

Building Your Business:

EXPO'S & MARKET'S **GUIDE**

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PREPARATION & PLANNING

Having a stand or a stall at an Expo or Market is a great cold market "lead generating" activity. You are going to be able to meet and share the Arbonne products with a mass amount of people in one day.

WHERE TO HAVE A DISPLAY STAND?

There are lots of different expo's you can do, think of Bridal, health/fitness, baby, and market stalls are popular in local communities and in the lead up to holidays like Christmas, Mother's Day, Father's day. You can also have a stand at school fete's and charity event fundraisers.

AIM OF THE EVENT

These types of events are lead generating and party booking opportunities, not necessarily sales events. And this is a good thing – because if you meet a person on the day and just go in for the sale alone, it's not likely you'll ever see that person again for a repeat purchase! Because you haven't actually built a relationship with them and there is no further touch point for follow up contact. You can put a sticker on the product with your contact details, hope for the best - but what is the incentive for that person to buy from you again?

HOW TO GET THE MOST SUCCESS OUT OF YOUR EVENT?

Have a well thought out plan! There is a bit of prep work involved here are 3 things you will need to think about

1. Who is your audience? Think about age group? What are their interests?

In this guide we will use a Bridal Expo as an example:

What does a bride want the MOST on her wedding day? She wants to look fabulous. She wants clear radiant skin, and she wants to look slim! What can we offer her? Amazing anti-ageing skincare and treatment products AND Nutritional weight loss supplements to get her looking her best before the biggest day of her life.

2. What is your incentive or offer? Think about price point?

Everyone loves a freebie! Offering a free gift or service is the best way to incentivise someone to book in an activity with you.

Going back to our wedding expo example: Brides are on a budget most of the time! they have just spent money on a dress, venue photographer etc – so you will want to show her a way to get an incredible discount on high quality products that are going to make her look absolutely beautiful – by hosting a skincare or makeup party!

OR offer the bride and mother of the bride/bridesmaids a FREE 30min luxury facial to try the products in the comfort of her own home and learn more about the benefits of Arbonne products.

3. Will this offer entice people to:

- a) book a party or 1:1 with you
- b) buy from you
- c) join your team

Remember this is a cold market, meaning total strangers, you basically have 30 seconds to woo them into wanting to get to know you and learn more about Arbonne. Smile a lot and talk with enthusiasm!

You want the incentive you are offering that day to feel exclusive for the guests at that expo that day. This creates a sense of urgency for the person to book in with you.

INCENTIVES

THE OFFER

We recommend you to limit your offers to just 3 - depending on what their interest might be. Go with the big offer first, then if the persons says no you can have a second offer!

For example:

INCENTIVE 1

At the Bridal expo we are offering a "Girls Night In" skincare group presentation as an Hen's Party idea – the benefit for the Bride is that she gets a FREE product for booking a date, and our generous host rewards.

If the Bride says no, her Hen's party has already been booked – go with:

INCENTIVE 2

"That's ok, I understand - would you like to enter our draw here for the opportunity to win \$100 in skincare products instead then?" She says Sure! You get her contact details on the raffle entry form and you hand over a promotional flyer and/or sample bag to her.

THEN THE NEXT DAY

You are going to follow up with her again, saying "it was great meeting you yesterday" – and offer:

INCENTIVE 3

"Unfortunately you didn't win the raffle prize draw but we have had such a great response at the expo yesterday we are offering a free 30min luxury facial to help get your skin looking beautiful for your big day. If I was to send you a couple of my next available dates would you be interested in booking in your facial?"

PROMOTIONAL MATERIAL

FREE PRODUCTS WORK BEST! Network Marketing guru's across the globe tell us that a free product is enticing enough for someone to book an event with you. Think about this when you are creating your incentive.

You will need to create a flyer to promote your "special deal", so that passers-by your stand who you may not get to talk directly to, can take a flyer. Don't stress if you aren't that great with creating these types of things you can easily use the redstamp app or Canva website which has some great options for flyers.

