**Building Your Business with Samples**

Whether using cold calls, referrals, or someone you know, do not place a sample with someone who is not qualified. Refer to the Telephone Script below for placing samples for qualifying questions.

**Deliver**

Determine the skin type of the participant and deliver or mail the sample packet immediately. Placing samples in one geographical area saves time and gas!

**Follow-Up**

It is imperative that a follow-up appointment be made with the participant at the conclusion of the 3-day trial period. Whether the appointment is on the phone or in person, it is not as important as the timing. Timing is critical! The longer you wait, the less chance you have of closing the sale.

**Telephone Script for Placing Samples**

*“Hello, may I speak with \_\_\_\_\_\_\_\_\_ please? \_\_\_\_\_\_\_\_\_\_\_\_\_, I’m an independent consultant with a Health & Wellness company and I’m delivering complimentary samples of our products in your area for advertising. I just need to ask you a few quick questions to complete your sample packet. Do you have just a moment?”*

If the response is “yes”, ask the following questions. If the response is “no”, ask if there is a more convenient time to call them back.

*“Are you familiar with Arbonne’s products?”*

Tell them in just a sentence or two about the Arbonne difference.

*“May I ask which products you are currently using to cleanse and moisturize your skin?” “If you could improve something about your skin, what would it be?”*

*“\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, if you were to receive complimentary samples of Arbonne products, would you be willing to use them exclusively for a 2 or 3 day period?”*

*“If your products were delivered this afternoon, would you be able to start using them tonight?”*

*“At the conclusion of the 3-day period, I would just need to call you back to find out the results you received from using the products. Would that be alright?”*

*“I want you to know \_\_\_\_\_\_\_\_\_\_\_ that there is absolutely no obligation in receiving the samples. If after using the Arbonne products you love the way your skin feels and you can see the Arbonne difference, would you be interested in getting started on an Arbonne system?”*

* If the answer is “yes”, tell them you just need to ask them a few more questions about their skin so you can include the products that would be the most benefit for them.
* Find out their skin type. Be sure to ask if they have any sensitivities or allergies to any product ingredients.
* If the answer is “no”, tell them the purpose of the samples is to find individuals who have concerns about their skin and/or the ingredients they are using on their skin/body, that could benefit from the Arbonne products. Thank them for their time and ask them if they know of anyone who may be interested in the sampling program.

Tell them you will be mailing or delivering the samples to them that will include:

* Products selected just for them. Because the products do not contain any fillers, they only need to use a small amount.
* Information about the product, the company and business opportunity (you may include a “Discover Arbonne” brochure)

Schedule a day to call them back. Find out what time of day or evening is best to reach them.

**Telephone Script for Closing Samples**

*“Hello, may I speak with \_\_\_\_\_\_\_\_\_\_\_\_\_ please? Hi, \_\_\_\_\_\_\_\_\_\_\_\_\_\_, this is \_\_\_\_\_\_\_\_\_\_\_ with Arbonne. Today is \_\_\_\_\_\_\_\_\_\_\_\_\_, the day I told you I would call you back. By now you should have had an opportunity to experience our products for 3 days. Did I call at a convenient time? (if yes...) Great, because I would love to tell you a little bit more about the products and find out about your experience with them.”*

**Ask positive questions such as:**

*Did you notice how light the products felt on your skin?*

*(No? Which of the products felt heavier to you? Or their skin could be oiler or they were using too much product)*

*Didn’t you love how soft your skin felt after using Arbonne  
products? Did you notice that you only needed to use a small amount of the product? Which of the products were your very favotites? Handle concerns if any.*

*While we’ve been talking, I have made notes on the products that would best meet your needs at this time and I would like to quickly go over these with you. You can then tell me what works best for you and we’ll work out a way for you to get them. Does that sound okay?* (Then you recommend products stating the benefits of each and how they would use it. Recommend the ASVP first as it is the very best savings for them.

**Example:** *When you use your Facial Serum, just use a small amount. Use it 2- 3 times a week*.... (you say it as if they already own the products!)

*Your system comes to $\_\_\_\_\_\_; does that fit within your budget? (include tax, etc.)*

**If NO**..... *“Okay, we also accept MC, Visa, Discover and American Express. Would that be helpful?*

**If NO**.....“*That’s ok. Because it wouldn’t fit into my budget when I first started either. So what I can offer you today, \_\_\_\_\_\_\_\_\_\_, is a* *payment plan. If you choose to pay in two payments, once a month your payments would be $\_\_\_\_\_\_\_\_ . Would that be best for you?*

Trying to stay with your recommended system is best. If this just does not work for your client, ask them which product they feel they can do without for a short time.

If they are interested in the system (for at least a $150 retail order) but would like to save money, feel free to ask them if they would like to open their own account. In doing this, they benefit by:

* Saving 20% or more with their own PC account
* With a $150 order, they receive FREE shipping

If they decide to open their own account, offer to do a group presentation for them. Do NOT let them wait to order products before doing a group presentation. You want the client USING the Arbonne products BEFORE presenting them to her friends. She’ll want to be excited about the products and results during the presentation.