

Opportunity – Prospecting at a Glance

Prospecting: Prospecting is the lifeblood of your business. It is your future income and it is only through creating a team that you can have residual walk-away income.

Prospects come from everywhere and anywhere. Prospects may come from your original 100 name list or prospects may come from your everyday life.

You are going to want to invite all of your prospects to meet with you for a *Discover Arbonne Interview* to see if Arbonne is a fit for them.

One of the best places to prospect is at Presentations/Parties because you are in front of a group instead of just one person. You have an ally in the form of your hostess who wants you to be successful because it's a win/win for both of you.



Opportunity Wheel - Prospecting at Presentations/Parties

Using the Opportunity Wheel as your guide will help you to complete the circle from Hostess Coaching all the way to the Discover Interview. Too many times we create interest with our hostess and guests and then fail to follow up to its natural conclusion. Let's look at the wheel and see how it helps you to systematically present the Arbonne Opportunity.

Hostess Coaching

Hostess coaching is where you will start in the prospecting wheel process. Hostesses often times become some of our very best prospects and consultants for a variety of reasons.

- They already have tried the products and their testimony will pave the way for you to introduce their guests to Arbonne
- They obviously have influence because they can pull a group together

Guest Connection

Creating a great connection with the guest by being interested in them and their life and not jumping in and selling Arbonne in those first few minutes will help to insure that your guests will relax and enjoy themselves and it will help to create some common ground with you that you can build on.

Introduction

A great introduction that is personable, fun and engaging will help your guest to start relating with you and will help to plant recruiting/sponsoring seeds in the minds of your guests.

Why Bag/Opportunity Commercial

Wait to share your *why story* until the end of the Presentation/Party when the guests have had a time to get to know you and like you. This will allow you to be bolder in telling why you love Arbonne and how it has blessed your life. A Why Bag allows you to use props to visually tell all Arbonne has to offer.

Client Care Card

Using the Client Care Card to close your Presentations/Parties will help you to:

- Encourage conversation about joining you in your business
- It will help you gauge your guests interest level
- It's a visual way to go over the 3 ways to Win with Arbonne
- It's a way for you to know who you need to follow up with about the opportunity

Opportunity Gift Bag

Giving a guest who circled they wanted to find out more about Arbonne an Opportunity Gift Bag allows you to drip Arbonne on them in a fun way that will create a level of ambience that a folder filled with Sponsoring literature cannot. Using a note to invite them to meet with you to find out more about Arbonne opens the door for you to follow up with a call.

Discover Interview Invitation Call

Call all the guests that circled they were curious to learn more about Arbonne that you met at your Presentation/Party, the guests you were interested in, people from your 100 name list that you identified that you wanted on your dream team and any other prospects that showed interest in learning more about Arbonne to meet you for a cup of coffee or soda.

Discover Arbonne Interview

Use this interview to ask questions to help your prospect uncover what is not working for them in their life and see if Arbonne can be the connection between what's not working and their dreams and desires.