

## How To Present The Business

### KEY POINTS TO REMEMBER

- 1. People don't always remember everything you say but they remember how you make them feel.**
- 2. Paint pictures for people.** It is all about telling stories, Talk as if you are *sharing information* instead of dictating to someone, e.g. '*So what Caroline did was*'
- 3. Know what you are talking about.** Belief has a sound so really research everything.
- 4. Use repetition.** This helps people remember the key messages.
- 5. Work on the links between the slides.** Then you know what is coming next.
- 6. Adapt depending who you are talking to.** Help them see how Arbonne could work for them.
- 7. Ask Questions to involve them and to break it up.**
- 8. Stick to the point and keep it short.** If you elaborate just 10 times, that's an extra 10 minutes!

### BEFORE YOUR 121 - THINGS TO REMEMBER & A FEW TIPS

- **Practice makes perfect.** Keep doing the presentation every day. Record yourself to improve.
- **It is OK to be nervous.** We want people to look at us and think '*I could do that!*'
- **Look the part.** Dress for success.
- **Always use the visual aids.** Talk through the screen if you don't know where to look.
- **Be on time.** Get there early and find a nice quiet spot near a plug socket if you need power.
- **Be prepared.** Always have your Tester Kit, Activity Binder and laptop with you.
- **Keep it simple.** Have your notecards out so people see they can duplicate you.

## KNOW THE KEY MESSAGE OF EACH SLIDE

There is a reason why we say what we say so make sure you understand the meaning behind each slide so you can get the points across clearly. Always make sure you begin with your Introduction story as it is **the most important part and always do an amazing close**. Most people want to know 3 things and you answer those in your closing slide.

**1. Does it make sense to me?**

**2. Can I do it?**

**3. Is it worth my time?**

Always say *'You now know everything you need to know to decide if Arbonne is for you or not.'* and *'Where will you be in 5 years' time if you keep doing what you are doing?'* So they can see how Arbonne could benefit them.

## STRAIGHT AFTER THE PRESENTATION

**1. STOP TALKING AND ASK QUESTIONS LIKE:** *What did you like the most out of everything you just heard? If you had £5,000 extra per month what would you spend it on?*

**2. THEN GO THROUGH THE OPTIONS THEY HAVE**

**A.** They can jump straight in and get going with the business?

**B.** They can take home some products to try?

**C.** If they know the business and products are not for them, would they like to host an event?

**3. TALK THROUGH THE PRODUCTS & BOOK IN A FOLLOW UP FOR 2/3 DAYS**

**4. ALWAYS SAY:** *'Amazing, well when we meet up again you can let me know what your decision is. It could be yes to the business, yes to the products or a no to everything. It really doesn't matter which one, and I'll collect the tester kit back too. Thank you for your time and see you in a few days.'*

It then makes it clear to them what is going to happen at the follow up and that you are looking for a decision.