We suggest you print/cut to A5 size, two to a page so it fits easy (and saves paper). Less is more again, just make sure the flyer has your contact details on it. You could pop it into a

small white gift bag with your biz card stapled to the top, a stamp or sticker with Arbonne logo on the bag. You can also give them a paper invite to a local event you are holding at the same time.

SAMPLES

We know that you will be so proud of your business and will want to give away samples of our amazing products to every person you meet! But from our experience giving a sample it is not likely to lead to a sale UNLESS you are able to follow up with the person. So our suggestion is to give your sample way AFTER you know you have their contact details and a plan to follow up.

People may expect and want free stuff at an expo, but the incentive for them to actually use it is low. Where is the relationship for them to come back and purchase from you? Often you haven't had the time to tell them about our incredible product difference, or explained how to use the products, asked them any questions about what type of skin they have. They just received a freebie bag with a sample in it and you've wished for the best!

If you do plan to give away samples make sure you have your name and contact number, or your business card on whatever you plan to giveaway. A small goodie bag with a flyer and your details on it. I would suggest buying the cheaper samples (like rejuvenating cream, primer, hair mask) or buying samples that come in packs and breaking them up into single product giveaways (re9, fc5, instant lift/neck cream). People will be happy with that!

ORDERS

You can of course take orders on the day and ship direct to the new client, no need to purchase stock ahead of time. Unless you are selling at a holiday or Mother's Day stall at a school fete or sporting club where people will expect to take home the gift on the day.

RAFFLE PRIZE

You MUST have a raffle prize on offer on the day!! This is the key to a successful stall at these types of events and the ONLY way you are going to entice every person you meet to give you their contact details. The prize itself doesn't have to be massive, but recommend it looks pretty, wrapped with a bow and looks like its good \$\$ value.

Depending on your budget aim for \$100 in retail value - which at our discount is a couple products, throw in a catalogue with some samples, and your business card.

The key to the raffle is actually the entry form! You want it to be clear with specific qualifying questions that they must answer, AND it needs to be big enough that they can write on it and you'll be able to read their BAD handwriting later. We have a template sample for you that you can print and use or create your own.

ENTRY FORM TEMPLATE can be found in this guide

Name, phone, email, and postcode so you know what area they are in, this is very handy when you are sharing a stall with another consultants and dividing up the leads at the end of the day

I'm interested in (tick the box): Skincare, Makeup, Weight Loss – very important as then you know what products to lead with, at any follow up call or opportunity to again offer another incentive for the person to book

I would love to receive X (your incentive - eg. \$75 FREE product) for being a valued party hostess

I would like a Private Consultation to try your products

I'm looking for Additional Income of \$500-1000 per month

I have found this format is the best way to generate leads and qualify the person to know exactly what they are looking for so that when you follow up this lead it will be a successful interaction.

HOW TO RUN THE EVENT

STAND SET UP

Keep it VERY SIMPLE ! Don't spend time or money on an elaborate decorations or a display. You don't want to spend any more than \$30 on your stand set up props

TIMING

Arrive early – morning is the best time to met people. Get to the venue ahead of set up schedule and be ready to go. Prime time is 7am-1pm. Don't forget you'll be meeting other exhibitors and making connections with attendees from the minute you walk through the door.

AIM FOR THE DAY

1. Bookings
2. Leads
3. Follow Up

PRODUCTS TO BRING

- Have the MOST popular products on your table ONLY. This will be hard, because you love every Arbonne product!! But just remember "A confused mind says NO" less is more
- Display the products that work the best with the incentive you have on offer

WHAT TO WEAR

- You only have 30 seconds max for a first impression so wear your Arbonne jewellery and your branded T-shirt so you can stand out and people know you are an exhibitor

DISPLAY

- If you have an Arbonne branded pull up banner set this up behind or to the side of your table
- You'll need an A4 display stand set up in the middle of the table to show off your FREE product/offer incentive for the day flyer

LITERATURE

On the table:

- Flyer for A4 display in the centre of the table
- Biz Opportunity brochure - very important as you'll be meeting other stall holders and get chatting you never know who is looking for an opportunity like this
- Catalogue

Behind the table you want to have:

