

Closing the Sale

The objective is for us to teach our consultants to uncover and fulfill the needs of their customers. This will help them to confidently and successfully work the fundamental actions steps in their business: Schedule, Sell, Sponsor! Anyone can sell a product, but we want to make a recommendation that fits their need.

Pitfalls to watch out for:

- We want to help everyone but we forget sometimes that we need to teach them the skills so they can work this business independently.
- It is so easy for us to do it for our consultants. We can write up an order faster, recommend a product, match foundation, apply color, but what does that do to the consultant?
- If you are bringing in a new BB, you will want to teach them how to schedule, sell & sponsor. This is why we recommend a minimum of 6 classes (repetition). When you start a new business builder say, *“What successful people do is book a minimum of 6 classes in their first 30 days and I will do all of them with you. I will teach you how to schedule, sell & sponsor. If you can’t book 6, then I will come to the first two. How does that sound?”*

Class 1 – Sponsor does the class. New Business Builder observes.

Class 2— Sponsor does the class, and New Business Builder writes up orders with sponsor supervision

Class 3-4 - Sponsor does flip chart, and New Business Builder closes. Both write up orders

Class 5-6 - New Business Builder does class with Sponsor support.

Closing starts at the beginning of your presentation because you need to let them know what to expect.

“My goal is for you to relax and have fun. Today, I am going to share with you a little about Arbonne the company, the incredible products, and how this business has changed my life. You will try the products on the back of your hand so you can experience the Arbonne difference. At the end, I will meet with you one on one because everyone has different skin care needs, everyone is using different products and we all have different budgets, so we will formulate a plan that works just for you.”

End of presentation:

Most people want to know how to purchase these products. There are three ways to become involved in Arbonne:

- 1) *You can be a Client and get started with your products at the catalog prices. You will receive a, 45 day money back guarantee, excellent customer service, and the ability to have your friends experience Arbonne, just like Cindy has, and earn an 80% discount on your product wish list.*
- 2) *You can be a Consultant. This is a great option for those of you who are interested in the products and would also like to save money. For \$29, you will receive an ID# that you can use to buy directly from Arbonne at 35% beginning with your order tonight and for all your orders for an entire year. There are no monthly minimums or minimum orders. You will receive the same 45 day money back guarantee, and the ability to purchase products at the same price I do.*
- 3) *You can be a BB like me: share Arbonne products and business and get paid what you are worth!*

have a catalog for each of you and also a sheet with our most popular packages.

) Spa package is for those interested in getting started with Anti-aging tonight! It is our best value, you can save 50% on your anti-aging skin care set and other personal care products, makeup, aromatherapy, sun care – I have put a basket together of the products I can’t live without! Some people also split this with a friend. You both get your anti-aging skin care set plus your choice of a foundation.

!) Also a great value, the anti-aging skin care set with the free lift. I will show you how to save \$104 on this set tonight.

!) The Basic set is for those on a budget. It gets you started with a cleanser, day moisturizer and eye cream and your choice of a foundation.

All of these options qualify for a free product of your choice. You can pick any item in the catalog, but most people choose the Anti aging night cream since it is our most expensive!

As I mentioned at the beginning, I will help each of you formulate a plan that works for you. This is your time to shop. Browse through the catalog, and for those of you who have to leave early, I can help you first. I will be in the dining room.

For example:

Hi Jennifer, what did you like most about the presentation?

Are you ready to get started on a more natural skin care line?

Great, are you interested in saving 50% or 35% tonight?

What I recommend is.....

How does that sound?

For your free product I recommend either the night cream, which is our most expensive product, or mineral powder foundation, which is one of our best sellers. Does either these work for you?

Would you like to also get some friends together and earn more Arbonne at an 80% discount? These presentations are fun and easy, and booking one will help Cindy earn the Anti-aging body set for FREE.

The hostess receives the hostess special. If the hostess is a BB and it is her launch, ask beforehand if she would like to give it away as a thank you.

HANDLING OBJECTIONS:

Not everyone says YES. I know, I want you to think of them not as OBJECTIONS but as different responses.

What you think about You bring about.

1. Expect this!!!! Expect someone not quite sold on the idea, products whatever.

2. Be prepared!!!!

Remember you are a consultant, not a sales person. There is a huge difference. Consultants uncover the need and make a recommendation. You just need to ask questions to help clearly define what they mean.

3. Every time you are given an objection, remember to **ask TWO more questions.**

I am interested, but it's too expensive?

Jennifer, are you using a skin care regimen?

What products do you use?

Jennifer, what would change about your skin?

After gathering all this information, I make a recommendation. Does she use soap and water, another skin care line, mixture of products? Then find out about what is important to her and show how Arbonne can fulfill that need.

SOAP/H2O: If she uses soap and water, talk to her about how Arbonne will feel different as it improves skin tone and balances oil or dryness. Soap strips the skin of natural oils, so oil glands produce twice as much oil to restore balance. Soap users may need few days to adjust so the oil glands can decrease production. If she uses 1-2 products, switching to 3-4 Arbonne products is a great 1st step.

Closing on Business:

1. Go to appointments expecting the BEST!

2. Use your why:

W What you've seen so far...What is your vision?

H How you and others are doing it in Network Marketing.

Y What is your vision?

4. You must have discipline to close the sale – Follow the steps!

Results Tips:

- Have fun.
- Share what will/have this business has done for me.
- Close the sale:
 - What did you think?
 - Are you ready to switch to...?
 - What do you think of the business?

Drop Off:

- It's very conc..., golden opportunity tied to this, but, what do I want?
- Promise me to give your opinion, use for 2 days.

Pick Up:

- Give me the good news.
- What do you like about the product?
- What results did you want? It will take 6 months for maximum results.
- That's ok, I know you're busy.

Can you slap it on tonight and I'll call you in 3 days.

- How does that sound?
- Did you use the entire line as we discussed?

Checking where they are?

- Are you ready to switch to a more natural skin care product line?
- On a scale of 1 -10, 1 being not interested and 10 ready to go, where are you?
- What questions do you have?
- What information can I provide you?
- Do you see how this income could benefit your family?

Yes to business, need to find out what they see Arbonne as the vehicle?

- How much time can you devote towards Arbonne?
- How much money do you want to make?
- Would \$500, \$5,000, make a difference?
- If I had 6 on the table...
- Who would you give them to?
- Give me a name, who is Mary, tell me about her.
- Have them write it down.