FOLLOW UP/CLOSE

- Close the class, place orders
- Follow Up with Drop Offs
- Follow Up with those individuals you gave samples
- Invite to next Discover, Training, Car Presentation, Conference Call, Webinar

Decide NOW you want to be a District Building Machine and make that your Goal. The activity you do initially will take you a long way down the road of success. Don't make this harder than it really is. **HAVE FUN! This is a JOURNEY.** Remove “try” from your vocabulary! You either DO or DON'T - you never TRY!!

Materials to have on hand:

- Calendar / Planner
- Arbonne = Results flip chart
- Before & After Pictures
- Product Samples for mailing
- Demo/Tester kit for in-person drop off
- Demo Products for Presentations
- Goody Basket for closing
- Referral Cards
- Application
- Calculator
- Curiosity Packets (*for those interested in the business*)
 - Eye on Arbonne
 - Latest Demographic Map
 - Product Overview
 - Product Catalogue
 - ArbonneNOW Brochure
 - ArbonneNOW CD
 - Before & After Brochure
 - Pg. 18 of the Arbonne=Results flip chart
 - Robert Kiyosaki Article

Getting Started Steps

STEP 1: Review Pages 1 - 11 OF StartNow Workbook

- Discuss your “Why (s)” - make sure your sponsor knows what they are!!
- Review 100 person contact list ` you will continue to add to this.
- Identify 5 key people or “dream team” and discuss traits, etc.

STEP 2: Planning your first 4 weeks

- Use your own calendar to mark specific dates of upcoming conference calls, trainings, meetings, Webinars and other events. (*Kathe's calendar of events is located at www.kathe.myarbonne.com*)
- Discuss setting “work hours” - when and how are you going to work your business?
- Find your StartNow Manual and review page 6.
 - Our “Reach Out Method” is whatever you “feel” most comfortable doing. *Plug into the “Mean, Green, District Building Machine” call each month.*
 - “Reach Out Methods” are those “methods” you use to build your business (**volume**).
 - Many of us use several different methods to build volume. We will go over some of the methods momentarily. (*Refer to Realistic Goal Setting*).
- If you did not yet order your “Arbonne=Results” flipchart with your startup order, ask your sponsor to help you do this right away!
- Page 14 of StartNow Workbook: Tracking your activities (*in Workbook or your own planner*)
 - Once you get through your first 20 activities, you will be well on your way! **MOMENTUM** is the key, so you can do these activities in your first 30 days OR your first 90 days. *Which do you think might most likely propel your business?*
 - Income Producing Activities vs. Non-Income Producing Activities.
- Page 17 of StartNow Workbook - discuss “I” story - homework!!
- Review pages 19 & 20 of StartNow Workbook
 - Know who your upline is and their contact info!
 - Enroll in Arbonne University
 - ASSIGNMENT:**
Complete “The Arbonne Difference” under Product Knowledge section of AU.
 - Subscribe to weekly “Learn & Burn” subscription on CD or listen online for FREE.
 - ASSIGNMENT:**
Go to the Learn & Burn “archive” under “Stepping Up To Management” and listen online to March 23, 2006 training titled “*Creating, Sustaining & Keeping Momentum Going in your Arbonne Business*”.

Getting Started Steps

STEP 3: Calling your first 5 prospects

Before doing this, it's important to "inoculate yourself", realizing that **Some Will, Some Won't, So What, Who's Next?** Our goal is to build a network of consumers and we are also looking for business partners. So, we have two gifts to offer: the gift of this incredible opportunity AND the gift of shopping for **pure, safe and beneficial** products at **WHOLESALE**. Not everyone is going to want to join your TEAM ... be prepared for this!! For some people, the timing just isn't right, for others, this may just not be the right fit for them. We are simply "sorting" people out of the "maybe" column to either the YES or NO columns!

