

## How To Run An In Person Business / Product Launch

The great part about running an Arbonne Business is that there are lots of different reach out methods and ways that you can share Arbonne with people. Below is a guide on how to run an in person event sharing all about what Arbonne offers – the botanically based products and the incredible income opportunity.

An important part of launching your Arbonne business is sharing with your immediate network about your new venture. An in person launch allows you to invite friends, family and colleagues (people in your warm network) to an event to learn all about Arbonne and what it offers.

The information below is based on a product/business launch. There after when hosting product events you may wish to specifically focus on one range e.g. a Spa Workshop, Cosmetics Workshop, or Nutrition (Healthy Happy Hour) Workshop. Focusing on one range allows more use of product and interaction, however it is completely your choice.

### What To Have At Your Event:

- **Tester Kits** – Full size selection of products for people to try on the night.
- **Product Display** - including smaller samples.
- **Diary** - You will need your diary so you can book in follow up appointments with people.
- **Laptop/Ipad** - You will need something to show the Arbonne Opportunity Video/Presentation. If possible, you can link this into a Television. Make sure you have the appropriate HDMI or VGA Cable to connect the computer.
- **Clipboards**
- **Pens**
- **Catalogues**
- **Printed out Customer Care Cards, Wish List, (on R2N website) Close Sheets, Free Gift List, Order Forms. Have a copy of the Core Packs & ASVPs. (on the Source.)**
- **Disposable applicators for Mascara, lipgloss & lipsticks.**
- **Towels & cloths.**
- **Prize Draw Gift.** (optional)

### Product Suggestions for your Event:

#### Skincare

RE9 set | Prepwork Set | Calm Set for guests with Sensitive Skin | Genius Range.

#### Cosmetics & Basic Makeover Essentials

Makeup Primer | CC Cream | Bronzer | Mascara | Lip Gloss | Lipstick | Foundation

## Favourites

Rescue & Renew Scrub | Rescue & Renew Gelee | | Shea Butter Hand Cream |

Or a selection of your favourites to highlight.

## Nutrition

Fizz Sticks | Protein Shakes/ Meal Replacements | Detox Tea | Greens Balance

## Setting Up Your Products:

Once your products arrive, here are a few tips on what to do.

1. Take the products out of their boxes and pump them up ready for use. This enables you to check they are all in working condition and gets them ready for their first use.
2. Put tester stickers on each individual product. This is so people are clear that these are testers. You can buy these from The Arbonne Boutique.
3. Put all the products for your personal use around your home. Over time you want to replace everything you consume with Arbonne, as it is so important to be a product of the product!



4. You may also wish to make up 'prospect packs' – see the 'How to share products' section on the website for a guide on these.

## HOW TO SET UP

- Display the products on a table in the room you are holding the event.
- Attach your laptop to the TV with a HDMI so you can play the Arbonne Opportunity Video / share the presentation.
- Lay out a clipboard for each guest with: Customer Care Card, Wish List, Free Gift List, Close Sheet & Order Forms.
- Put on some background music to create a nice atmosphere or a team slideshow.
- Have a jug of fizz sticks for the guests to try & keep any food away from the display. Remember to keep the event as simple as possible, snacks such as crisps, vegetables, hummus and some Arbonne Nutrition snacks such as protein balls/brownies or smoothies with the protein are great options!

## ON ARRIVAL

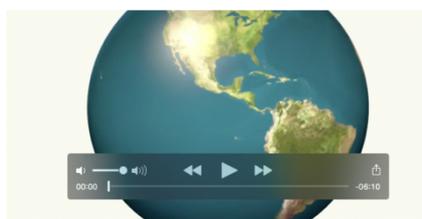
As the guests arrive, the sponsor can introduce themselves and offer everyone a glass of energy fizz stick. Use that time to build rapport with all the guests and get to know them, what they do for a living etc. if you don't know them personally.

## RUNNING ORDER

When everyone is seated, as the host and new consultant launching your business **thank all your guests for coming** and let them know you're grateful they are here to support you and learn all about your new business venture with Arbonne.

**Introduce yourself** and share your why, your experience with Arbonne so far and experience using the products. Introduce your sponsor and pass to them to introduce themselves and go through the overview of Arbonne.

