



Listen to a recorded call with ENVP, Donna Johnson on "Simplifying Your Presentation".

- Link: <http://www.audioacrobat.com/play/WgtK6h7s>
- MP3 Players: <http://spiritwings.audioacrobat.com/download/c91176a0-acf0-b840-702d-d80408938aab.mp3>

Products You Need for Demonstration

- NutriMinC® RE9 skin care system in the gold tote bag
- NutriMinC® RE9 Body system in the gold host tote bag
- Optional:* Intelligence Skin Care System [#725] **OR** f.y.i. products depending on audience.
- Few additional favorite products (i.e. men's line, baby line, aromatherapy, etc.)
- Awaken Sea Salt Scrub [#7089 stored in a Ziploc bag]
- One vitamin/daily power pack & one pack of Hybrid Power Punch for Kids and/or Teen chews.
- About Face Neutral/Dramatic Color Collection [#5615] assembled in About Face Travel Palette [#1880]. Do not bring all of the color unless this is a make-over class. Just show a few items.

Guest Materials

- Arbonne Product Catalogs (#9050: make sure your contact information is on each catalog)
- Client Profile Sheets (separate document)
- Wash cloth for each guest

Things You Need for Your Presentation

- Your own "master copy" Arbonne Product Catalog. You may find it helpful to put tabs on the pages you'll use and write notes in your catalog to help you stay on track.
- "Host" Gift of Awaken Sea Salt Scrub wrapped nicely
- Optional "Bring a Friend" Gifts:** Hair Care Samples or Daily Detox Tea bags (small items) for guests who bring a friend. Wrap these nicely in a bag and/or tie with a ribbon/bow.
- Optional "Booking" Gifts:** Mini hand creams and mini herbal foot cares wrapped nicely. See the separate document for Booking Games.
- Your Arbonne Scheduling Calendar **or** the "Open Date Card" to schedule more presentations
- Blank stick-on name badges
- Pens
- Calculator
- Arbonne Retail Product Order forms (#2424)
- One or two "Eye on Arbonne" stories in plastic page protectors or laminated, preferably of your upline or other VPs you like. These come in your orders and are available via Arbonne.com

Host Packets

- Hostess Rewards Brochure (#2400) **and** the "Host Check List" (separate Word document you can customize) **and** "40 Guests in 4 Minutes"
- 2 Guest List/Labels Sheets. Self-addressed, stamped envelope to yourself.
- Retail Order Forms for outside orders
- Independent Consultant Application & Agreement

Arbonne Opportunity / Host Packets in the Arbonne 2-Pocket Folder & Business Card

- Your Guests already have a catalog. Add...
- Discover Arbonne Company Brochure (#2673) and Discover Arbonne Company CD (#2836) **or** "Success from Home" May 2007 magazine (#2377)
- Eye on Arbonne stories (2 of your choice, your upline, etc.)

Your Goals

- Find business partners & get bookings!**
- Create a fun experience for all guests, so they are GLAD THEY CAME, and have a great feeling about Arbonne! Generate Volume between \$500 - \$1500
- Your HOST receives lots of gifts, and is very GLAD she hosted!

Begin Your Presentation

Guests Arrive

- Greet each guest. Have them write out a name tag.
- Assist them in using the Awaken Sea Salt Scrub at the sink, using this time to introduce yourself and build rapport. Get “into” this – don’t just watch them wash their hands, help them – massage their hand with the product and ask them questions such as “How do you know (host)?”, or “What intrigued you to come tonight?”
- Give each guest a **Client Profile** to fill out.



Open Your Presentation – Remember to sit at the table with them. Keep it simple & have fun – do 1 or 2 booking games to increase scheduling! Be genuine, and be a good listener. Enjoy yourself and be passionate!

- **Host Opens** - Have Hostess thank guests for coming, tell testimonial...why she wanted them to hear more about Arbonne, and have her introduce you.
- **Thank & Gift Host** – “I am very excited to be here to share Arbonne with you tonight. We build our businesses through word-of-mouth, and I appreciate (host) telling you about our amazing products. Because we rely on solely upon our clients telling others, we spoil them with gifts. Not only does she receive the sea salt scrub tonight, but based on sales, she has an opportunity to get a lot of free product. You, too will have this same opportunity when you hold your own get together.”
- **Tell What You’re Going to do Tonight** - “I’m sure you all came here with different ideas and expectations of what this is going to be, but I promise you 4 things:
 - First, we’re going to have fun and you’ll be glad you came tonight!
 - I’m going to share information that I believe will educate you and create more awareness for you as you’re shopping for products you’re putting in your body and on your skin.
 - My presentation is ½ an hour – it’s going to be fun – no pressure – you’re going to learn and I know after you hear about Arbonne and try it, you’re going to want to book and host your own presentation, so just like your friend (host) tonight, she’s going to get great gifts for having you all here, and I’m so glad you’ve joined us.
 - And fourth, I think each one of you knows someone who is looking for a way to create another income stream, and I’m here looking for my next business partner. So, if that might be you, or someone you know, please watch what I do, and ask yourself if this is something you might like to do to earn money, or someone in your life that you know, and maybe you can invite that person to your own presentation. So let’s get started.”
- **Ice Breaker** – “I would like to get to know you all a little better, let’s go around the room and you can introduce yourselves.”

