

HOW TO DO A PRACTICE CALL

A Practice Call is doing a full business overview of Arbonne, just for practice! So the person helping you out may or may not be interested in the products or business and that's ok! The whole point is to really just gain confidence sharing about the information, answering their questions and learning how to make it more of a conversation! Because when you're nervous sometimes you may just want to word vomit all off arbonne on them! And I totally get it, but doing these for practice helps you get comfortable and confident!

And once you've done 10-30, you will become an expert and feel like you can do anything Arbonne related!! You can do calls, events, parties, pop-ups, vendor events, etc once you feel confident and have learned this info!

Typically you will connect the person on a 3 way call with your up-line. The first 3-5 Calls will typically be your upline helping give the overview. The next 2-3 will likely be you sharing at least half of the below overview (maybe quadrant 1+2) until you feel comfy doing all 4 quadrants! But don't worry, your up-line will still be on to support you on the ones where you're practicing yourself! Just incase you need support answering questions or forget anything!!

Use the "Is Arbonne For You" sheets for reference. There are 4 quadrants to the call:

1. Company
2. Products
3. Business Model
4. Comp Plan

It is important you don't skip any of the sections! They are all super important, but you mostly want to highlight the key points and ask questions between the quadrants to best get to know the person and gear the 1on1 to them!

****Between each section I always like to stop and ask, do you have any questions on that? Make sure to take time between sections to pause and create dialogue! If you are talking directly at the person for over 5 minutes... you need to take time and pause. Yes you are sharing info but this should be conversational.**

HOW TO START THE CALL

Add up-line and the individual helping you with your practice call.

Ok lets get started!! 'Introduce me a little bit! Who are we talking to?! How do you guys know each other...'

Then I will ask ok awesome thanks for introducing us. So Tanya (example of guest name) *fill me in on you just a little bit so we aren't total strangers.....*

Some questions you may ask are: (you don't have to ask all of these, just enough to know a bit about them)

- Ok fill me in on yourself a little bit!! Do you have family, kids? Do you work full time? Have you heard of arbonne before...tell me all the things so we aren't total strangers!
- How are you, how are things going with the kids?
- How are you liking your job? What do you do? ...Once they answer you can say omg you must love that! (Their answer will tell you a lot about whether they're happy or craving some change)
- What does your husband(Partner/wife) do?
- How many kids do you have? How old are they?
- Where do you live? Have you lived there your whole life?
- Have you ever heard of arbonne before? OR did you know much about the company?

After you've gathered some info about them, you will know how to best share information about arbonne! And from the have you heard of arbonne before question its easy to transition into sharing all of the arbonne info.

QUADRANT 1:THE COMPANY

Ok, so first just thank you so much for being willing to connect and help Sally (example name of consultant) out with a practice call! These are seriously SO helpful for any new consultant getting started to just start learning a little about arbonne and all the info about the business!

I am going to treat you as if you are someone who's interested in the business just so she can learn how to do an overview of that, so obviously just play along, be yourself but I'll ask a couple questions along the way the same as we'd do on a real call! If that's ok with you we can totally get started?!

Awesome! I usually like to give a brief little overview about the company, and then I'll ask you some questions here and there also. Do you have any burning questions before we get started? Or want me to just share a little overview and if you think of anything can ask me along the way?

Great ok so just a little about Arbonne :

- Been around since 1980
- All products vegan, non toxic, cruelty free and been this way since the beginning.
- Follow the European Standard (bans over 1500 harmful ingredients, Arbonne bans over 2000) - Important because in the US & Canada we don't have any strict regulations that ban harmful ingredients that can cause hormone disruption or cancer etc
- Gluten free, non gmo, no dairy, no soy
- Free of all artificial flavours/colours/dyes, etc.
- B corp Certified - Have you heard of this before? Ok so being B corp certified really just means we have to prove were putting people and planet before profit! Making sure everything we do is ethical and sustainable!
 - An example of this would be if were sourcing in a 3rd world country for example where theres still slave labor or child labor...we must make sure we aren't partaking in that or taking any short cuts!
 - Plus we have to make sure environmentally were doing everything sustainably also. An example of that would be if the place were sourcing has no regulations and their

sourcing practices are detrimental to the environment that we make sure we are not doing anything that could destroy the habitat of animals or be destructive to the environment. And we are audited annually to maintain this B Corp Certified

Do you have any questions based on that? Did you know most of that about Arbonne?

Ok so now. The product section...are you familiar with any of the products we have? Or have you heard of any of them before?