- We are calling FIRST the people you want on your "dream team."
- Review Step 1 of the "3 Step Activity System"
- Choose the verbiage that fits your personality
- Make your calls with your sponsor if local, if not, try 3-way call. This is very effective.
- **Here are a few tips:**
 - Make it quick
 - Tell them why you are calling
 - Tell them BRIEFLY what Arbonne is:
i.e. *"an exploding health and wellness company with amazing products that are pure, safe and beneficial and they deliver RESULTS" or "a Swiss skin care company with awesome pure, safe and beneficial products for the whole family", etc.*
 - Tell them WHY you thought of them:
i.e. *"I thought of you because I know how professional and driven you are and I think you'd be great at this business" or "I know how much you want to stay home with your children and this is a vehicle that can help you do that" or whatever their qualities and goals or desires are.*
 - You don't know if it's a fit for them:
"I don't know if this would be a fit for you or not, but..."
 - Set the appointment!!
"I would love to visit with you for 30 minutes or so and share with you what's happening with Arbonne and why I've decided to take this leap of faith and join this company. And, you'll get to learn some info about these incredible products and potentially take home a demo set to try, if you'd like!"

ASK FOR SOMETHING!!!! Ultimately, you want to profile your prospect and tailor your initial contact to them and their situation. *Remember: Your conviction and compassion is what they are going to "buy".*

STEP 4: Review Our 3-Step Activity System

- Review Steps 1 - 3 of the Activity System.
- Discuss the Principles and BENEFITS of this System.
- Discuss and put together at least 5 "curiosity packets."

Getting Started Steps

STEP 5: Time Management & Organization

- Page 21 of StartNow Workbook - Setting Up Your Office.
- Order business cards online at www.arbonne.com.
Log into "Internet Consultants", click on "Business Development and Tools", then look for "Online Business Tools" and select cards of your choice!
- Ask your Sponsor about a corporate account at OfficeMax or Kinko's.
- Preparing your RE9 demo sets: *(Do this regardless of your Reach Out Method)*
 - Make sure you "prime" your pumps
 - Label bottles with either stickers *(found under the "Online Business Tools" at www.Arbonne.com as well)* or with a sharpie; specify D-day of N-night *(ex: 6-D, for step 6 day cream)* or a.m. or p.m.
 - Label bag as "tester set" or if displaying at trade show or presentation, make a tent card that says "tester"
 - Laminate instructions - you can find usage cards online at Arbonne.com for demo sets *(RE9, Intelligence & Men's)*.
 - Have on hand alcohol wipes or alcohol and cotton balls to clean sets between uses.
 - Include a "sample pack" with the demo set **ALWAYS** when doing drop off's. Simply have a "spatula" on hand if you are demonstrating the products yourself. These can be ordered on www.arbonne.com.

STEP 6: Review Achieving DM/Setting Goals

- Discuss how to get to District Manager in one, two or three months. Our ultimate goal is to help you there in 1 month!
- Review "Successplan Qualification programs, District Manager" on page 5 of your StartNow Manual.
- Suggest reviewing Arbonne's "Successplan" presentation online.
- Review "Realistic Goal Setting" sheet at the back of this document. This will be a great tool for setting future goals!

STEP 7: Your first 90 days

As we discussed in Step 6, setting goals is essential to building your business. *Did you know that if you simply write down your goals, you have a 200% greater chance of achieving them?* Our goal for this training is to get you established and ready for your first 30 days in your business. However, it's a good idea to be forecasting out the next 90 days as well.

Getting Started Steps

STEP 7: Your first 90 days (*continued*)

Our goal by the end of your first 90 days is:

- To have completed District Manager and be well on your way to starting qualification for the next level of management - Area Manager.
- To have 2 - 4 committed Business Partners on your TEAM
- To bring a minimum of 8 - 10 new wholesale clients into your organization each month
- To be able to successfully take your business partners through this process of getting started.

It is important to understand that your goal is to build a TEAM and promote to the next level of management, but ALSO to build a strong **network** of consumers (*discount buyers*) that will ideally become repeat buyers. This is how we have the potential to build incredible residual incomes!