- Your business cards, any invitations to any local events you are holding, spare catalogues and biz opp brochures, price list, incentive flyers to give away with samples
- Your diary ready to go with open dates. You can even print out an A4 calendar for the month and block it with days you are free to book parties
- Hostess packs for group presentation bookings
- Client care form ready to go so you get all their contact details when they book group presentation

RAFFLE PRIZE

- Competition box for entry forms
- Print 30-50 entry forms (dream big!)
- Clipboards and pens to write with


CHECKLIST

WHAT TO TAKE WITH YOU:

Raffle Entry Box	
Printed Raffle Entry Slips (30-50)	
Pens x 4	
Clipboards x 2 for raffle entry slips	
Catalogue (2-4)	
Business Opportunity Brochure (2-4)	
Arbonne Table Runner	
Arbonne Pull Up Banner	
Table Cloth x 2 (unless supplied by venue)	
Laminated "Special" flyer for the day	
Display stand for "Special" flyer	
Products for display (keep it simple)	
Samples for giveaways (limited)	
Literature to go with the samples	
Literature to promote your special deal	
Business cards	
Your diary/A4 sheet with open dates	
Snacks, water and refreshments for you!	

LEAD GENERATION – Template

ARBONNE RAFFLE PRIZE DRAW ENTRY FORM

 Name: _____

Mobile: _____ Post Code: _____

Email: _____


I'm interested in: Skincare Makeup Weight Loss
(Tick the Box)

**I would love to receive 35-50% off by hosting
an Arbonne Skincare/Makeup/Healthy Happy party?**

I would like a Private Consultation to try your products?

I'm looking for Additional Income of \$500-1000 p/month?

ARBONNE RAFFLE PRIZE DRAW ENTRY FORM

 Name: _____

Mobile: _____ Post Code: _____

Email: _____

I'm interested in: Skincare Makeup Weight Loss
(Tick the Box)

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SUGGESTED SCRIPTS

HOW TO APPROACH PEOPLE

The best way for you to meet people is to stand at the front of your stall at either side, if there are two of you take a side each:

- Standing behind the table is OK, but make sure you are inviting people in! And as long as you are **STANDING!** Not sitting

What to say as people approach?

ASK A QUESTION TO LEAD THEM IN TO YOUR STALL

“Hi, what brings you to the expo today?”

Is there anything in particular you are looking for?

What products do you currently use/like?

Example for Bridal expo:

“Hi, who is the Bride to be here?” Lovely! “What is your name?”

“When is the wedding?” x date

“My name is X, I am an Independent Consultant with Arbonne”

Have you heard of Arbonne before?

We have high quality anti-ageing quality skincare, a professional vegan makeup range and nutritional weight loss supplements”

Next you want to ask a lead in question... before you get them to sample a product on their hand

Products I recommend to sample on the hand are ones that actually have an amazing smell to them, are very effective after one use, or feel incredible when applied and very are different to something they might have used before.

I like to use Genius Pads (cut in half), Primer, Re9 Day Lotion, Hand Cream or any product that you have on the table that you can work into the conversation.

“Let me ask you a question, if there was one thing you could change about your skin – what would it be?”

- Genius Resurfacing pads - We have this incredible product I would like you to try, its one of our top sellers - explain 1 fact, 1 benefits and why you love it (I know it would have changed my life if I had of been using this product 7 years ago when I got married!!)

“Doesn't is smell fantastic” – Re9 day lotion “Like oranges right? Its made with Vitamin C & A and active ingredients with an SPF 15”

“IF the person is wearing makeup – “Do you use Primer?”

OMG you have to try this Primer! It's our number one top seller and absolutely amazing because it is so light weight (apply to hand) what does that feel like? Feels like velvet doesn't it!

“Have you thought about your skin in the lead up to your wedding?”

“What sort of skincare routine have you been using in the lead up to your wedding?”

Ok, great we have something similar, it's the xxx

“Have you decided what type of makeup look are you going for at your wedding?”

Oh awesome, I love that look... have you tried our Primer before?

“Have you and your bridesmaids booked your Hen's party yet?”

“Try some! Show two – which do you prefer the light weight X or the creamier X.”

Make sure you use your hands and make the experience interactive!