QUADRANT 2: PRODUCT KEY POINTS

- We have everything from all personal care so things like toothpaste, deodorant, shampoo, conditioner, bath body wash, baby care etc to skincare, makeup and nutrition.
- We Were actually founded on skincare and makeup 42 years ago and then since branched into the nutrition side of things because so much research has shown so much of what we see on our skin can be impacted by our gut health. So we brought in nutrition products to help educate people around whole food eating and nutrition as well as gut health education because that can impact your skin as well!
- So all of our products are really focussed around healthy living from the inside out.
- We help educate people around the importance of using clean products on their skin because their skin is their largest organ and what we put on it can be absorbed into their blood stream within 26 seconds, while also educating about how to eat real whole foods and live a healthier lifestyle so they can learn to be the healthiest selves that they can be!
- So as consultants our job is to really help people understand just how to be a label reader and be aware that looking for clean ingredients can benefit their health in terms of what they're putting on their skin but also what they're putting in their body! And we have a whole 30 day program as well as gut health resets to help people take steps to learning how to live a healthy sustainable lifestyle with lots of nutrition education!
- Do you have any questions based on that?!

QUADRANT 3: BUSINESS MODEL KEY POINTS

This is where you'll go over the business model and I like to compare it to a store they're already used to shopping from. So I always start with a question:

Ok Im just going to explain how the business model works and then run you through the compensation plan and were done!

'Where do you typically shop? Just so I can reference it to help explain how arbonne works! '

They might say Sephora, shoppers, ultra, online, a local shop, spa etc - typically people will answer with a retail store, and from there I will explain the key differences of a retail store vs how arbonne functions.

If they mention another network marketing company or online then I explain how arbonne works the same way while still explaining the key differences of arbonne.

So for example they say Sephora:

Ok great, so Sephora is just a traditional retail store. And there's a few key differences how they function compared to Arbonne. Sephora will have a store front, retail workers and advertises using traditional marketing and advertising. Think beauty bloggers, You Tubers, celebrity endorsements like the Aveeno ads with Aveeno or Rhianna with her makeup brand etc. More traditional methods could even be things like magazines, tv commercials etc.

Those are the key differences with Arbonne as we don't use any of that. Arbonne operates more like an Amazon Store, where you click what you want, you order and it goes directly to your door. And for advertising, the only way you can hear about us is through an Independent Consultant! So real people who are using and loving the products and choose to share with others!

And instead of Jennifer Aniston making millions on a tv commercial, Independent Consultants are paid when they sell a product!

'Does that make sense? In regards to how Arbonne operates more like an Amazon store?'

And I also like to mention too because all network marketing companies are different.. we don't do any monthly minimums, we have autoship but it's completely optional, there's no monthly quotas. There's no hidden fees or inventory you need to have to be a Consultant!

If you want to order products at a discount you can save 20-40% off as a Preferred Client and get perks like: free gifts and free shipping! And if you're interested in the business side then you'd become an Independent Consultant! Where it's only \$65 to sign up! With that fee you get your own website, all the training, resources and support plus 35-50% off products!

Do you have any questions on that?!

2 KEY QUESTIONS:

Awesome ok - so just 2 questions for you and then I'll run through the compensation plan quick and then we are done!! So these are the questions I always ask someone interested in the business to get a better understanding for them! But just for fun:

1) Do you have a 5 year plan? Is there anything you're looking to achieve, work towards or accomplish over the next 5 years!?

Ok amazing! And the next question I always ask is if you had an extra \$1000, how could that help you or where would that money go?

*****Based on these 2 questions they usually will kind of link together in some way. Make sure to ask more questions based on their response and have a good understanding of what they're working toward. I also let them know if they don't have a 5 year plan that's totally ok! I just always like to ask to try and help see how arbonne could support them or where they might want to go/ what they might want to earn***

QUADRANT 4: COMPENSATION PLAN

There are 4 levels of management in Arbonne. You can basically do it to earn a little extra money or to make a career based income, just depends on where you want to go with it.

First level of management: District Manager around \$250-\$1000 a month

Second level of management: Area Manager around \$1000-\$4000 a month. At this level your business becomes will-able which means if in the future you had built an Arbonne business to this point you could pass it down to your future family, kids, partner or an organization you care about. They could either take over the business and keep building it, or continue to collect the paycheques that would continue to come in.

Third level of management: Regional Vice President : around \$5000-\$15,000 a month.

Fourth level of management: National Vice President avg of \$17000+ a month and you can continue to grow beyond that if thats something you want to do.

And at every level you can earn 2 trips a year + at the top two VP levels you earn whats called the VP success award which is a cash bonus or a Mercedes Benz cash bonus

Do you have any questions based on that?

Ok last question for you : Where do you see yourself on a scale of 1-5?