- During your first 30 days (*at least*), we recommend establishing a “weekly check-in call” with your sponsor. You will use the “Laser Beam Focus Call Form” found at the back of this document. This is a time to simply reflect on the week’s activities, re-focus and set a plan for the coming week.

STEP 8: Wrap Up & Review

This concludes our Getting Started - Business Strategy Session. If you still have questions or concerns that your sponsor cannot answer, please call your upline Area Manager or Regional Vice President.

Please take time to review the “Getting Started Checklist”

Getting Started Checklist

- I have read my Policies & Procedures Manual.
- I know how to become a District Manager.
- I understand how to become an Area Manager and I have set goals to achieve this in the next _____ days.
- I understand the 3-Step Activity System.
- I understand how to prepare before making my first five prospecting calls.
- I have called my first prospects.
- I have planned my “*Business Hours*” for building my business.
- I understand what I need to do to set-up my home office / work space.
- I know about upcoming training events and meetings and I also know where to access our TEAM’s online calendar.
- I have listened to Arbonne’s “*Sizzle Call*” at 732.463.6380 box 190 or online at www.Arbonne.com
- I have established a weekly check-in call with my Sponsor or Upline Manager.

Realistic Goal Setting Formula

You need to know where you are going and how you are going to get there.
If you don't know where you are going, you will end up someplace else.

Goal month for 1st qualification for DM, AM, RVP or NVP:

$$\begin{aligned} & \text{A } \underline{\hspace{2cm}} \text{ Long Term GRV goal} \text{ minus } \text{B } \underline{\hspace{2cm}} \text{ Past Month's GRV} = \text{C } \underline{\hspace{2cm}} \text{ Difference in Volume} \\ & \text{C } \underline{\hspace{2cm}} \text{ Difference in Volume} \text{ divided by } \underline{\hspace{2cm}} \text{ \# of months to 1}^{\text{st}} \text{ Step of qualification} = \\ & \text{D } \underline{\hspace{2cm}} \text{ New Volume Needed Each Month} \end{aligned}$$

Here Are Some Options

(Refer to "Reach Out Methods" for more)

$$\text{D } \underline{\hspace{2cm}} \text{ New Volume Needed Each Month} \text{ divided by } \$3000 \text{ (new Business Builder } \frac{1}{2} \text{ to DM)} = \underline{\hspace{2cm}} \text{ \# of New BB's}$$

OR

$$\text{D } \underline{\hspace{2cm}} \text{ New Volume Needed Each Month} \text{ divided by the } \$1194^* \text{ (the REsults Set; a BB option)} = \underline{\hspace{2cm}} \text{ \# of Results Sets}$$

OR

$$\text{D } \underline{\hspace{2cm}} \text{ New Volume Needed Each Month} \text{ divided by } \$298.50 \text{ (NutriMinC}^{\text{®}} \text{ Re9 Set Special)} = \underline{\hspace{2cm}} \text{ \# of Re9 Sets}$$

OR

$$\text{D } \underline{\hspace{2cm}} \text{ New Volume Needed Each Month} \text{ divided by } \$350 \text{ (the Right Start Value Pack)} = \underline{\hspace{2cm}} \text{ \# of RSVP's}$$

* The REsults Set - Item# 8220

Ordering the new REsults Set for Business Builders is now easier than ever with one Item #. This set includes 4 NutriMinC[®] RE9 REvolution in Anti-Aging skin care sets (6 products in each, plus a FREE NutriMinC[®] RE9 REversing Gelee Transforming Lift); 4 FREE NutriMinC[®] RE9 System for Face Sample Packs; and 4 NutriMinC[®] RE9 gold Travel Totes.

