



ARBONNE UNIVERSITY

LEARN · BUILD · ACHIEVE

“How to Use the Arbonne=Results™ Presentation”

BY KATHY LUTZ
Independent Consultant,
Executive National Vice President



This is Kathy Lutz, Independent Consultant and Executive National Vice President, and it is my pleasure to bring you this training on how to effectively use the “Arbonne=Results™” Presentation.

In this training, I will be sharing with you the important role that Presentation plays in our business. Then I will be sharing some of the features of this particular Presentation that make it unique and effective, and then I’ll share some tips on how to maximize it for the best results!



Role of Presentation in Network Marketing

When you really take a look at what is our job as business builders there are, of course, many facets to it but it all boils down to one basic thing: Our job is to tell people all about Arbonne. In other words, presenting the Arbonne story — the story of cutting-edge products and our incredible opportunity is at the heart of building a successful organization.



Features of “Arbonne=Results™” Presentation

The “Arbonne=Results™” Presentation is designed to be an effective Presentation of our wonderful story. This Presentation has it all! It was designed to be a comprehensive look at Arbonne. It provides a general overview and some of the highlights of the story, but is by no means the whole story! This Presentation is a clear and easy way for everyone, from the newest Consultant to the most seasoned NVP, to feel confident and professional when presenting the “Arbonne=Results™” Presentation. It is designed to provide enough structure for the presenter to feel confident yet not too much that would stifle his or her own creativity.



One of my favorite things about this Presentation and what makes it so unique is its flexibility and versatility. It can literally be used for any purpose in any venue and to convey information on any subject pertaining to Arbonne. Whether it is a product or “Opportunity” Presentation, a “One-On-One” or “Group” Presentation, whether it is in a public venue like a coffee shop or a hotel meeting room or a private venue like a home, it can be tailored and adapted using your own judgment so that it fits your purpose and the audiences’ interests.

Another great feature of this Presentation is that it is easy to obtain and simple to learn. You can download it in the form of a PDF by going to arbonne.com. You can also order copies of it already bound in your choice of two different sizes from the Business Aids price list. The best part is that this Presentation can be used by anyone, anywhere! You can feel confident that you are presenting a clear and consistent message about the Arbonne products and the Arbonne opportunity. Everyone can have great results with Arbonne=REsults™!



Preparation:

As in every endeavor, the six “P” formula applies when using the “Arbonne=REsults™” Presentation. The “six P” formula is: Proper; Prior; Planning; Prevents; Poor; Performance. Because one of the great features of this Presentation is its versatility, the upfront preparation is especially critical for a successful outcome. Let me suggest some things you will want to be sure you know ahead of time for the best results.

- Be familiar with the Presentation. Make sure you have reviewed it so that you have a sense of the content and the flow. You may want to consider going through the Presentation a few times before you deliver it to the group or individual to make sure that you are comfortable and confident.
- You will also want to know what is the profile of the audience no matter how many or how few, for example:
 - o Who are they? Are they business or professional people, home makers, students, various age groups or one particular age group, etc.?
 - o You are also going to want to know, what are they interested in? Is it health, financial peace, flexible life-style, anti-aging, or beauty?
 - o You are also going to want to know, what are they expecting to hear? Are they expecting to hear about the opportunity, the products, or a specific product line?

Once you determine the profile of your audience, you can customize your Presentation to meet their needs and their interests. Never assume a group only wants to hear about the products or only wants to hear about the opportunity. As you go through the Presentation you will find that products lead to opportunity and the opportunity leads to product sales. They are an absolute compliment to one another as they are show cased in the “Arbonne=REsults™” Presentation.



- You will also want to know ahead of time what is the venue.
 - o Is it public (like a coffee shop or hotel meeting room)
 - o Or private (like a private home or office)

The venue may determine what and how much material you bring with you. For example, if you are meeting at a coffee shop you will want to keep it very simple because most likely there will not be a lot of room to spread out!



The “Arbonne=REsults™” Presentation will breath new life into your business. It replaces the former Results Approach Presentation with a new look, new design, and new products. It can be used in a first, “One-on-One” Presentation, or in a “Group” Presentation to introduce your potential new Client or business builder to the industry, the company, the products and our people.