Catalog "Highlights" Presentation

Turn to Page 1

- Company founded in 1980, 27-year old company
- Products formulated in Switzerland, manufactured in USA.
- 45-day money back guarantee on all products



Turn to Page 4

- Here's what makes our products different. Read through the list on the left hand side.
- **Our products are Botanically-based** and what this means to you is that your skin is gently nourished with ingredients that actually do something, so you will feel and see the difference. That's the key to being PURE, SAFE and BENEFICIAL!
- **Our products are PH correct** and what this means to you is that your skin is protected from bacteria and your skin will readily accept moisture so it feels softer and looks younger.
- **Our products are Hypoallergenic** – hypoallergenic products are made without certain ingredients that frequently cause allergic reactions. What this means to you is that even the most sensitive skins can use our products.
- **Dermatologist tested** – This means we test our products for irritation under dermatologist supervision. Our products go through extensive testing to ensure they are proven pure, safe and beneficial.
- **Never tested on animals** – WHY? Nothing in Arbonne's products causes a negative reaction. We test on people like you and me because we test for beneficial results! Arbonne's products only come to market when they are tested with no adverse reactions of any kind.
- **Formulated without animal products or by-products** – Why is it important to you to use products that are animal free? Do you know where animal by-products come from? Arbonne has always made products with no animal derivatives. This means you can lick your lips with confidence knowing there are only herbal, botanical, beneficial and nourishing ingredients.
- **Formulated without mineral oil** – Have you ever felt a mineral oil-based product on your skin? Perhaps a night cream that left stains on your pillow? We don't use mineral oil because it is occlusive meaning it can interfere with your skin's functions, and can blocked advanced delivery systems like the ones Arbonne uses.
- **Formulated without dyes or chemical fragrances** – Why do products need to be colored or fragranced? Do you know that chemical fragrances and dyes are the #1 and #2 skin irritants? Anyone with sensitive skin can use Arbonne products with confidence that they will work without adding to their challenges. Our plant-derived ingredients have a pleasant fragrance that people enjoy.

Turn to Page 6

- You will see here the Skin Type Product Chart – you can find your skin type – combination, oily, dry or acne prone. Note that for all the skin types RE9 is a recommended skin care line. This is because it adjusts to what your skin needs, brining moisture to dryness and calming over production of oil.
- Therefore, this is the skin care line I chose to bring with me tonight for you to sample. I want you to feel the difference in the texture of your skin. This is how your skin care will look. **Hold up the RE9 in the gold bag.**

Turn to Page 24

When letting them try the products, you have 2 options. (1) Apply the products to the back of one hand, or (2) Use the products on their face.

- “This system is made up of seven products – six steps. What I love is it takes less than 2 minutes to do the whole routine. You CAN slow down the aging process by taking care of your skin. This line is all about **reverse, repair and prevention**, and it’s never too soon – or too late – to start!” **Open Gold Bag – pull out the RE9 wash.**

For using on Face:

