

HOW TO DO A PRACTICE CALL

WHAT IS A PRACTICE CALL:

A Practice Call is a full business overview of Arbonne, just for practice that you share with a prospect and your upline.

Keep in mind that 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!

When you are new and nervous you may just want to “word-vomit” Arbonne on them! As much excitement as you might have, the person on the other end might not have that same enthusiasm or even know what you are talking about.

Doing practice calls helps you get comfortable and confident!

Once you have done 10-30, you will become an expert and feel like you can do anything Arbonne wise!

Learning this skill will allow you to do calls, events, parties, pop ups, vendor events etc with confidence and comfortable ease.

Let's get started!!

Usually you will connect the person on a 3 way call with your up-line. The first 3-5 calls will be your upline helping give the overview. The next 2-3 will likely be you sharing at least half of the below overview (maybe section 1+2) until you feel comfortable doing all 4 sections!!

Do not worry, your up-line will still be on to support you on the ones where you're practicing yourself! Just in case you need support answering questions or forget anything and you will be using the **Is Arbonne For You** sheet for reference and to help you stay on point. We found that using a yellow highlighter for all the areas you “speak” is helpful as well.

There are 4 Sections on the IAFY sheet and you will cover each one on your call:

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

It is important that you not skip any of the sections. Even when you “feel” like skipping, manage yourself and go through each one. They are all very important and have their own point to make.

You mostly want to highlight the key points and ask questions between each section so you get to know the person and steer the 1:1 towards them!

In between each section I like to pause and ask if they have any questions and allow them to think about what you are asking and then respond. Sometimes we ask a question and then respond for people. Just ask and wait. Allow them to answer.

If you have been talking for over 5 minutes you need to stop yourself and ask if they have questions. They might have one but are afraid to interrupt. Remember that this is a conversation.

How to start the call:

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

I will usually ask:

'Hi, introduce me a little bit! Who are we talking to?! How do you all know each other....?' Then I will ask ok wonderful, thanks for introducing us. So____ (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:

- 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 "Oh wow 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 do you know much about the company?

After you have gathered some info about them, you will know how to best share information about Arbonne and transition into sharing the IAFY sheet.

Section 1 - The Company:

I will usually transition and say " thank you so much for being willing to connect and help____ (example name of consultant) out with a practice call! These are SO helpful for any new consultant as they get started to start learning a little about Arbonne and all the info about products and 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, thank you again for participating.

I'll ask a couple of questions along the way the same as we would do on a real call! If that's ok with you we can get started?! Wonderful!

Do you have any burning questions before we get started?

Great!.Ok so just a little about Arbonne :"

The Company Key Points:

- Been around for 45 years
- All products are vegan, non toxic, cruelty free and have been this way since the beginning.
- Follow the European Union Standard (bans over 1500 harmful ingredients, Arbonne bans over 2000) - Important because in the US 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 flavors/colors/sweeteners
- * Never use fillers.
- B corp Certified - Have you heard of this before?

What does B Corp certified mean? In short, Arbonne makes sure the company operates ethically and sustainably for people and the planet!!

In today's day and age of confusing and misleading marketing, it's harder and harder to decipher what brands are truly transparent, and which products are clean and effective. With a B Certification, Arbonne sets itself apart and puts it among companies that are choosing to hold themselves to a higher standard, submitting themselves to a regular auditing process to tangibly show that we truly stick to our values of putting people over profit and valuing our consumer and our product is actually beneficial for them.

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

Section 2- The Product:

Are you familiar with any of the products we have? Or have you heard of any of them before?

Product Key Points

- We have everything from personal care to 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 44 years ago, wanting to bring clean, toxin free to the US market and then branched into the nutrition side of things because so much research has shown much of what we see on our skin can be caused 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!
- All of our products are 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 bloodstream within 26 seconds, while also educating about how to eat real whole foods and live a healthier lifestyle so they can learn to be their healthiest selves.
- As consultants our job is to help people understand 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! We have a whole 30 day program as well as gut health reset to help people take steps to learning how to live a healthy sustainable lifestyle with

lots of nutrition education written by a diverse panel of experts to include naturopathic physicians.

- Do you have any questions based on that?

Section 3 - The Business:

Business Model Key Points

This is where you'll go over the business model and I like to compare it to a store they are already used to shopping from to better help them understand how we operate.

Always start with this question: "I'm just going to explain how the business model works and then run you through the comp plan and we are done! 'Where do you typically shop? Just so I can reference it to help explain how Arbonne works!' They might say Sephora, Macy's, Ulta, online, a local shop, spa etc - people will usually 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.

Whatever store they reference - if it is a retail brick and mortar then explain the differences:

*Retail stores have over head

*Retail stores have sales force

*Retail stores advertise (celebrity endorsements)

- Arbonne cuts out the middle man
- Arbonne does not advertise
- Arbonne does not own store fronts
- Arbonne is word of mouth as we do not advertise.

Consultants are paid when they sell/share an Arbonne product!

'Does that make sense?' I also want to mention that all network marketing companies are different. Arbonne does not require monthly minimums, autoships, or monthly quotas. There are no hidden fees or hoarding of inventory. If you want to order products at a discount you can save 20-40% off as a Preferred Client, get perks like free gifts and free shipping! And if you're interested in the business side then you become an Independent Consultant! Where it's a one time \$99 fee! With that fee you get your own website, all the training, resources and support plus 35-50% off products!

Do you have any questions about that?

2 Key Questions:

Just 2 questions for you and then I'll run through the comp plan quickly and then we are done!!

So these are the questions I want to always ask someone interested in the business in order to get a better understanding of 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

2) If you had an extra \$1000, how could that help you or would that help your family budget in some way.

**Based on these 2 questions they will link together, in some way that works for their brain, how Arbonne is different, and maybe even see themselves in it.

Make sure to ask more questions based on their response and have a good understanding of what they're working towards. 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 them see how Arbonne could support them or where they might want to go, what they might want to earn.

**Keep in mind again that you are speaking to this person in a practice format. Be honest and genuine the entire time.

Section 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 depending on where you want to go with it.

First level of management: District Manager around \$300-\$1900 a month

Second level of management: Area Manager around \$1500-\$5000 a month. At this level your business becomes willable, which means, you are eligible to transfer your Arbonne business to your family and loved ones upon death or incapacity?

Third level of management: Regional Vice President : around \$6000-\$13,000 a month.

Fourth level of management: National Vice President avg of \$22,000 + a month and you can continue to grow beyond that if that's something you want to do. At every level you can earn a trip + at the top two VP levels you earn what's called the VP Success Award which is a cash bonus toward a Mercedes Benz.

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 or product.

*3. Interested in becoming a discount shopper and getting additional info on products only.

*5. Yes I would actually appreciate learning some more about the business side of things just in case there's any additional resources we can send that might be helpful in terms of info?

Let them answer:

*1. Say thank you for participating - a small thank you will be sent your way to show our appreciation.

*3. Products- wonderful - We can get together after this call and discuss that, and the best way to go about getting the best deal, product information and guidance.

*5. Business- wonderful!- We can get together after this call and discuss that, the best way to set up your account and what to choose so you get the best deal. Also want to follow up with added information for you.

*Optional depending on relationship: 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 is where it would make sense to move the Practice call to an end and set up a separate conversation.

Congratulations!!!

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 we covered! And now is where you would send any links that could be helpful for additional info for them!!