“How does that feel on your skin? Can you smell the X in it? Beautiful isn't it”

NOW COMES THE ASK

Here are some options for you:

“What we are offering here today, exclusive for the Expo participants only is... a FREE product for the Bride when you book a Hen's pamper party with me” (so you could actually get that Primer you just tried as your free gift)

“You know (NAME) we do parties in homes, where you invite a few friends over to be pampered by me with mini-facials (or have a private makeup tutorial class) and you get FREE products.”

“What we are doing at the expo today is offering X (show) FREE product to take home as a thank you for booking from the expo”

“You know, for the people that book at the expo today you actually get to choose this X product as your FREE gift”

“Is that something you would be interested in?” OR

“If you did have a party would you prefer a weekend or a weeknight?”

Pause for response...

Yes!!!

“Ok wonderful! I have my calendar here – would a weekend or weeknight suit you better? Offer two dates within a 3 week period, what would be better for you and afternoon or evening? Thanks, that sounds great. Let me get you a host pack, some samples and I'll just grab your contact details on this client care form here”

No to a party... don't worry about it !!! You will meet plenty more people that day.

“Ok, no worries – would you like to enter our raffle draw then? We are offering \$100 in products to one lucky winner at the expo today. Its free entry, you just need to complete one of these forms and I'll pop your details in the draw”

***A good thing to remember too - if you are working with two consultants on the stand and you have had a connection or mentioned to this person you will follow*

up, then pop your initial on the back of the entry form so you know it's your lead when you divide up the leads at the end of the day

If you are selling products on the day I usually like to give the person a great deal and will discount "market only" price on the day.

MAXIMISING LEADS

FOLLOW UP

To maximise the numerous number of leads you have just collected at your expo or market stall we recommend you follow up each person the day after the event!

CALL OR TEXT LEAD – WITHIN 3 DAYS

Option 1 – Party Offer

Hello (x)! It was lovely meeting you at the (x) Expo on (day). I hope you enjoyed the day! I know when we spoke you were interested in getting our Arbonne Expo Special (x insert incentive) to get your skin looking fabulous, just by hosting a Pamper Party. I actually only have 3 dates left for (x month), as this promotion has been big! If I sent you my free times, would you get a few girls together and spoil yourself with this amazing deal? Thanks, (your name), Arbonne ☺

1 week later – if no response

Hi (x), I see you haven't taken up the Bridal Expo special offer. That's Ok! If you would prefer (a FREE Luxury facial, makeup makeover or private sampling of our weight loss products) to experience our Arbonne products in the comfort of your own home then reply YES to this text to get on the waiting list for an appointment in (x month) when I am next in your area! Thanks, (your name) Arbonne ☺

Option 2 – 1:1 appointment

Hello (x)! It was lovely meeting you at the (x) Expo on (day). I hope you enjoyed the day! Unfortunately, you didn't win our Arbonne skincare raffle prize this time but I hope you've had a chance to try the awesome samples I gave you in the meantime. We had such a great response to this event that I now have a NEW special offer for you! I know you are interested in (X check their entry form), if I was to let you know the next date I am going to be in your area would you like a FREE (luxury 30min facial, a makeup makeover, or private consultation to sample our weight loss products) in the comfort of your own home? I would love to pamper you with Arbonne. Thanks, (your name) ☺

Email/Text – follow up in 3 months

Hi (name)

It was great meeting you at the Bridal Expo in (month)! I would love to know how your skin is going in the lead up to your wedding? As the Bride to Be you deserve to have the most beautiful radiant skin on your big day! I am going to be in your area next month and I would love to come pamper you. I am offering a FREE luxury anti-ageing facial for you +1 friend in the comfort of your own home. I have also

attached my latest special offer and party incentive (attach pack docs/flyer) for you to check out.

If I was to send you my next two available dates, would you be interested in this Free facial?

Thanks, (your name) Arbonne

Please note that some expos and markets can be expensive to have a stall ! Do your research first and think about the benefits outweighing the cost. It may take a couple trials at different events to work out the best incentive/offer that works for you and the audience.

Wishing you all the best for a successful event!