- “What’s great is you’re going to get to try before you buy tonight! (Host) has (#) sinks you can use. You’re each going to go to the sink and wash your face. Now, for those of you that say “game on”, and you want to try the whole thing on your face – you’re just going home afterwards and going to bed, you’re going to do your entire face. For those of you going somewhere after, or you don’t want to take off your eye make-up, just do your face from cheeks and below. This product cleanses and hydrates without stripping your skin – it’s not good for your skin to feel ‘squeaky clean’.
- I’m going to give each of you a wash cloth. You’ll get one squirt of the RE9 wash. Splash your face with warm water; massage the wash onto your face and remove it with the wet wash cloth. The first person who gets back receives (\$10 Arbonne bucks).” You’re rewarding them with whatever booking game you want to use. This gets the energy level going and it’s fun.
- **Apply toner (face or hand).** “Visibly tones and firms and smoothes the skins surface. Spray directly on face or use cotton ball. Toner will help minimize pores.”
- **Serum (face or hand)** – Gives wonderful long-term effects. Diminishes lines, wrinkles and acne scars. The alpha hydroxyl acids breakdown the glue that holds the dead skin cells to the skin.
- **RE9 Lift (1/2 of FACE)** – “How many of you feel the affects of gravity in your life? You’re going to try the Lift now; but, I’m only going to let you try it on half of your face. And, by the way, this product is FREE when you get the set! And I will tell you, that’s what most people get, is the set.”
 - During the presentation, pay attention to the guests’ faces and look for the person that’s having the most results with the Lift. Then – “Oh my gosh, everyone, look at _____. You can see the Lift working on that half of her face.”
- **Day Moisturizer (hand or over the Lift on face)** – Now, we’re going to apply the Day Cream over the lift. It hydrates, nourishes and protects. Then we’ll apply the night cream on the other half of your face.
- **Night Cream (other half of face)** – Night cream strengthens, firms, encourages cell recovery while you sleep – it’s your ‘corrector’.
- **Eye Crème** – **Apply to one eye.** Demonstrate how to apply with ring finger; pat around eye. “This eye cream moisturizes and the botanicals reduce appearance of dark circles and puffiness. It also protects and repairs delicate tissue around eyes.”



Page 26-27: Additions to the System: Exfoliating Products (Hold up and Explain Briefly)

- **RE9 Scrub** – The scrub helps break the bonds that hold dead skin cells together so your “younger skin” can show through! You can use 2-3 times a week. I keep mine in the shower so it’s not an “extra” step to think about.
- **RE9 Masque** – Think of this as a deep pore cleanser (a vacuum cleaner for your face!). Helps remove dirt and debris that can clog and stretch pores. Great for black heads, improved skin color and firmness.
- **RE9 Body Wash** – Same technology, fluffy, rich, smells so good, skin doesn’t feel dry when you get out of the shower.
- **RE9 Body Set – (pass around)** – “This is a “treatment set” just for your body. Great for stretch marks, bumpy skin, dryness and sun damaged skin. It’s an \$87 value that you can get for just \$25 when you host a presentation.” **Show before & after picture of the feet.**

Talk about a few of your favorite products: i.e. Skin Conditioning Oil, hair care, mascara, f.y.i., baby care, men’s line, aromatherapy

Turn Back to Page 10

This is the Arbonne Intelligence line. This also has the smart intelligence to adjust to your skin type and is a great choice if you are on a budget or if you are under 30 and not ready for anti-aging.

Even if you are using the RE9 line, I love adding STEP 2, the Exfoliating Masque with Thermal Fusion. This used to be three different steps, but now we have this in one product and it leaves your skin feeling fabulous. You can combine this in with your RE9 routine once or twice a week.

Turn to Page 42 – f.y.i. **If time permits. If you’re losing your crowd, skip it!**

A teenager’s “dream come true”! With “Body Language” – fragrant body products that teens absolutely love and “Face Me Color” make-up just for teens, formulated with the same great philosophy as all our other Arbonne product lines. I love the names – GetEven tinted moisturizers, EyeQ Cream eye shadows, and ItShines lip glosses.

Turn to Page 48 – About Face Cosmetics **If time permits**

I love how easy Arbonne makes it for us to pick our make-up. If you are not sure what colors work well for you, you can match yourself to the model with the same coloring and Arbonne has made suggestions for you. Alternatively, you can select from the pallet of colors. **Hold up the blush and eye shadow pallet.** As a basic rule, pick colors from the same family – we group these as warm, neutral and cool.

Turn to Page 64 – Hybrids® **If time permits**

Arbonne has one-of-a-kind supplements. The medical community is in agreement that it is important for us to supplement our diet with vitamins and minerals. I love that these come in little packets so they are easy to take each day and easy to travel with. They are also formulated differently for men and women, as we have different concerns and needs. Arbonne also offers **Daily Power Punch** for kids and **Daily Nutritional Chews** for teens.

You could not eat all these fruits and vegetables if you tried! Since I have been taking these supplements, I have felt fantastic and have so much energy. I also can digest my food and not feel bloated or miserable after a meal.

