

DISCOVERY INTERVIEW AT A GLANCE

Purpose:

To discover your prospects dreams, desires and discontents and connect the dots to see if Arbonne might be a fit for them through asking questions.

Step One -- Greet

Greet them warmly and energetically and thank them for meeting with you. Establish how long interview will last and then stick with it. Ask if you can take some notes while you talk.

Step Two – Connect

Spend some time catching up with those you already know. For those you don't know, find common ground by asking questions like; Where do you live? Do they have children?

Step Three – Discover

Ask some probing questions to get them to think about their life to help them discover if they are satisfied with their present situation.

Start by letting them know that before you tell them about Arbonne, you want to ask them some questions to see if Arbonne would be a fit for them.

Step Four – Qualify

“Let me ask you, if something came along that would give you all the things you wanted, such as (Repeat back all the logical and emotional dreams and desires) and none of the things you don't like, such as (repeat the negatives) would you want to take a look at it?”

Step Five – Transition

Offer the idea that you have the solution.

“Name, based on what you told me, I'm doing something that might be interesting to you. If you like, I can give you some information.”

Step Six – Summarize

Summarize their main problems and challenges they voiced during discovery.

“You know how you said. . .” (Repeat what is missing or what they would really like to do.) “And...” (Repeat an important logical problem.) “And because of this it is making you feel...” (Repeat an important emotional problem.)

Step Seven – Present

“Well what I do is...” “What this means to you is: You can do the same thing! You can...”

(Describe the advantages of the specific features of your business opportunity that will satisfy the logical side of their problem.) *“Which will allow you to...”* (Describe the benefits of the same features that will satisfy the personal side of their problem.)

“Does that sound/feel/look as if it might take care of what you want?”

“What information would be important for you to be able to make a decision about joining Arbonne?”

Step Eight – Share

Present the information to your prospect that's important to them: Company, products, compensation plan, leadership, training and support

Ask, *“Is there any other information that you need to make a decision?”*

Step Nine – Objections

When a concern or objection is brought up, say, “Tell me more about that.” Keep asking questions until they are satisfied that their concern has been answered.

Step 10 -- Close

Close appointment by finding out if they are 1, 2, or a 3 and help them to take the next step based on their answer

- Now that you have had a chance to hear all of the information about pure, safe, and beneficial products and this amazing industry and company; allow me to step back for a moment. I want to check in with you regarding where you see yourself right now, on a scale of 1, 2 or 3.
- A 1 means you believe your health is important to you and it matters that you are using pure, safe products that you can get at a great price
- A 2 would be that, of course, you want pure, safe products at a great price; but if you are going to make a business decision you need additional information
- A 3 would be this all makes sense; the products, the opportunity and you were ready to get started yesterday!
- Which would best describe where you are at right now?
- Be patient and wait for their response. This is an accurate reflection of what they are truly thinking right now.

If they answer that they are a 3

- Tell them how you are going to support them through the getting started process.
- Give them the assignment to listen to the “First Steps Webinar” and do the action sheets. (Step 1 on Getting Started Checklist)
- Schedule a Getting Started meeting within 24/48 hours to go over their action sheets and sign them up. (Step 2 on Getting Started Checklist)

If they answer that they are a 2

Ask them if they would be willing to do some further research to determine if this is a fit for them. If yes then give them an Opportunity Folder and set another appointment to either:

- Attend a Discover Arbonne Meeting
- Listen to a Discover Arbonne call and have a call with you after
- Invite them to another party or local event
- A 3-Way Call with your upline

The Goal is to have a next step in place before you end the appointment

If they answer that they are a 1

- Offer them the opportunity to host and go over the benefits of hosting. Give them a hosting packet.
- Offer them a “Preferred Client” Account so they are given an opportunity to get products they didn't get at the party at a discount.

