

Kick start
your consultancy



SAMPLES GUIDE

BUILDING YOUR BUSINESS WITH SAMPLES

Handing out Sample packs is a great reach out method to use to grow your business in your cold market (eg. people you don't know). Sharing samples can be a way to network with people you meet, at the places you go, and a great activity add on to your calendar of group presentations/activity bookings.

Arbonne have many different samples product packs available to purchase in bulk through the "business aids" section of your website.

You can carry a range of Sample packs with you wherever you go and know that someone you meet who has "skin and hair" ;) is probably already using a similar type of product! That is the beauty of Arbonne, we have consumable products that people are using every day. By offering someone a Sample you are giving them an opportunity to try a new brand for a few days, with the option to purchase through you when they fall in love with it, or even join your team!

Samples can be used to:

- Introduce someone you don't know to Arbonne
- Sell products
- Schedule a party booking or 1:1 appointment
- Sponsor a Consultant
- Introduce current clients to different product ranges

WHY USE SAMPLE PACKS

It is an easy, low cost proactive way to introduce people to Arbonne products. Everyone loves getting something for free!

HOW DO YOU BUY SAMPLES

Download the latest "**Business Aids Pricelist**" from your website via The Source. Type in the product code you want to purchase in "Shop>Search Bar" and add to your shopping cart. Or under "Shop" in the title bar click "Business Aids" to see the latest range there.

WHO DO YOU GIVE ONE TO?

1. People outside your friend network (cold market)!

When you don't know the person well enough to entrust them with a Demo Bag of full size products, Samples are the best way to introduce them to Arbonne. Whenever you are out and about ALWAYS carry Sample packs on you with your business cards! You never know who you will meet or strike up a conversation with wherever you go. This means you can leverage any small windows of time you have during your day to grow your Arbonne business by networking.

Here are some through starters of who you can share a Sample with:

Accountant office	Gym Members	Doctors office
Bank office	Hairdresser / Beauty Salon	Supermarket Clerks
Dentist office	Library staff	Teachers/School Staff
Chiro/Naturopath	Pharmacist staff	Volunteer Groups
Coffee Shop	Kids sport team Parents	Facebook old friends
Florist	Kids activities parents	

2. People you know that live interstate or internationally

When people in your "warm market" live interstate or internationally the cost of sending a Demo Bag may be too expensive. Scroll through your phone and email contacts, who do you know that lives interstate or within one of the other countries that Arbonne operates in? Reach out to them via text/email/facebook and offer to send them a Sample!

3. Host of an upcoming party

Use your Samples to give to the Host of an upcoming party who has never tried our products before and does not live local to you (if they live locally and are not complete strangers give a Demo Bag).

This is a great way to introduce the Host to Arbonne. You can use a Sample pack as a "Thank you" gift for booking the party. This is a great way to create a product ambassador prior to her event! During the party you can ask the Host to share with the group her fav product, and what she liked about it - which ultimately will help with sales on the day!

Or if your Host has only tried one of our product ranges before, then give her a Sample of another range, so that your Host gets an idea of the full product listing we have on offer.

4. Business Builders

When you are talking to a potential new team member about the Arbonne business opportunity, you'll want to show them all of the reach out methods we have available to build a successful business. Selling with Samples is one of them. If they haven't been to a party or event before and don't live locally to you, you can send them a range of samples to try to trial the products for relatively low cost. Your goal is to help them fall in love with our products, and see how they could easily build their own successful Arbonne business with the tools, techniques and support we offer.

5. Giveaways for Charity Events/Donations

Another great way to market yourself and meet new people is to package up a couple Samples to give away as a door prize, raffle gift, or donation at charity events you attend or that you know of. Wrap it in a bundle with a couple Sample packs, a catalogue, along with a gift voucher for a facial, makeup makeover, or nutrition consultation.

6. Introduce current clients to different product ranges

If your client is only currently buying one range of product through you, or a new product is released that you think they might like feel free to send them a Sample with a little note to say:

"Thank you for being a valued client of mine! I know you love your (x product), I thought you might like to try this (x product range) as it compliments what you are already using - plus it's the same pure, safe & beneficial high quality! Enjoy."

>> Then follow up in a few days to see how they liked the product and if they would like to purchase on their next order.

FOLLOW UP IS KEY!

Sample packs generally can cost you between .80c - \$3 each (with zero QV). Depending on which ones you purchase through Arbonne the price can add up if you are giving multiple samples out each week! So you want to make sure you are getting ONE THING from every sample you give out...

- **MOBILE PHONE NUMBER! Or a FACEBOOK FRIEND!**

With Samples the fortune is definitely in the follow up! We can tell you from experience that not one Sample has been given out in our businesses that has resulted in a random sale through our website without a follow up conversation. This is a relationship business. You must build the clients trust and show them the value of Arbonne, then they will purchase or book an event with you.

Please DO NOT giveaway a sample without getting the persons contact details so you can follow up.

>> See the SAMPLES SCRIPTS document for what to say and how to follow up!

TIMING: 1 Week

1 week is the maximum time we recommend you to leave your Sample follow up. The Re9 Sample pack lasts 5-7 days if the person is using it sparingly. This will give the person enough time to have tried the product. They will absolutely have enough time to see/notice a difference with our very active products in that time.

IF the person has not had a chance to try the Sample as yet within that time frame, give them another week and tell them you'll follow up on x day. Or feel free to ask them when they think they will have a chance to try it? Schedule a time to follow up again then.

SALES

At the follow up call make sure you ask lots of questions!

- What was their favourite product?
- Why did they like it?
- What results did they see?
- How easy did they find following the steps morning/night?
- Add a personal story of why you like that product, what results you got

Then go through our “**3 Ways to Save**” closing document with the them, so they get an understanding of the different options they have to get the best possible deal if there is anything they would like to purchase today.

BOOKINGS

Let them know how fun group events are, ask if they would like to host a party to receive a FREE product and 35-50% off their order on the day. Tell them you have 2 appointments left open for this month, go over the party options and ask if they would they like to book?

Or if they feel like they need to try the product again, and want to learn more offer to book them in for a free 1:1 consultation, let them know they are welcome to bring a friend!

BUSINESS OPPORTUNITY

If they loved the product and couple be interested in purchasing at the best possible discount PLUS making additional income, invite them to our next Discover Arbonne business presentation.

REFERRALS

Finally, don't forget to also ask for a referral! Do they know anyone else whom they think would like a Sample of our products to try for a few days?

ENTHUSIASM

Most importantly it's your enthusiasm and energy that makes selling with Samples successful. If you are genuinely interested in helping the person (be it with the product or the business opportunity) your authenticity, integrity and excitement will always translate into success! If nothing else, you will have left a positive impression on that person and building relationships with your clients and consultants is the key to great business!