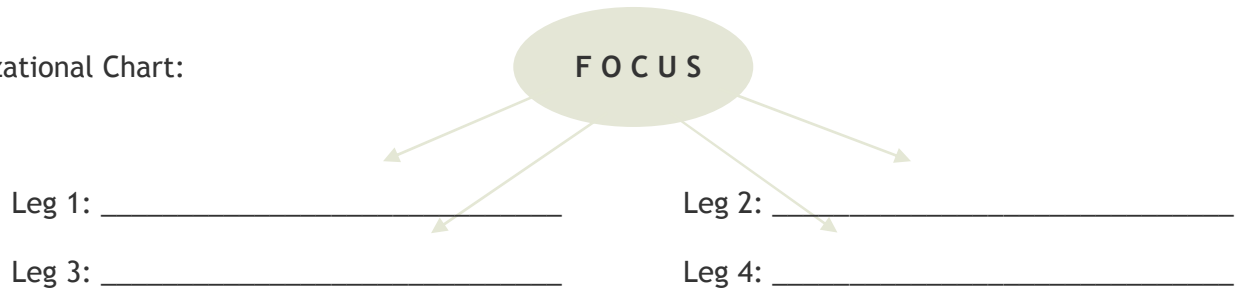
The retail value of this set is \$1,439 and the Retail Volume (RV) is \$1,194. Consultant cost after discount is \$796.11

Laser Beam Focus Call Form

Name: _____

Week: _____

Organizational Chart:



Paint the Picture!!

- *This is an incredible Opportunity!*
- *Our Company is growing by Leaps and Bounds!*
- *New Consultants are earning their Mercedes in 1 year or less!*
- *The average monthly income at RVP level is \$6,700 a month!*
- *You can build this business using many different Reach Out Methods.*

These are individuals you want on your Dream TEAM:

- *Happy*
- *Busy*
- *Positive*
- *Large circle of influence*
- *Doesn't mind a little hard work for **BIG** payoff*

Business Contacts this past week *(include any notes)*

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

Clients / Discount Buyers - New - for past week *(include any notes)*

- 1.
- 2.
- 3.
- 4.

Ask for SOMETHING!!

(i.e. try sample, host a presentation to earn FREE products, get together for a one on one, drop off, etc)

Laser Beam Focus Call Form

Business Contacts this upcoming week

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

Clients / Discount Buyers - New - for upcoming week

- 1.
- 2.
- 3.
- 4.

For weekly check-in call:

- How am I feeling overall?
- What concerns or challenges have come up for me?
- How can my sponsor better support me?
- What questions do I have for my sponsor or upline?

*Remember with presentations per month you can count on:
6 for SUCCESS, 8 to be GREAT, 10 to WIN and 12 to EXCEL!*

You decide where you want to be!

Reach Out Methods

by ENVP Kathe Rush

Qualification for District Manager:

- \$6,000 over 1 or 2 months
- \$7,500 over 3 months
- Minimum \$2,500 in 1st and last month
- Minimum \$1,000 in personal volume
- Must have \$100 in personal volume each month
- Districts have maintenance of \$2,500 each month
- Must continue to have \$100 in personal volume each month

Note: In order to move to the next level (Area), your District must maintain at least \$2,500 each month during the qualification period.

Benefits of being a District Manager:

- 35% discount on products
- Personalized Certificate - signed by CEO, Bob Henry & President, Rita Davenport
- 8% Override on Central District Override Volume (including personal orders)
- \$200 District Bonus with Central District Sales of \$5,000 RV and at least five new Independent Consultants with at least \$100 PRV in their start month.
- Qualify for a \$25 RSVP bonus as a District, when a person in your Central District does an RSVP. (there's no limit of how many RSVP bonuses you can get!)

METHOD #1

Hand out sample packs and follow up in the same month. When you close on all 10, you end up with 10 new clients, or wholesale consultants or business builders.

10 x \$298.50 (the retail cost of the RE9) = **\$2,985. First Step District.**

I like this method because it is quick and can be done with other methods combined. This can be achieved over a period of four days - from them sampling until you follow up and close. Also, this is a great way for brand new consultants to start out because they usually will go to family and friends (warm market) who will support them in their business.

Second month, follow up with those 10 to get referrals and potential business builders launched.