For the try before you buy method, here are the steps to follow for sharing Arbonne’s NutriMin C® RE9®, NutriMen C™ RE9®, and Intelligence skin care products.



First, download and print the PDF or purchase the full-color “Arbonne=REsults™” Presentation from our online business tools Web site.



Second, this Presentation was developed as an introduction and follow-up tool for prospects who receive the NutriMin C® RE9® system sample pack, the NutriMen C™ RE9® system sample pack, or the Intelligence sample pack so that they may try our products for a couple of days. You may also offer the usage card along with a skincare set. Be sure to let the prospect know when you will be contacting them to see what they think of the products and that if they decide to open the products, they are obligated to purchase the set. It is important to convey this message to your prospects so that there is no misunderstanding. Maintaining the integrity and efficacy of Arbonne’s formulas is of the utmost importance to all of us. And our policies strictly prohibit sale of used product.



Third, even though Arbonne strongly recommends using sample packs, some Consultants choose to use full-size products as testers. Consultants who choose to leave full-size products with prospects for them to try before they buy should understand that they are assuming a risk and should follow proper precautions.



Fourth, when using testers here are some safety precautions.

- Always label product tester containers as tester.
- Verbally disclose to the consumer that other consumers have used the product.
- Provide each consumer with new disposable applicators that are suitable for the type of product, brushes, sponges, spatulas, etc.
- Upon return of the product tester container, make a visual inspection of the product and container before re-distribution to another consumer. Remove any foreign particles or discolored product if possible. If this is not possible, the product should be thrown away.
- Smell the product tester to identify rancidity or other odor which may be an indicator of product tampering. If you identify any unexpected odor the product should be thrown away.
- Thoroughly clean the entire container with alcohol, especially container openings and lids where customers are likely to touch between each use.
- Never sell an open product or Tester to a consumer.



Fifth, the Arbonne=REsults™ approach embraces best practices, which is why we recommend using sample packs. Consultants who choose to use full-size testers must realize that they are responsible for keeping the products clean and make sure the prospect knows that they are using tester products.

Six, after your prospect has been able to use the product sample packs for a couple days, follow-up with the “Arbonne=Results™” Presentation. The “Arbonne=Results™” Presentation can easily be presented or even projected right off your computer. First we recommend you use Adobe Acrobat Reader version 6.0 or higher. Click the link above to download the most recent version of Acrobat Reader. Here is how you can do it.

- Open the PDF.
- Under the window tab, select view full screen.
- Use the up and down arrow keys on your keyboard or mouse to toggle between slides.
- Press escape to exit the full screen mode.

Now let’s talk about some things you can do to make sure you are prepared in advance.

You will want to know what size is the Audience?

- Is it a “One-on-One” Presentation?
- Or is it a “Group” Presentation? If it’s a group, how many?

You will also want to know what is the subject of the Presentation or its purpose? This will stem in part from the audiences expectations. For example, is it an “Opportunity” Presentation or is it a product Presentation?



An important part of preparing for any activity is having the right mindset. As our President, Rita Davenport says, “Mind your mind.” My mind set before every Presentation is, everyone needs something that Arbonne has to offer and my job is to discover what it is for each person listening to the Presentation.

What you bring with you to the Presentation will be determined by the variables I just mentioned. No matter what the subject matter, however, I keep with me some of everything, both products or samples and business tools. Because when people hear just how much Arbonne has to offer, they might just be interested in more than they originally thought. Remember, one of the most important aspects of our business is choice. Prospective product Clients may choose to be Consultants when they see the exciting product discounts and career path. Now don’t forget, it only costs \$29 to join the business as a Consultant.

Now let’s take a look at this Presentation! Throughout the Presentation, as the presenter shares the information, I will be adding some success tips along the way.



Presentation

Notice that the presenter did not necessarily share every word on the page. You have the freedom to adapt the information to your purpose, your audience’s interests and your own style. If there are time constraints, for example, you may even choose to skip some of the pages.