**If your sponsor is also new you can share the Arbonne Opportunity Video:**



**Start the Arbonne Presentation (Use the shortened Product Launch Slides)** Keep the presentation to 10 minutes. As the sponsor – keep the focus on the new consultant as it is their launch and their guests. You want their guests to understand what Arbonne offers and ways they can support their friend/family member.

**Arbonne History** – Talk about the history of the company and where we currently trade. Let them know this allows people to build a Global Business online and Arbonne take care of the website, distribution and legalities of it all.

**Products Slides** – Share our product advantage and what makes Arbonne unique because of our ingredient philosophy. When going through the product slides touch on the key ranges, the benefits and features and pick out 2 or 3 of your favourite products and discuss them. You may want to pass a couple products round as you talk through them such as the primer or rescue & renew gelee as you talk about the products.

**Social Marketing Slide** – Explain why Arbonne doesn't pay for advertising or isn't sold in retail stores. Explain that by cutting out the middle men Arbonne can put more money into Research & Development making the products cutting edge and high

quality but affordable, meaning the customers get more value for their money. Explain that it means the consultants are then paid generously to share products that they actually use and love, rather than the money being spent on celebrity endorsements and large corporations absorbing all the profit for themselves. Arbonne shares the wealth of the company with the people who spread the message of the brand.

**Income Slide** – Let all the guests know you would love them to understand what the business side of Arbonne offers for their friend that they have along to support. If they are at the launch purely for support and to learn about the products, it gives them the opportunity to understand the income that Arbonne can offer, as they may know someone in their network that could benefit from this.

### **Ways to be Involved Slide:**

**Consultant** - Explain that whilst tonight has been a more product-focused event if anyone is curious about the business opportunity to ask any questions and that you can book in a separate time to discuss it further and share all the information.

**Close** – Share the different ways they can support their friend by either becoming a Client, PC or Hosting an Event. Let everyone know if they do want to find out more information on the business, to book in a time to discuss it in more detail.

**Host** - Tell them about the great discounts and rewards available for hosting an event and how it is a great way to support their friend/family member. If they have a long wish list from the products that they try on the evening and a smaller budget these people are perfect to ask.

**Client** – Best if they are only purchasing one or two products

**Preferred Client** – Best for a product bundle. Let them know about free product, free shipping offers and preferred client rewards.

Once the presentation is finished, ask if anyone has questions and then pass round the clipboards and documents asking everyone to fill in the customer care forms on top so that you know their areas of interest. Sometimes the people who are the quietest on the night and don't want to say they are interested in the business are those who tick opportunity, which means you can follow up with them.

Find out who wants to get hands on with the products and do a full cleanse, tone, moisturise and apply makeup. Let all the guests know to write down on their wish list the things they try so that when it comes to ordering at the end of the night, they have a list of everything they tried. Let them know you'll work out their orders for them and what options are best, (client or PC), let them know you'll help them get the best discount for the products they love to a budget that works for them. They can take their lists away for the items that they don't purchase on the evening to remember when they want to order them online.

## **Closing the Event and Processing Orders:**

Once everyone has tried products go round each person and ask if you can help them with placing orders. We would suggest to use the client order forms on the night and processing the orders through the website afterwards once guests leave, but if someone isn't comfortable writing down their card details you can use a laptop or iPad to process the orders on the night, remember to attach it to the event for the rewards.

## **AT THE END:**

### **Those Interested in Hosting:**

You will have Host information for those wanting to host an event, plan their event date or book in a time to schedule. You may want to give them a prospect pack with the Host Rewards Flyer included.

### **Those interested in the Opportunity:**

Book in a 121 either in person or on zoom with anyone that is interested in hearing more about the business. Have prospect packs available for them to take away.

## **TOP TIPS**

1. If someone asks about ingredients or specific product details, the catalogue has a wealth of information as does the meet the product sheets on the source.
2. Keep the whole event under 2 hours - 90 minutes ideally.
3. Encourage people to use the products on their skin so they can feel the difference
4. Be excited and have fun with your guests. Talk about what you love about Arbonne and your guests will enjoy it.
5. Remember to connect with all the guests on Social Media. You can add them into your private Facebook group if you have one so they can continue learning about Arbonne's products and following your journey.
6. After every event, think, what did I learn from today? What went well? What could I do better?