

Kick start
your consultancy



Business Opportunity Appointment

The Appointment - 10 Steps

Goal: Find their need and connect our business to that

Mind Set: Look for people that have characteristics for success: Positive thinkers, desires change, Do-ers, Want to make a difference, givers

Have a mindset yourself that this business is a gift.

Be excited to offer this opportunity - Adopt this mindset and watch your business explode!

Step 1. Greet them and thank them for meeting with you- it is nice to offer a sample as a thank you.

2. Connecting- establish common ground

Set the stage and put people at ease by helping them understand WHY you're asking them questions. You can say something like: "You know Sally, there's so many great things I can share with you about our products, our company and this business opportunity. But, instead of overwhelming you with a ton of details – would it be okay if I just ask you a few questions instead?" Tell me a little bit about yourself.....

What do you do for work?

What drew you into that type of work?

Do you have children?

If they are a stay at home mum, what did you do before children?

What do you like to do in your free time?

If your talking to someone you already know catch up with them by asking.....

Hows your family doing?

Whats new in your life?

Hows your job going?

Step 3. Discovery interview: focus on asking questions, with the goal of uncovering What's Important to Them

Now that you've got to know the person a little better, make them even MORE COMFORTABLE by getting permission, by saying something like... "If you'd be willing to tell me a little about your goals (and what's most important for you/your family) then I'd have a better understanding of how my business might be able to help you. That way, we can make the most of our time together, and you and I will both know by the end of this conversation if checking this business opportunity out in more detail is the next best step for you. How's that sound – ok with you?"

In three years from now what would you like to be doing?

4. Qualify- Ask: 'Whats important to them' questions to identify painful PROBLEMS people have (money, career, work/life balance, kids) and to find out the RESULTS or SOLUTIONS they want instead.

Whats most important for you and your family right now?

Do you love what you do?

Do you have enough time to do the things you love? Why not?

Are you happy with your current income? If money was no object, what would you do for yourself or your family? Why?

5. Transition: Offer an idea that you have a solution. I am doing something that might be what you are looking for.

6. Summarize: Repeat what they have told you- you know how you said you want to _____. You said you feel like you are spinning the hamster wheel with no light at the end of the tunnel. I have something for you to consider.

7. Briefly explain your story- address solutions important to them. Only show how Arbonne can relieve the pain they have uncovered. Don't vomit!

If they want to stay home with their kids, emphasize freedom and choice.

I fell in love with the business because.....

8. Sharing: Touch on our system for success. Share only a few pages of our Business flip chart according to the conversations you've just had. The main points people usually want to cover are: Our company integrity, Products, Training (can they do this business) and Money.

They can do it because we have a smart business model with so much training it makes the business foolproof. All they need to have is the desire.

9. Questions and Concerns: Always answer the objection with a question-

No Time- How much time does it take to start an Arbonne business:

No money - How much do you think it would cost to start an Arbonne business

I can't sell or don't want to sell - I didn't have any sales experience either. What is it that turns you off about selling?

10. Close: On a scale of 1-10

1 being you are just polite to listen and 10 being you are so excited you won't sleep tonight, where do you see yourself?

1-4: I appreciate you taking the time to meet with me. I would love for you to host a skin care workshop. You will have fun and earn fantastic rewards!

5-7: What other information do you need to know to join our team?

8-10: Welcome to the team!

Business Appointment Steps

Summary

What to take:

- A note book and pen
- A Business Builder Pack
- Your Business builder folder
- A Discover Arbonne presentation - flip chart, ipad or laptop
- A gift for the person meeting you - sample

The appointment:

1. Greet and thank
2. Connect and get to know you
3. Discovery - goals and dreams, whats important to them
4. Qualify - What are some of the problems they have - pain points
5. Transition - I have something that might be what your looking for
6. Repeat back what you have understood about one of their pain points
7. Share your story (and or someone else's) and address the solution to their pain
8. Share some info about the business thats relevant to them
9. Ask what questions/concern they have
10. Close - scale of 1 - 10
11. Arrange a good time to follow up

The follow up - dependent on scale:

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| If the person was 0 - 4
(and you liked them) | Ask them to have some kind of product experience. I.e - Facial, Makeup, Group presentation. Also ask for referrals Do they think they would know anyone who this business would be better suited to in their family or friends? |
| If the person was 5 - 7 | Give them your business builder pack or relevant documents and Invite them to the next live Discover Arbonne event or an online webinar - you want to make sure the next appointment is within 3 - 5 days |
| If the person was 8 - 10 | Give them your business builder pack or relevant document. Set up the next meeting to show them some pack options and how to get started |