

6 Steps to *Yes*

Talking points and personal notes from
Marcia Inman, ENVP, Independent Consultant



1. *Why?*

What is your why? Write it down - this will drive you when you get the "nos" and disappointments come. Learn to tell your story (Why? Others will relate to you and your story.)

Go to people you know first, your warm market (*this is a relationship business*)... Take the bag to someone you know, who care about the way they look, know a quality product when they use it and want extra money.

The Dropoff...

2. *Will you promise me you will use it?*

Making them promise is a key. "I have this wonderful product. It is very concentrated... a 3-4 month supply I'm not here today to sell it to you or ask you to sell it. All I want is your opinion about how it feels. (*key word*) Promise me you will use it!"

If they ask you any questions say the following... "If I answer any questions now, you will form an opinion on what I say not on the product. Write down any questions you have and I will answer them all when I come back, promise me you will use it! (*if they do not, take it back*) I'll come back in 2, no more than 3 days to get your opinion about how it feels." Set time to go back (*Give them choices so they tell you the best time and day to come back. So, what works best for you Monday or Tuesday, morning or afternoon, 4 pm-5 pm?*).

I am writing the day and time in my day planner and I can come back to get your opinion about how it feels, see you then.

REMEMBER...Urgency builds momentum. Momentum builds success.

The Interview or Close...

(*We do not say pickup this is a negative and I do not plan to pick it up!!!*)

Remember it is not what I say that people hear, it is how I feel about what I say!!! (They hear my belief in the products and the opportunity.)

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3. *Will you give me the good news?*

You are asking for a positive answer. Why? Because you know it is an awesome, pure, safe and beneficial product; therefore, you are expecting them to love it as well.

If they say it has too many steps - You say, "Take the time, You're worth it!" (*They will not see the difference in 2-3 days, however they should feel a difference.*) As soon as they respond, you address their answer positive or negative...

If they have a concern or negative, I tell them I can customize a set just for them. We have over 350 products that are pure, safe and beneficial. However, that is not the reason I brought it to them, if I had some "gold bags" sitting on the table here in front of you...(see #4)

If they say they love it, I ask exactly what did they love about it, what product did you specifically like the best? Then I say to them: I knew you would love it, if I had some gold bags sitting on the table here in front of you...(see #4)

4. *Who do you know that would love the product just like you did & be interested in making an extra \$500-\$1000 a month?*

Why do I overcome an objection or agree with a positive and immediately move on to asking "**Who do you know?**" Because maybe like me, they are **not** lying awake at night and thinking about how they were going to get rid of pimples or wrinkles on their face. They are thinking about how in the world they are going to pay their bills? (That was the type of person that I was looking for...However, as we all know, everyone does not want what I want, so I have to ask questions to find out exactly what that person wants and needs. And then showing them how I believe Arbonne has the potential to do that for them. Isn't that what selling is?)

It is all about **YOU!!** What do **you** need? What would **you** do with the potential money that is available if you get involved in Arbonne? What would be your Why? Our President, Rita Davenport says, "Money is not everything, but it is right up there with oxygen, we all need it!!!"

At this point... (I want to help you visualize your market. I do not want you ordering one bag, if you do not know who you are taking it to and why you are taking it to them.)

- Who do you know? Give me a name. How do you know her? Is she married?
- Will she have spousal support? (*Great so her husband knows people she does not know and will share these with her.. right?*)
- Where do they live? Has she lived here all of her life? (*If yes, then she knows lots of people right? If no she has lived other places, oh great, so she knows lots of people in other areas!*)
- Do they have children? What are their ages? (*Great so her children have friends that have parents who know other people that you do not know, right?*)
- Where does she work? Do you think she would be interested in an extra \$500-\$1000 a month? Why?

They need to name lots of people, not just one or two, write them all down and ask the questions. This list is the key to their success, their roadmap to NVP!

You love the product, however, what you really want to know is - can you make money?

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5. *Where does the money come from?*

Well, let me ask you a few more questions. Before I gave you that gold bag... were you buying personal care products, (like shampoo, body lotions), make-up, health and wellness products (like vitamins, colon cleanse), weight management products (like protein shakes), aromessentials (like bath body products), anti-aging products?

Where were you buying them? Did you pay retail or wholesale? Who made those products? Do you know what was in those products? Whether you buy this product or not, will you ever stop buying those categories of products? When will you stop? Do you get a commission and a potential residual income for purchasing them?

Where the money comes from is this....

To be qualified to promote to the next level and to receive a check, you have to personally purchase \$100 retail which costs you \$65 plus shipping and tax. You are now buying product directly from Arbonne, the manufacturer, at a discount and it is delivered directly to your door. If you choose to build a business, you have the potential to get paid every time you and your team members buy product from Arbonne... we redirect the money you are already spending, and build a network of consumers.

So you love product, right?, You see you have a market, right? You see where the money comes from, the next thing you want to know is...

6. *How do I get started?*

First of all, this is all about you! Why would you get involved? What would you like for Arbonne to do for you? More importantly when would you like to reach your goals? Where do you see yourself fitting in?

First month, you start building your foundation by finding your Business Builders.

If you help enough other people get what they want, you'll get what you want.

Will you be coachable? Will you do what I tell you to do? We work as a team... we have a proven, duplicatable system.

There are 3 ways to do this business....

Retail customer

Wholesale consumer

Business Builder....

Let's look at **your** goals and **your** timing and **your** market . What are you willing to do to get there? **This is all about you....let's see where you fit in.**

The Interview or Close Questionnaire

1. Give me the "good news" - tell me what you loved.
Which product did you love more than the others?

2. If I had some "gold bags" on the table here, who do you know that would love the product like you did and be interested in an extra \$500-\$1000 a month?

Name:

Married?

Children?

Interested?

(As names are given ask these questions on each..... Who is _____?, How do you know her?, Where does she live?, How long has she lived there?, Is she married, would she have spouse support?, Does she have children?, What ages?, Does _____ work outside the home?, Do you think she would love an extra \$500-\$1000 a month?, Why?)

The Interview or Close Questionnaire

3. *Where does the money come from?*

Before I gave you that "gold bag" were you buying:

- Personal care products? (shampoo, lotions, etc.)
- Makeup? (foundation, lipstick, etc.)
- Health and wellness products? (vitamins, joint formula, etc.)
- Weight management products? (protein shakes, etc.)
- Aromassentials? (bath and body spa products)
- Anti-aging products?

Where did you buy them?

Did you pay retail or wholesale?

Who made them?

What were the ingredients in them?

Whether you buy Arbonne or not, will you continue buying products in those categories?

When will you stop?

(Explain \$100 retail each month, costs \$65.....redirect spending.)

4. *Next, how do we get started?*

Why would you want to get involved in Arbonne?

What would you potentially want to make per month?

How quickly would you want to make that amount?

What would you be willing to do to make it happen?

Where do you feel you fit in with Arbonne?

(on a scale of 1-10 - 1 being a product taker, 10 being a business builder)

Three ways to win with Arbonne:

- **Client**...retail customer
- **Wholesale**...\$29 sign up, save 35% on orders
- **Business Builder**...this depends on what you want to accomplish, your market and how quickly you want to get there.