METHOD #2

As a new consultant who purchased their NutriMinC[®] Re9 REsults Set (\$1,194) and identified at least 2 other business partners in the same month who did the same (2 x \$1,194 = \$2,388).

\$2,168 + \$1,194 = **\$3,582 First Step District.**

As a leader, I immediately help the new consultant begin to identify key people whom they want to work with in their business.

METHOD #3

Have at least 5 classes (per month - very doable). Sell at least 2 RE9 sets per class $\$298.50 \times 2 = \$597 \times 5 =$ **\$2,985 First Step District.**

Keep in mind, many Regional and National Vice Presidents built their business with this motto: (in reference to classes per month) 6 for Success, 8 to be Great and 10 to Win.

Reach Out Methods

METHOD #4

Drop off 4 Brand New RE9 sets a week with a sample pack with each, following up in 2 to 3 days with presentation. After using the sample pack for two to three days, they decide they can't live without the RE9 set, they can purchase the one you dropped off or order you a new one back with their order. Close with Arbonne's exclusive "3 Ways to Win": Client, Wholesale Consultant or Business Builder. If all 4 drop offs per week JUST purchased the RE9 set - that is 16 sets in a month.

If all 4 drop offs per week JUST purchased the RE9 set - that is 16 sets in a month.
 $16 \times \$298.50 = \$4,776$ in personal sales **First Step District**.

Look what happens if you just have 1 more business partner doing the same thing:
 $\$4,776 \times 2 = \$9,552$. **District in one month!**

LOOK at what happens if you have 2 business partners doing the same thing
 $\$4,776 \times 3 = \$14,328$. **District in one month and First Step Area!!!**

This is why the Drop Off System works so well and are moving consultants up the ladder so quickly. You are doing 16 presentations a month (4 a week, very doable, not over-whelming) and identifying 2 new business partners to do the same. Very effective. What usually happens is they end up with more volume than these numbers indicate because they have several individuals who want to do the business and instead of \$298.50, they purchase the Business Builder set at \$1,194. When you share with individuals the closing options (3 Ways to Win) choose a retail client, a wholesale consultant or a Business Builder", what I have learned is the consumer LOVES choices. This makes it really easy for individuals to close after their presentations.

METHOD #5

Instead of drop offs - identify 3 to 4 people a week you think would benefit from hearing about the products and business. Have them come to your home for **high tea** or a **salad lunch**. Tell them up front that you want to **share** something really exciting that you have found and are showing individuals you have hand picked to hear about this. After lunch, they can see if any or part of it is a fit for them, if not, they may know someone it would be a fit for.

Seat them all at the table - have the gold bag with new products in front of them. Do the flipchart presentation as they are eating their lunch. After they are finished with lunch, have them put the serum and day cream on the back of one hand. They can use your demo products or sample packs. They can put the eye cream under one eye (*even on top of their existing make-up*). They can try the lift on their neck. If they love it, they can purchase the brand new one in front of them and order a new one back for you in their first order. Close like you normally would. The potential is endless.

$4 \times 4 = 16 \rightarrow 16 \times \$298.50 = \$4,776 \rightarrow$ **First Step District** OR
 $16 \times \$1194 = \$19,104 \rightarrow$ **District in one month and First Step Area!**

METHOD #6

For TEENS & young people: Do the same flipchart presentation - instead of skin care, have all the color sets Arbonne has chosen on pages 48 & 49 of the catalogue, available for their use - you can still keep it down to 4 people. THIS AGE GROUP LOVES TRYING BEFORE BUYING. You close them by offering the \$29 sign-up which allows them to get the color set for $\$116.50 \times 35\%$ discount. ($\$75.72$ plus tax) and because they

Reach Out Methods

have a \$100 order and signed up, they get to choose 1 free product. They can choose their foundation or a cleanser. Make sure each guests leaves with a sample of the new Intelligence line as a thank you for attending.