- 1 Being no, not really interested in the business but definitely interested in learning more about products or the company.
- Or a 5, Yes I would actually appreciate learning some more about the business side of things just incase theres any additional resources we can send that might be helpful in terms of info?

Let them answer.

If they are a 1, say “Amazing! Are there any types of products you're most interested in? They have over 450 - skincare, makeup or nutrition? Just so we can guide you to some info that may be of interest to you!”

If they are between 2-4 : Ok amazing - what do you feel makes you a 2 vs a 5? **Again let them answer** - Usually they will address or call out some of their hesitations so you can know what is holding them back from the business side of things and can talk through them. This could also be where it would make sense to say “Ok look would it be helpful to chat with my friend? She’s just been doing this longer and I feel like you might relate to her story and she could help answer any other questions you have! **(Can book the 3 way call with your Upline then).**

Congrats! You’ve officially learned how to execute a Practice Call!!! I ALWAYS send the “Is Arbonne For You” sheets after any practice call! Just so they can have a visual of any of the info wecovered! And now is where you would send any links that could be helpful for additional info for them!!

“IS ARBONNE FOR YOU” pages are below.



Is Arbonne *for you?*

What if you:

- If you had an extra \$1,000 or more a month?
- What if you could be your own boss?
- How could you improve your health?
- What if you could help others change their lives?

If you keep doing what you're doing, where will you be in 5 years??

The Arbonne Advantage



- Experience and tradition in the U.S. since 1980
- Cutting edge research & development, proprietary formulas, Swiss heritage
- 1-3% brand awareness
- Global expansion to Canada, UK, Australia, Poland, New Zealand, and beyond...
- Certified B Corporation

The Arbonne Product Advantage

- Botanically based, no mineral oil
- Ph correct & hypo-allergenic
- No artificial sugars or sweeteners
- Gluten-free, non GMO, Kosher
- Vegan certified, cruelty free
- No animal products, by-products, or testing
- No parabens or phthalates
- No artificial dyes or fragrances

Clean Conscious Connected

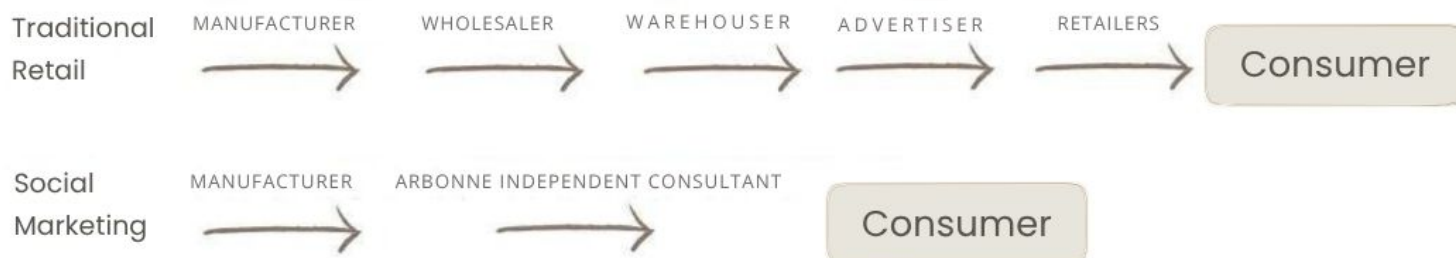
- Sports Nutrition
- Nutrition/Weight Management
- Personal Care
- Baby Care

- Anti-Aging Skin Care
- DermResults
- Body Care
- Cosmetics



Arbonne has a 90-day, money-back guarantee.

Why Social Marketing?



Who endorses NWM? Warren Buffett, Robert Kiyosaki, Paul Zane Pilzer

Why Arbonne?

- Consumable products
- Marketplace demand
- Timing & trends
- Ability to leverage your time

Arbonne satisfies all four key factors for success!

THE RIGHT *Compensation*

Management Level

U.S. Monthly Range

District Manager		\$200-\$1,000
Area Manager (willable)		\$1,000 - \$5,000
Regional Vice President	🚗	\$5,000 - \$15,000
National Vice President	🚗	\$17,000+++

For typical results: earnings.arbonne.com



Plus there's more
Mercedes-Benz | Travel | Jewelry | Recognition

You Decide!

Shop

- Client
- Retail

Save

- Preferred Client 20%-30% Discount
- Specials
- Member Benefits

Earn

- Consultants 35%-45% Discount
- Commissions/Overrides
- Mercedes-Benz VP Success Award
- Cash Awards



Arbonne has a 90-day, money-back guarantee. No minimum order or automatic shipments.