

## Verbiage for getting Referrals

### Referrals at group presentation

The first place to ask for referrals is at a party/group presentation. At my party I include an updated demographics map along with a client profile sheet in my overview brochures and hand out to each guest at the beginning of the party.

I will read to you the part of the group presentation where it says The Best part of Arbonne is there is something for EVERYONE to experience results and I call this the “Three Ways to Win.”

1. You can become a CLIENT and get superior products, excellent customer service from ME and lots of great product gifts for referrals or hosting a presentation.
2. You can join Arbonne for \$29 to become a CONSULTANT which entitles you to a 35% discount for an entire year on everything in the catalog. And if you want to, you can share products with friends and family.
3. Or you can become a BUSINESS BUILDER like me and be your own boss, create the income you deserve, drive a White Mercedes and find a few people who want financial freedom and teach them to do the same.

The one thing I do ask if you choose to become a client or consultant that you would help me in growing my business and introduce me to others who love to take care of themselves and would love these products or that you would host a party. The benefit to you will earn some free products from me and up to 80% off of some products from your party. We can talk about this more when we meet one on one.

Now what I would like to have you do next is get out your client profile sheets and the demographic map that I gave you as you came in. Please look at your map for a minute and I would like to show you that Arbonne is all over the United States/Canada and we just now are in Australia and are going into two countries per year until 2014. On your client profile sheet the last question asks “I know someone who may be interested in either products or business.” So when you are thinking of people to refer know that it can be people you know in Lincoln (your city) or anywhere in the US/ Canada or Australia. Now I am going to ask you a question and if you will please put down a 1,2 or 3 on the top right hand corner of the client profile sheet. I’ll tell you what each number means and this will help me serve you best when we meet one-on-one at the end. I would like you to think about where you see yourself with Arbonne.

\*Write down a 1 if you are interested in the products.

\* Write down a 2 if you are interested in the products and would love to know more about the business and if that’s the case, I have a special packet of information that I will give you to take home.

\*Write down a 3 if you’re sitting there saying...OHHHH I get it! I’d love to get my products and get started with my Arbonne business right away!

No matter where you see yourself, I recommend getting started with product. You can join for \$29, get your own account and save 35-50% off your initial order, and you have 45 days money back guarantee! I'll be able to walk you through the best deals available with Arbonne when we meet one on one. Please go ahead and fill out your client profile sheets and then when we will have a door prize in a few minutes.

Before we do one on ones let's talk about how you can get FREE stuff and then do the door prize! All the same benefits that are available for the hostess today can also be yours when you host a class and get a group of 4 to 5 friends together.

A party is nothing fancy...it can be a group of friends sitting in the living room or kitchen table.

I do all the work, right (hostess name)? You just get your friends and family There.

How the gifts I give you free work is:

When you book a party today I will give you a travel hand/foot crème, just like (hostess name) received when she booked this party. (show the hand/foot crème)

When your class holds and you have 4 or more that attend then I will give

You the Awaken Sea Salt Scrub. (I show the sea salt scrub)

Plus, when the first one here today books a party (hostess name) get a FREE body Set. (Then I show the body set and talk about it)

When the next person books a party today then (hostess name) get a FREE travel set. (Then I show the travel set and talk about it)

Plus you can earn up to 80% discount on your products!!!

I know this is what (hostess name) said to me that she really wanted to do the Party to earn the travel set. So let's help her out today. I then have the hostess Encourage her friends.

I have just a few dates available for this month or next month. The first person to Book a party today will also get an extra gift from me today.

O.K., so now let's do the drawing...fold your client profile sheet in half and I will get from you and have the (hostess name) pick one of your names to get the gift. (You hold on to the others).

When I sit down with each person to close I ask them for their client profile sheet and see what they have marked and go over each question. So let's say they are a 1 and want to get their products. I then ask are you interested in getting the 35% off for 1 year? If yes then I go ahead and get them signed up and take their order. If no then I get their order.