This outline is a collaborative effort! Thank you to ENVPs Donna Johnson, Dana Collins, Linda Parker & Cecilia Stoll, and ERVP Tina Beer. These materials have been produced by Kathy Whittington, an Arbonne Independent Consultant & ENVP, and are not official materials prepared or provided by Arbonne International, LLC. Arbonne makes no promises or guarantees that any Consultant will be financially successful as each Consultant's results are dependent on his or her own skill and effort. Actual financial results of all Arbonne Independent Consultants for the preceding year are contained in Arbonne's Independent Consultant Compensation Summary, which is included with these materials. You may also view the Independent Consultant Compensation Summary on Arbonne's official website at <http://www.arbonne.com/company/iccs.asp>.

Turn to Last Page (75) to Close

"I'm so glad to meet all of you and get to know you better. I wanted to wait until the end to tell you a little about my story, because I just wanted to get to know all of you better before you get to know me."

- **Tell Your Story** – Share quickly and be compelling! Tell how you were introduced to Arbonne and your compelling WHY story. Make it personal as to why the Arbonne opportunity will help you reach your goals. You want to share how Arbonne = their dreams. You may include your upline's story too. [Use a couple EOA stories to show]

"Arbonne has so much to offer you and your family, and I'm excited to share three ways I can help you experience Arbonne.

1. **First, you can be a CLIENT...**The Benefit is that you get a consultant. You're not going to a counter, where you have a different person every time. But most important, you're providing pure, safe & beneficial products for your family conveniently, with peace of mind.
2. **The second way you can work with me**, you still have me as your Consultant, and you have an opportunity to have me give up my commission! Have I gained your curiosity? (Pause). Why would I do that? Because presentations are the lifeline of my business, and so I give up my commission to those of you who also agree to host a get together. I'm extremely generous with my hosts! I know you all want the RE9 set. You'll save \$104! So, be thinking of the people you wish were here with you today, so you can save on your products today.

Optional: Take a look at our **Host Menu & Rewards**. (Pass copies around)

3. **If you liked what I did**, and are looking for ways to diversify your income, I'd love to show you how you can do this. **That's the third way to win!** People are creating incredible success in Arbonne. I'm sure you could think of some things to do with an extra \$500 or several thousand dollars per month. If you're curious, we can talk when I help each of you tonight."

Stand Up:

"I know (Host) has some refreshments for you. I'm going to help each one of you – who needs to go first ... anyone with children at home? Great, (name), I'll start with you.

The 35% Discount

Place their order on either a Retail Price List, or the order form inside the catalog. Then, give them a 35% discount off the **retail amount** (before taxes) for scheduling a get together. Be sure to calculate tax on the retail amount of the order.

The Benefit of the Discount for Hosting a Get Together

All of the guest orders (retail client or those who schedule a get together and received the discount) go under the host. This way the host can receive the \$100 for \$20 rewards, whether the host signs up or not. If she does not sign up, the orders will go under your own ID#, and the host receives the \$100 for \$20 rewards, and other host gifts. If she does sign up, the orders go under her new account. Either way, it's a Win-Win for the host.

Helping Each Guest

- Meet with each guest individually in an area away from the other guests.
- *“(Guest’s Name), what did you think? Are you a 1, 2, or a 3?”*
- Always begin by offering the complete skin care system.
- When they schedule a get together:
 - *“Great! Here’s my calendar (or Open Date Card). Let’s pencil in a date, and then I’ll call you to confirm everything, talk about your invites, etc. Would you like to get started with the skin care system (go from there). Wonderful – let me show you some other things you may like...”*

Verbiage to the Person Who Just Scheduled

“(Name), tonight, I’m taking the 35% off your retail order, as a thank you for scheduling with me. However, at your get together, I’ll arrive early, and show you how you can sign up for just \$29, to by-pass ordering through me, and order direct from Arbonne all the time at this discount if you’d like.

We’ll do the same thing with your guests, as we did today, so that you’ll receive wonderful host gifts and lots of \$100 for \$20 rewards.

I would like to talk with you about the business – I think you’d be great! You’re such a people person, and I can tell how much your friends admire you.

(Be genuine with compliments).

I sense you have great influence. Have you ever thought about diversifying your income?”

- Send them home with a host packet and let them know to return the invite labels within 7 days to receive an extra host reward. Pull out the **“Hostess Rewards”**, the **“Host Checklist”** and **“40 Guests in 4 Minutes”** and cover briefly: party tips, who to invite, and what they can earn.
- Give them the Opportunity Information in addition to their Host packet if they are interested in the business.



Listen to a recorded call with NVP, Laura Harry & ENVP Donna Johnson on **“Host Coaching”**.