4 x 4 = 16 presentations = **\$1,884 First Step District.**

If you choose to sell retail to all 16, you will earn **\$652.40** in commission - you can figure the math really fast! When you teach just 2 more individuals to do the same, you have \$5,592 in volume for one month. This presentation can be done in dorm rooms or at a sorority house, etc. Business Builder would purchase 6 sets @ \$116.50 each. That would be \$699 retail volume. Their cost - \$454.35 plus tax & shipping.

METHOD #7

Create Monthly Volume by finding 10 couples to enjoy our Nutritional Hybrids on Autoship. Preferably they would sign up as wholesale buyers for the discount. The key to making this successful is knowing what sets our nutritional supplements apart from the others on the market.

EXAMPLE:

1 Men's Hybrid	\$ 129
1 Women's Hybrid	\$ 129
<hr/>	
Total Volume:	\$ 258

This qualifies them for the Host Special Products or \$100 for \$20 as most of us call it. They can pick up essentials at a HUGE discount. An example of what they might order is this:

EXAMPLE:

1 Intelligence Daily Self-Adjusting Shampoo	
1 Intelligence Daily Self-Adjusting Conditioner	
1 Thermal Fusion Hair & Scalp Revitalizer	
1 Leg Vein Formula	
<hr/>	

\$ 99 retail value for only \$ 20

As a wholesale consultant, they get a total of \$357 worth of products for only \$187.70. That is approximately 47% discount. Of course you can fill in the \$100 for \$20 with any products they choose. Teenagers? Children? Add their hybrids! If you find **10** couples to enjoy this, you will be looking at **\$2580** in volume each month **before** you even add that months new activity.

METHOD #8

The Right Start Value Pack (RSVP) is a perfect method when someone needs RIGHT NOW MONEY! *This method can be used in conjunction with one on one's, catalogue presentations, group presentations or giving catalogues to individuals wanting to earn the free product and they gather up the order.*

Simply, ask someone to try the products or listen to the presentation. Once they fall in love, you have them gather up **\$350** in outside orders (this can be done in a home presentation (class) or the individual can take a catalogue and some samples to work or to their friends and family) - once they get **\$350** collected in orders, they sign up as a wholesale consultant for \$29 plus tax and shipping and they choose **\$350** absolutely **FREE!!** You, as the consultant, get \$59 check for every RSVP that is ordered that month from someone you personally sponsored. There is NO limit to how many RSVP's you can accumulate in any given month.

Reach Out Methods

If you collect 10, you would receive a check from Arbonne for **\$640**. If you are a District Manager and these same 10 are your personal, you would get **\$932**. This is a very popular way to jump start someone into the business because they begin earning immediately. There is something in it for the consultant (\$50 to \$75 bonus, plus override and there is something in it for the potential consultant **\$350+ FREE** products. This is a great thing to offer at a group presentation as well. Win, win situation for everyone involved.

METHOD #9

Using the Arbonne Overview pamphlet (#2416) do the 10 minute presentation with new prospects.
(refer to 10 min presentation script in the Rush Nation Presentation Packet)

METHOD #10

Fundraisers are a great way to build volume, get new contacts AND do this quickly. Fundraisers can be used to raise money for uniforms, competition fees, championships, trips, etc. You will give them your 35% commission; however when speaking to individuals about the fundraiser - you use verbiage such as *"I will give you 100% of my profit"* Request the Fundraiser packet from your Upline Manager or Kathe at Kathe@MyArbonne.com. Very popular around any holiday!!!

METHOD #11

Begin compiling a list of 100 names of individuals to introduce to our fabulous Line Defiance Liquid Foundation. This is the BEST foundation on the market AND the price of \$36 is incredible. Even those consumers who use no other products on their skin will simply fall in love with our foundation and use over and over.

100 clients x \$36 = **\$3600**. The commission on this is \$1260! Think about if you have 2 other individuals on your TEAM doing this $100 \times \$36 \times 3 = \mathbf{\$10,800}$ in volume. District one month, **AND** first step Area!