Then at the end of their order I say "remember when I said in my presentation how I'd really love it if you would help me grow my business by referring me to friends or hosting a party." They say "Yes. Then I ask "So which one do you prefer getting 5 or more friends together for a party or referrals?

If say referring then I say "That is great how this works is I ask for 4 to 5 names of people who love to take care of themselves or would be interested in the Arbonne

opportunity and I would enjoy meeting. If you would do me a favor and let them know I am calling and how much you liked these products and a few kind words about me so when I call I am not a stranger. I write down each person's name then I ask them. "Can you please tell me a little bit about (name) so that when I call them I will know more about them. Thanks.

Then I thank them for their order and referrals and I give them a trial hand/foot crème. I also let them know that I will follow-up with them and let them know what the referral did and there is the opportunity that they will receive some more free gifts from me and possibly up to \$100 of products at 80% off. (How this works is if a referral orders \$250 or more then I offer the \$100 for 20's to the person who referred me.) **Do not tell them this last part that is for you to know how they get the 80% off.**

### **Referrals from Follow-ups**

The next place to ask and get referrals is from a follow-up from someone trying the product. I go through my Results flip chart and then I do the same verbiage as I do at a class on the Three Ways to Win with Arbonne.

1. You can become a CLIENT and get superior products, excellent customer service from ME and lots of great product gifts for referrals or hosting a presentation.
2. You can join Arbonne for \$29 to become a CONSULTANT which entitles you to a 35% discount for an entire year on everything in the catalog. And if you want to, you can share products with friends and family.
3. Or you can become a BUSINESS BUILDER like me and be your own boss, create the income you deserve, drive a White Mercedes and find a few people who want financial freedom and teach them to do the same.

The one thing I do ask if you choose to become a client or consultant that you would help me in growing my business and introduce me to others who love to take care of themselves and would love these products or that you would host a class. The benefit to you will earn some free products from me and up to 80% off of some products from your class. We can talk more about this when at the end.

I continue with the flip chart and ask who do you know that would be interested in Arbonne's products or the opportunity or both!

Then I ask where do you see yourself?

1. Interested in product only
2. Definitely interested in the products, and I'd like more information about the business
3. I get it and I'm ready to start building my business today!

**(I pause and do not say a thing until they talk first.) The first to talk loses.**

So let's say they are a 1 and want to get their products. I then ask are you interested in getting the 35% off for 1 year? If yes then I go ahead and get them signed up and take their order. If no then I get their order. I do first hand them a client profile sheet and ask them to fill out. Then I look at the sheet and see what they have marked and talk about it.

Then at the end of their order I ask remember when I said if you choose to buy product only that I ask if you would help me grow my business by referring me to friends or hosting a class. They say "Yes. Then I ask "So which one do you prefer?"

If say referring then I say "That is great how this works is I ask for 4 to 5 names of people who love to take care of themselves or would be interested in the Arbonne opportunity and I would enjoy meeting. If you would do me a favor and let them know I am calling and how much you liked these products and a few kind words about me so when I call I am not a stranger. I write down each person's name then I ask them. "Can you please tell me a little but about (name) so that when I call them I will know more about them. Thanks.

Then I thank them for their order and referrals and I give them a trial hand/foot crème. I also let them know that I will follow-up with them and let them know what the referral did and there is the opportunity that they will receive some more free gifts from me and possibly up \$100 of products at 80% off. (How this works is if a referral orders \$250 or more then I offer the \$100 for 20's to the person who referred me. **Do not tell them this last part that is for you to know how they get the 80% off.**

### **Referrals from center of influence**

The last place I will talk about today to ask for and get referrals is from your center of influences. These would be family, friends, clients or business/volunteer people.

When I first started in Arbonne I did call my center of influences and I will share with you what I said.