- Link: <http://www.audioacrobat.com/play/WbbIP9ks>
- For AOL and a few other servers: <http://www.audioacrobat.com/play/WbbIP9ks>
- For MP3 players: <http://spiritwings.audioacrobat.com/download/19d6ee8e-b200-0b7b-399f-c80b29d42e74.mp3>

Meet With Your Host

“(Host), I’m so excited! Let me show you everything you have earned tonight! Thank you so much – I had such a good time with all of you, and your friends just loved Arbonne. Isn’t that wonderful?

You had over \$xxx in orders tonight, so that means you get to select \$100/\$200/\$300 in products for only \$20/\$40/\$60.” (Whatever level the host has earned).

Then get an application out of her host pack and say:

“We’ve talked about this (host), would you like to sign up for \$29 to always shop at wholesale? It is \$29, and you’ll also receive a free gift of your choice.” (New sign-up gift with \$100 or more order attached).

If Yes: *“Great! We’ll put these orders in with your application on your new account. (Guest) and (Guest) both scheduled with me, so I took my commission off their order as a thank you. Have you given any more thought about building a business? You would have appointments already waiting for you with these two bookings! The volume alone just on these orders tonight can get you on your way for our first manager level, District Manager. What do you think?”*

Explore their WHY. Ask questions, show the Business Opportunity presentation, EOA stories, *Success from Home* magazine, etc.

If They Do Not Want to Sign Up: *“(Host), that’s fine. You know as your Consultant, I’ll always give you great service, and when you reorder, I’ll always treat you well as my preferred client. You’ve been so wonderful referring more people to me, and I appreciate you!”*

If the host is clear they do not want to sign up, you are free to go ahead and work with those that scheduled, as their consultant, teaching the presentation, etc. At their presentations, give the host another opportunity to sign up. Because if she doesn’t, you may enroll them directly to you.

FAQ: What if someone at the presentation says: *“Do I have to schedule a presentation to sign up? What if I just want to sign up tonight?”*

Answer: *“Jan, it’s just a courtesy for Mary’s class tonight. I know you would want to make sure she receives her host gifts. So, it’s my personal request, that since you are asking me to give up my commission, to ask for referrals or a booking. Have you given some thought to possibly build a business with Arbonne?”*

Concept: When you create value to having their own account, they will respect it as well. It’s a Win-Win for everyone. You are creating clear boundaries for those that want to be clients, hosts, wholesale consultants, and business builders. It gives the host time to think about engaging more deeply in the Arbonne Opportunity. Consultant wins with increased bookings, ASAP points, right now money profits from clients. Host wins – they get more host gifts (\$100 for \$20), and those who schedule win because they receive a great discount.

- **Ask Host:** *“Who are just two people that you really wish could have been here tonight – just two that you think would have enjoyed the products tonight. Who takes care of their skin?”*
[wait for answer; these 2 people become your “1-on-1” appointments]
- *“I’m willing to hold your presentation open for a few days. I’ll get the skin care system to them so they can pamper themselves.”*
- *“I just need you to give them a call and let them know I’ll be calling them to get the products delivered.”*

Thank You and Follow Through

- After your presentation, be sure to send thank you notes to everyone who came, whether they made a purchase or not.
- Follow-up when they have received their products. Make sure they know how to use the products and that they use them consistently.
- Follow-up again in a couple of weeks to make sure they are happy with the products and to answer any questions or concerns.
- Follow-up in a couple of months to check on any products needing reordered, and if they would like to add additional products to their regimen.
- Always offer an opportunity to “Host”! There are many different presentations to offer.
- Remember, people’s lives change. Offer the Arbonne opportunity.

Handout Instructions

- **Client Profile** – each guest should fill this out completely at the beginning of the presentation (after you assist them with the sea salt scrub). This is an important document and your link to the guests in attendance for follow-up. I recommend starting an e-mail list of wholesale consultants you’ve sponsored, as well as retail clients, so you can keep them updated of future specials and events. Take several to your presentations.
- **Host Menu & Rewards** – this explains the different types of presentations available and may be distributed to all guests at the presentation so they can see what’s available and the rewards they earn. Have one for yourself in a page protector. **This is in ‘Word’ format so you can customize your specials and your contact information.**
- **Specials & Savings** – show this to your guests during the presentation so show them what’s available to them for hosting a presentation. Print several and put them in page protectors or laminate them.
- **40 Guests in 4 Minutes** and the **Host Checklist** – these are given in addition to Arbonne’s Host Rewards brochure to anyone who booked a get together. Review these documents briefly. This helps your host know where to begin, who to invite, how to have a successful presentation and earn their rewards. They also have a place to list the items they would like to earn. **The checklist is in ‘Word’ format so you can customize/change the rewards you prefer to offer.**