



Identifying and Sponsoring Your Next Business Builder

Prospecting and recruiting new Independent Consultants is an art form. Instead of sharing the features and benefits of a product to get that sale, you are sharing the Arbonne Opportunity and your story. To do this effectively, you need to take the time to understand the wants, needs, emotions and potential concerns of the person you're speaking to.

- Start with your personal story. Take the time to identify your personal story so that you can share it with everyone you meet. This helps to build rapport and attract others to you as you become more relatable to them.
- Nurture and build existing relationships. Family and friends are invaluable support in your life as well as your business. They can become Clients, Preferred Clients or Independent Consultants on your team. They can also be an amazing source of referrals, hosting and personal product testimonials.
- Connect with new people by building rapport. When you meet someone new, remember to smile and maintain eye contact. These simple things are the first step to establishing a trusting connection. Relax and get to know the person, find things in common and learn about who they are. Arbonne is about people, so take the time to get to know someone new as often as you can.
- A quick and casual way to start gathering information about a prospect is to ask them to fill out the Getting to Know You form from the My Office Pro CRM. All the information from this form (e.g., contact information, product interests, etc.) will be captured and stored automatically in the contact's new profile in your CRM. This allows you to easily tailor your conversations and interactions with this person.

Here are some tips to help you get the conversation flowing naturally, comfortably and successfully:

- Ask open-ended questions – These are broad questions that can't be answered with a simple yes or no. They will help you get to know the other person, encourage them to talk and demonstrate that you care. For example, ask what they do for fun or ask them to tell you about their family.
- Actively listen – Listen without any preconceived ideas on your part regarding what the other person is going to say or what you assume they need. Listen with an open mind, and let your prospect guide the conversation wherever they need or want it to go.
- Listen closely to the answers to identify wants, needs, emotions or concerns – Once you think you have a clue as to where to go, relate any of your own experiences or feelings that might be appropriate, and then share how Arbonne can fit into their life.
- Don't prejudge. Anyone can be great at the Arbonne business and everyone can benefit from the products so don't be afraid to offer and share. Remember, you don't need to be an extrovert to excel, you just need to be willing to learn and then put in the hard work to achieve the results. Allow everyone the opportunity to start their relationship with Arbonne on their own terms that they feel most comfortable with; as a Host, a Client, a Preferred Client or as an Independent Consultant. What's most important is that you establish the connection and form the foundation of the relationship.

Examples:

- Cue: My current schedule leaves me without enough time for my family.
 - Possible Response: I know the feeling. I was constantly feeling as though my work schedule and crazy commute kept me from my family, and I was missing so many important moments. My Arbonne business allows me to set my own schedule, and I'm now able to do the drop-offs and attend the games and recitals that I was always rushing to, or was missing completely.
- Cue: I'm not happy with my current job or profession.
 - Possible Response: Work takes up so many hours every week, and I've learned that it's difficult to devote so much time to something you're not passionate about. With my Arbonne business, I love that I am sharing and selling products I believe in and that people really need, while also doing something that I enjoy. I have fun and find it rewarding to educate others about what is going on in the beauty and wellness industry.
- Cue: I'd love more time off to travel or take family vacations.
 - Possible Response: I was in the same boat, never having enough vacation days for all I wanted to do or that my family needed me for. I've found that working for myself gives me the flexibility to take time off whenever I want or need to.



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Practice your presentations and your follow-up. Be prepared with everything you need to share the opportunity and the products. Know what you can say to help you overcome objections and what you will do to follow up. Remember that very often, what seems like an objection is just a need to know more to make a confident decision.

Once you can share facts, features and benefits about running an Arbonne business that will matter to your prospect, the rest of the conversation comes easily.

The great thing about Arbonne is that the company has so many amazing benefits to offer. Initiating the conversation, and then letting someone else do all the talking, will help you uncover needs that your prospects might not even know they had.

Action Steps

- Connect with someone you haven't talked with in awhile.
- Make it your goal to meet and connect with at least three new people every week. This will help you to build your network as you grow your contacts.
- Pick at least 3–5 people from your contacts and invite them to a Discover Arbonne presentation.

That's called helping — not selling — the person! Once you learn to do this, you'll be hearing a lot more of, "How do I join Arbonne? I'm ready to get started now!"

Arbonne makes no promises or guarantees that any Independent Consultant will be financially successful as each Independent Consultant's results are dependent on his or her own skill and effort. You should not rely on the results of other Arbonne Independent Consultants as an indication of what you should expect to earn. Actual financial results of all Arbonne Independent Consultants for the preceding year are contained in Arbonne's Independent Consultant Compensation Summary (ICCS). You may view the Independent Consultant Compensation Summary on Arbonne's official website iccs.arbonne.com.