When I called on family and friends I first told them that "I decided to stay home with my four boys and you know me that I can not just be home all day with the kids I still need to work so I do not get any crazier then I already am. I also decided to start a home base business called Arbonne. I asked if they would be open to trying the Arbonne products and look at some information about the business and give me their opinion. I tell them how my business works is I let them try product for 3 days and then come back and get their opinion. I ask if a weekday or weekend would be better and then I set the drop off and pick-up. When I called on business or volunteer associates I said. "I have decided to stay home with my four boys and you know me and that I can not just be home all day with the kids I still need to do work to not go crazy. I have started a home based business and was seeing if I could stop by for about 15 minutes and show them what I am doing and if they would give me their opinion because I highly respect their opinion and to catch up with them on their business and if I can help them out in any way with their business or organization. I then say would morning or afternoon work best. Then I set the appointment.

I go and meet with them and talk a little bit and ask how their business is going. Then I bring up about Arbonne and tell them about it and if they would be open to trying the products and look at information about the business and then get back together in 3 days and get their opinion.

After I had been in the business awhile I would call on clients that were really enjoying the products and ask if they knew of some others that I could call on and share Arbonne with and then give my client gifts. Or I would ask if they would host a class.

By asking for referrals in all these situations I was able to get 30 new referrals each month and this was great because I was able to grow my business with out needing to always call on my friends and family to help me get to the next level. And when you know you are getting great clients and doing a great job building relationships and giving excellent customer service is when your friends, family, and clients are calling you with more referrals. Your goal is to get them to talk about you and do the advertising for you.

Now that you have all these referrals what do you do or say next. Here is the verbiage I use to call on referrals. (Do role playing)

What do you do with the referral name once you have it? You wait the amount of time you said you would and then you get on the phone! Here's what you say to a referral when you call them.....

**Prospect:** "Hello?"

**Me:** "Is this Kathy?" (pause)

**Prospect:** "Yes, it is."

**Me:** Hi Kathy, this is Tamera Toof with Arbonne calling. (pause)

**Prospect:** "Yes...?"

**Me:** "I was referred to you by Sandy Smith. Is this a good time for you? (pause)

**Prospect:** "Yes, sure"

**Me:** "Well, Sandy just LOVED our anti-aging skin care products and purchased them. She spoke very highly about you and thought you would enjoy trying them too. Did Sandy get a chance to tell you I would be calling?"

**Prospect:** Yes

**Me:** Would you like to try the same system Sandy bought in the privacy of your own home for a few days?

**NOTE:** If prospect says No she did not tell me you were calling. Then I say I know Sandy is busy and she told me to give you a call because she thought you would enjoy trying the products like she did.

**Phoning tips:** Say those affirmations before you pick up the phone so you have the right frame of mind FIRST. We want the prospect to say "Yes" a few times before we ask them about trying the products.....don't puke on the phone!

If they say they are already using something else, ask them how it is working for them?

If they LOVE what they are using already, say, "Terrific!" I'm glad you've found something that works for you and thank them for their time. NEXT!

Once they agree to try the products, make sure you pre-qualify for oily, sensitive skin, and tell them it is 6 steps. Get the follow-up appointment scheduled while you are on the phone!

**If they are not home, leave a message saying:**

Hi Kathy, this is Tamera Toof with Arbonne calling. I was referred to you by Sandy Smith. Sandy just LOVED our anti-aging skin care products and purchased them. She spoke very highly about you and thought you would enjoy trying the products in the privacy of your own home for a few days too. I'm sorry I missed you, I will try you again. If you need to reach me in the meantime, my number is (402) 420-5264. Again, my name is Tamera Toof with Arbonne and I look forward to talking to you soon! (Then call the prospect back again in a few days. Do not stalk prospects and call them several times throughout the day...if they have caller ID they will wonder who the nut job is that is trying to reach them. Skip a day and try calling them again. This makes them think you are busy!)

Remember, the fortune is in the follow-up!

Thank you for your time tonight for letting me share with you different situations on how to ask and get referrals by a class, a follow-up from someone trying product or center of influences such as family/friends, clients, co-workers and organizations.

Now you have all your tools on how to ask and get referrals be ready to see your Arbonne business grow and remember to be a blessing to others!