ARBONNE IN 15 MINUTES (this script is to serve as a guidance, please make it your own)

Thank you for taking the time to meet with me - I have a quick question - what intrigued you about meeting with me to hear more about the Arbonne Brand?

* Tell me a little more about yourself:
	+ How do you like spending your free time?
	+ What is your current work/life/family like?
	+ If you could change one thing about your life circumstances, what would it be?

**QUADRANT 1:** Let me start with the History of Arbonne and a little more about **THE BRAND**.

Arbonne is a health and wellness company with over 4 decades of history. We were founded by Petter Morck in Switzerland. Arbonne is a part of one of the world’s biggest private clean beauty brands - the Yves Rocher family - carrying on the family owned brand that also values people and the planet, just as our visionary founder did.

Our mission is to empower people to flourish with sustainable healthy living.

Our brand philosophy embraces the clean, conscious & connected. CLEAN products. CONCIOUS on our approach to environmental impact. And CONNECTED because we connect with people, create community and ensure that we are serving individual needs. Arbonne takes a holistic approach to wellness. We have over 300 products that are daily consumables with health, nutrition, skin and beauty - something available for the entire family. As a consultant you acquire a digital commerce business (your online store) that allows you to share the products and the business on a global scale – every consultant, regardless of their location, can conduct business in the US, Canada, UK, Poland, Australia and New Zealand, right from your lap top or phone.

***Optional QUESTION:*** *What did you find most interesting or what did you learn about the Arbonne Brand?*

**QUADRANT 2:** Let’s move on to share more about **THE PRODUCTS & INGREDIENTS**

Arbonne’s claim to fame is not what’s in our products, but what’s NOT in our products. It’s what truly sets us apart. It’s our certifications that make a difference between other brands.

We follow European laws where personal care is a more regulated industry than North America. In Europe, 1400 ingredients have been banned. Arbonne has gone one step further and has banned an ADDITIONAL 600+ ingredients. We have a NOT ALLOWED list of 2000+ ingredients we will NOT use in our formulations.

Here are some of our certifications:

* Vegan - by vegansociety.com - this means we don’t have animal fats and by products in our formulations
* Cruelty Free - Leaping Bunny - never have and never will we test on animals
* Gluten Free - test to zero traces of gluten in our nutrition and personal care products
* OU Kosher
* Halal
* Non-GMO project verified
* BSCG (Drug Free) certified for sports nutrition line
* FREE of artificial colours, flavours & sweeteners in our nutrition lines
* B Corp Certified - prestigious certification that only 3000 companies globally have acquired. We have been audited and verified as a company that is profitable, good to its people and great to the planet. WE ARE NOW the #1 Networkmarketing brand with this certification.

As a global company, we comply with the regulations and laws of each country where our products are distributed.

Arbonne has something for everyone taking care of the body INSIDE & OUT - our product range:

* Skincare - healthy aging, hydration, sensitive skin, acne prone, men, women, teens and all in between
* Nutrition - daily supplements, wellness boosters and sports nutrition
* Body Care & Hair Care - including personal care, baby care, sun-care and detox spa
* Make-Up

***Optional QUESTIONS:***

*How many products do you use daily for personal care?*

*Do you see yourself as a conscious consumer?*

*Do product ingredients matter to you?*

**QUADRANT 3:** So…**HOW DOES ARBONNE WORK?**

Two of the fastest growing industries today are digital commerce and the health and wellness industry. Both industries are over 4 trillion dollars and growing.

Businesses are actively transitioning to sharing products and services on-line vs. traditional (physical) locations.

As a consumer, more people demand living healthier lives and making more conscious choices. Arbonne offers healthier products, cleaner ingredients and a better quality of life.

Think about the last time you bought a book, cell phone or ate at a restaurant or saw a movie. Did you tell your friends or family about it? When we find something we love,…we share it with friends and family. We recommend product and services daily but don’t get paid for it. Guess what…you can get paid for your recommendations with Arbonne!

**Traditional retail vs NWM**

In a **traditional retail** environment:

1. A product is manufactured and shipped off to a wholesaler, or a warehouse.
2. THEN…Someone advertises the product (eg “I’m worth it” L’oreal $2 billion campaign)
3. THEN…Retailer picks up the product
4. THEN…Consumer (you & I) buy it off the shelf.

EACH STEP costs money, because every step of the way, people need to get paid.

The CONSUMER ends up paying a premium price for the product.

In the **Network Marketing (NWM)** or Digital Commerce environment:

1. The manufacturer (Arbonne) makes the product
2. THEN…the consultant shares Arbonne products & the business opportunity (word of mouth advertising) with their family and friend. *How you share this business is through events, through product sampling, on line meetings, social marketing or a one to one meeting. Pick one…or use multiple ways to share Arbonne. YOU CHOOSE what works best for you!*
3. THEN…the consumer purchases the product - direct from Arbonne and it’s shipped direct to the consumer.
* Money is saved with the shop and ship direct model.
* More money is then be funnelled into research & development of innovative products.
* Money is also used for higher quality ingredients
* AND…money goes directly to the independent consultant who introduces you - the consumer - to the brand

The BENEFIT of the NWM, shop & ship direct model?

* The consumer gets luxury, prestige products, at the department store prices.
* It’s a minimal cost to get started in your business
* It involves a shop online and ship direct model (similar to Amazon)
* It can be worked part time or full time with flexible hours - fitting into and around your already busy schedule.
* It is a work from phone business that be works anywhere you have access to Wi-Fi and cell phone or computer
* It requires NO cash handline, NO inventory, and NO deliveries.

