



The Fortune is in the Follow-Up

Consistent follow-up is key to keeping your prospects. By keeping your Clients and Preferred Clients engaged, expanding their experience with Arbonne, and allowing them the opportunity to interact with you, your team, the products, and the business opportunity, you will increase the likelihood that they will continue to purchase and potentially join your team.

Follow up with prospects using My Office Pro CRM, multiple exposures to samples, the Arbonne culture, and your local Arbonne community:

- First exposure: Introduction to Arbonne at a Presentation, through Facebook, a phone call, sample, or via the Brand Awareness Journey in the CRM
- Second exposure: One-on-One appointment to share the products along with the opportunity or answer questions

Once a Client purchases product, you have multiple opportunities to follow-up with them afterwards to ensure they experience the best customer service. Using the Order Satisfaction and Product Reorder Journeys in the CRM will help you remember to follow-up with Clients to ensure they have received their products, are enjoying them, and are ready to reorder more!

Use the language below as inspiration, and customize the CRM email templates to match your personality.

Thank Your Client:

Here's a sample thank you note:

Hi Corrine,

Thank you so much for giving me the chance to introduce you to Arbonne's products! I'm really excited for you to experience the Arbonne Advantage for yourself once your products arrive. I'm personally committed to providing you with an exceptional experience, and I want you to know that I'm always available to answer questions, help you place an order or support you in any way that I can.

I look forward to speaking with you again very soon.

Ensure Your Client Received Their Product(s):

Here's some sample call dialogue:

Hi Corrine, this is Collette calling, the Arbonne Independent Consultant you purchased products from. I was calling to make sure that you got your products and to see if you had any questions about them so far. I'm really excited to hear what you think once you really get a chance to use them. Feel free to call me any time if you have questions or if there is anything I can do to help you enjoy everything. My number is 885-123-4567. I'll call to connect with you again in about two weeks if I haven't talked with you before then. Have a great day!

Ask Your Client How They Are Enjoying Their Product(s):

Here's some sample call dialogue:

Hi Corrine, this is Collette calling from Arbonne. I wanted to check in with you to see how you're enjoying your RE9 Advanced[®] products. I'm so glad you love the results so far! We have so many great products for anti-aging. I'd love for you to try a sample of our Clear Future[®] collection. The products could be great to add to the regimen you're using now, whenever you have a bit of a breakout or skin flare up. When can I stop by to drop it off for you? Great! I'll look forward to seeing you Saturday at 10. Have a great day!



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Remind Your Client of the Benefits Available Through the Preferred Client Program:

Here's some sample call dialogue:

Hi Corrine, this is Collette calling. I know you mentioned it's your sister's birthday coming up and I thought I'd remind you about our amazing Rescue & Renew personal care collection. I'll send over some information on the Rescue & Renew products. Take a look at them and let me know if they sound like something your sister would like. Don't forget, when you spend \$150, you'll earn free shipping immediately, plus a gift on your next order of \$150. Have a great day!

Plan your prospect or Client's next exposure to new product ranges using the Brand Awareness Journey, samples or by inviting them to collection-specific Presentations:

- Use the Brand Awareness Journey and receive reminders to send ready-made Arbonne-branded emails highlighting our popular product lines
- Invite them to a Presentation that's focused on sharing specific product collections
- Put samples of a new product collection in their order if you're delivering it
- Schedule a One-on-One for the Client to test new products or perform a color consultation
- Bring them to a Discover Arbonne in your area or conduct a Skype call with another team member so they can hear more about Arbonne from others

By creating a follow-up system and utilizing the tools available in My Office Pro, you'll have the ability to better cater to your Clients' needs, introduce them to new products, and boost your overall product sales. The opportunity for follow-up is always available to you and these techniques can help maximize results with Clients — new and old.

Whether you're following up with prospects, Clients, Preferred Clients or Hosts, a follow-up system will be helpful to you.

Here are some tips from ENVP Valerie Edwards on how to create the most efficient follow-up system for you:

- Find an organizational method that will allow you to keep track of your Client's contact information, past orders, and any other facts you want to remember (family size, current occupation, skin sensitivities, etc.)
 - Binders, index cards, and/or My Office Pro CRM
- Create reminders to follow up with each person based on your last connection
 - 24–48 hours after giving a sample
 - Three days after receiving an order
 - Two weeks before product is estimated to be used up

Create task lists, keep track of Client purchases, suggest recommended products, and nurture relationships with all your contacts. Every time you follow up with a prospect, Client or Preferred Client, you're creating the opportunity to sell more product and find a potential Business Builder. Talk with your upline to learn more and hear some additional follow-up tips that have helped them achieve their success.

Follow-up generates activity — sales and sponsoring activity that can lead to business growth!

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