As I mentioned earlier, you can adjust your Presentation to fit your purpose and the audience’s interests. As you progress through the Presentation, depending on the particular audience or Presentation subject, whether you are emphasizing products in general or a particular product line (such as nutritionals) or whether you are emphasizing the opportunity, you can spend more or less time on that particular part of the Presentation. If, for example, your audience is expecting a product-oriented Presentation where you want to let people try the NutriMin C® RE9® products on the backs of their hands, you may choose to pause here, do your demonstration and then move on. If, on the other hand, your audience’s interest is more inclined toward the opportunity information, you may choose to share briefly the product information and move more quickly through these pages, and so forth. You want to be sure you match the type and quantity of information you share with the audience’s interest level. Sometimes less is more, don’t be compelled to cover everything in one meeting.



This may be a great place in the Presentation to briefly introduce Arbonne’s convenient Autoship program.

One of the great features of this Presentation is that it allows for interaction. For example, if time allows, you may want to pause here to find out more specifically what is important to your audience. Many times, it is more effective to do this in one-on-one or small group situations. The information you gather here may help you direct them to the way Arbonne can best work for them when it is time to close the Presentation.



This is where you begin to “close” your Presentation with your audience. Closing is one of the keys to a successful Presentation because closing completes the Presentation — it punctuates it. To close simply means pointing the audience in the direction of decision and action based on the information that has been shared. Your close should always present options for people to choose from. Arbonne is all about choices!



One of the great features of this particular Presentation is that it contains clear options for closing. It does a beautiful job making these various options simple and yet customizable, so that the prospects get Arbonne in the way that works best for them. As I mentioned earlier, the information about your audience that you obtain throughout the Presentation based on your interaction, will help you determine the direction the close will take. The more familiar you are with the closing options, the more smoothly you will be able to direct your audience to the options that are the right fit for them.

This Presentation describes three basic choices:

- (1) They are interested in obtaining the products now.
- (2) They are interested in obtaining the products now as well as more information about the opportunity.
- (3) They want both the products and the opportunity now.



At this point in the Presentation you will want to take the time to find out what direction they are interested in and then move to the page of the Presentation that addresses that interest. For example, if they are interested in option #1 or option #2, you would review the next two pages, and get them started with their account and their product order. At this point also you will definitely want to let them know what incentives you offer for hosting a Presentation or for referrals and ask them to be a host and/or ask them for referrals. If they are interested in option #2, you would additionally give them an information packet. Upon giving them an information packet you will want to be sure you schedule a follow-up appointment to review the information and to determine their interest in pursuing the business. In these examples of closing with a #1 or a #2, you will have their application and product order, and the next appointment scheduled, whether it is for a Presentation or a follow-up business appointment, you will have “closed” and the Presentation will be complete.

If they are interested in option #3, you may choose to review the next couple of pages or move directly to pages 25 and 26 now.

Page 22 is the pivotal point of the Presentation, which will determine the final course it will take. It is a wonderful page to help you sort for what part of the Arbonne story will work best for your prospect at this point in time. Remember, we are in the sorting business, not in the convincing business! And it’s all about choices.



Here is where you would focus if your prospect or audience determines they are interested in option #3. To close with this option, you will either get them started with their account, their products and business sets or, depending on their choice and the additional information you may need to share with them, you may want to schedule another appointment within a day or two to do this step and get them started.

This page is a good recap but is optional. Not every Presentation will use this. As we already stated, the pages of the Presentation you will use after page 22 will be determined by the audience or prospect’s interests.



Conclusion

In conclusion, the beauty of the “Arbonne=REsults™” Presentation is its versatility, flexibility, simplicity and its comprehensive Presentation of the Arbonne story both the opportunity and the product. With Arbonne=REsults™ you have everything you need to confidently tell the Arbonne story. It is important to keep in mind that it is simply a tool and a tool gains its effectiveness in the hands of the user. The more you conduct this Presentation, the more comfortable you will become and the more you will be able to customize it to accomplish your purposes and goals. What matters most in our business is exposing people to Arbonne — telling the awesome story of pure, safe, beneficial products and to the possibility of a life of choices. The more you present the Arbonne story, the more effective you will become over time and the more comfortable you will become at telling the story. Remember, practice makes perfect! Enjoy using this Presentation and make it your own by adding your own style, skills and spirit.