***Optional QUESTIONS:***

*If you could change one thing about your current work life, what would it be?*

*If you could make an extra $500 a month this year - what difference would that make for you?*

*What would you do with your extra earnings?*

**QUADRANT 4:** Now I bet you might be wondering - **HOW TO EARN** money with Arbonne? *(Optional to share: Did you know that the average family spending is almost $500/month now with inflation over last year?)*

Before we talk about money and earning with Arbonne - I encourage you to check out typical earnings at earnings.arbonne.com - to discover what is possible.

An Arbonne business can be built several ways based on your preference. The traditional belly to belly approach, on-line or a combination of the two. We mentioned many ways previously YOU choose what works best for YOU!

There are 3 ways to earn when you share & sell the products

1. Commissions on our personal sales - you sell products to Clients & Preferred Clients and earn commissions ranging from 10-35%
2. Commissions from product sales by your team (Overrides) - as you grow your team and continue to sell to your clients, you can earn commissions from your team’s product sales to their Clients & Preferred Clients ranging from 6-18%
3. Additional Achiever Awards offered at every level based on monthly sales performance - trips, cash bonuses, and a VP success award - Mercedes Benz or Choice award monthly cash bonus.

Now let me share what that looks like to earn the overrides

As you build your business, you can promote through the levels of management and increase your income. There are **4 levels of management**. Don’t get me wrong - you are never a boss or a manager of anyone. We are all in business for ourselves, but never by ourselves because you have the support of your sponsor and sponsoring team. Keep in mind - I am sharing averages…but let’s be honest…what’s the fun in being average?

Here are the levels:

1. Independent Consultant: EVERYONE who joins Arbonne for business is an independent consultant and starts here - this is the starting level.
2. District Manager - **1st level of management**
	1. Average income is around $250/month or $3000 annually.
	2. Average time to achieve is about 6-7 months
	3. What this looks like for you - could be a bill payment you don’t need to worry about - would this make a difference for you?
3. Area Manager - **2nd level of management**
	1. Average income is around $1400/month or $17K annually
	2. Average time to achieve is about 20-21 months
	3. FUN FACT: your business is willable at this level - up to 6 generations
	4. What this looks like for you - is choice in how you spend your time - do you need to take on the 2nd or 3rd job? What would you do with extra time in your life?
4. Regional Vice President - **3rd level of management**
	1. Average income is around $5800/month or $70K annually
	2. Average time to achieve is about 35 months (almost 3 years)
	3. FUN FACT: The VP success award is available at this level - Mercedez Benz cash bonus each month when you achieve sales goals
	4. What this looks like for you - maybe freedom to choose other passions you may want to pursue but didn’t have the time or money before to do them - do you have any passion projects you would like to be involved with?
5. National Vice President - **4th and top level of management**
	1. Average income is around $20.1K/month or $241K annually
	2. Average time to achieve is about 60 months (5 years)
	3. FUN FACT: NVP’s are awarded a trip to Maui once a year - a meeting with NVP’s and corporate to discuss the yearly business plan
	4. What this looks like for you - choice, freedom and impact. How many lives do you want to impact and what kind of legacy do you want to create?

***Optional QUESTION:***

*Which level of management intrigues you the most?*

**CLOSE:** I want you to **CHOOSE THE OPPORTUINITY BEST SUITED FOR YOU**

*Client/Preferred Client/Brand Ambassador/Independent Consultant*

1. **Client:** You may choose to shop at retail prices from Arbonne and have the products shipped direct
2. **Preferred Client:** (similar to a Costco or Amazon Prime account) - for an annual fee, you can shop & save, OR you may select your daily nutrition and shop, save and subscribe with our autoship subscription program. The advantages to this are incredible benefits such a free gift vouchers, free shipping and other buying perks
3. **Independent Consultant:** (this is my favourite!) You can join our Arbonne community and shop, save and earn OR shop at a discount with a family account and earn on your family purchases. You can run a business from your smart phone, share products & benefits socially &/or on social media, earn an income from customer purchases from your online store, plus overrides from your team when you teach them to do the same. You will benefit from the community, achieve personal growth and learn business development.
4. **Host:** Maybe you are intrigued and know that you have a community of friends and family that would love to learn more and try out Arbonne products. We do virtual and in person events. You get to share your love of Arbonne with others - and the bonus is you get the host perks of an additional discount PLUS we pamper you and your friends to a night in!

I want to ask you - would $500/month make a difference to you and your family? That’s $6000 in one year. I was asked this question many years ago - if you keep doing what you are doing…where will you be in 5 years?

**CLOSING QUESTION:**

*The following is based on assumption you have already covered the above ways to be involved in Arbonne.*
*On a scale of 1-5 where do you see yourself?*

1 = I’m interested in using Arbonne products (preferred client)

5 = I’m interested in starting a business with Arbonne (consultant)

*Based on their answers, close with your recommendation for the best way to join Arbonne*.
**Example**
They answered 1: OK, what products interest you? (make up a recommended cart for preferred client or sample products)
They answered 2-3: Great thanks! Can I ask why you didn’t choose a lower number? (this will give you their hesitations and you can then help answer any questions they may have)
Respond authentically to any concerns they share 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 \_\_\_\_\_\_\_\_\_\_\_\_\_.”
They answered 4: Great thanks! Let’s get some of your friends together for an event and you can host! You get great rewards and you will be able to share with your network your love for Arbonne.
They answered 5: Great! Let’s get you set up to join our community so that you can start sharing Arbonne & making some money!