

# SAMPLES SCRIPT SUGGESTIONS

## HOW TO ASK SOMEONE TO TAKE A SAMPLE

There are a few different ways to do this! Please read the Sample Guide first, to get an understanding of what who you are giving samples to and how to follow up:

### Option 1 – People outside your friend network (cold market)!

“Hi x, I've recently started my own business marketing an amazing line of x (anti-ageing skincare, nutritional supplements, vegan makeup)! It could be of interest to you? If I dropped off/sent you a free sample this week would you be open to trying it for a few days? I'll follow up with you after for a quick chat to discuss your results.”

### Option 2 - Friend/family interstate or international

“Hi x, how are you? I am super excited because I've recently started my own business marketing an amazing line of beautiful x (anti-ageing skincare, nutritional supplements, vegan makeup”)! I really value your opinion and I'm wondering if I sent you a free sample in the mail of my favourite products this week, would you be open to trying them for a few days? I'll follow up with you after for a quick chat to see how your skin felt/discuss your results. It would mean the world to me to get your opinion on my products!”

### Option 3 – Acquaintance on Facebook/Instagram

“Hi x, its been ages since we've spoken! I hope you are well. I've started my own business recently in the (health/beauty/wellness industry) and I see that you are into (health, yoga, had a baby, are a vegan, like makeup/skincare etc \*check their profile) now and I would love to share something with you I think you might like. If I sent you a sample in the mail would you be open to trailing my (skincare, makeup, nutrition products) for a few days? I absolutely love these products as they are 100% vegan and not tested on animals! I would love to get your feedback and re-connect with you”.

### Option 4 – Complete stranger!

Start up a conversation with someone:

**“Hi, how are you? ... What do you do for work?”**

Actively listen, ask more questions about the person to get to know them.

When the person asks you “What do you?” give your 60 second story...

**“Have you heard of Arbonne before?”**

#### **No, Intro Arbonne**

“We have an incredible range of anti-ageing skincare, vegan cruelty free makeup and weight loss supplements, originally formulated in Switzerland. We've only been in Australia for just over 10 years and I've had my business

for (x). I love it because (x gives me flexibility, additional income, ultra-premium products).

Ask

"Do you use (x skincare/makeup/nutrition)? What are you currently using?"

**Yes, I've heard of Arbonne**

"Oh fantastic, have you tried the products yet? What are you using? Have you been to an event or had a facial/makeover/healthy happy hour?"

Wait for answer

**Offer Sample**

"I actually have a free sample here of our (x) range with my business card, if I gave you one would you like to take it home and try it for a few days?"

Yes ok

**Explain Products in the Sample pack**

>> *Open and point out what's in the pack and show the instruction sheet*

"It's a cute little sample pack, which includes all of my favourite's, each is labeled with a step by step number so you know what order to use them in"

## **ASK FOR THEIR CONTACT DETAILS**

**Option 1 – Ask for mobile/email**

"Can I grab your mobile number, or email? I will text you a short you tube link to watch which talks through each of the products and how to use them. Then I can follow up with you in a few days to find out your experience was. I would love to get your feedback"

**Option 2 – Ask for mobile (cheeky version!)**

*HOLD OUT AND HALF SNATCH IT BACK!*

"If I give it to you though, will you use it? Because I am only going to give it to you if you promise to try it ☺!!

Yes, of course

"Awesome! What is the best way to contact you? Can I grab your mobile number? I would love to touch base with you in a weeks' time and find out what you loved the most about the products. I'll text you my electronic business card, so you've got my details."

**Option 3 – Ask for Facebook friend**

*IF you find you really connected with the person and think they could be a good fit for the business and your team why not ask to friend them?*

"Hey, are you on Facebook – I would love to connect with you?"

"What is the best way to contact you? Are you on Facebook?"

## SUGGESTED SCRIPT AT FOLLOW UP CALL

### Friend/acquaintance

"Hi (x), how are you? Have I caught you at a good time?"

*NO – set up another time to call that is convenient for them*

*YES ok*

"Great! I am just calling to follow up and see what you thought about the sample I gave you to try this week?"

*YES, tried it the other night & liked it*

"Thank you, I am so happy that you liked it!"

"I absolutely love that range because..." (list a couple of things you personally love about the sample you gave)

"What did you see or feel different with your skin?"

"Tell me what your 2 favourite products were?"

*(Skincare example)*

"It didn't take long to use it did it? 2 minutes in the morning and at night and your skin is feeling incredible!"

"I am so glad you liked it! If there is anything you want to grab we have a few different ways to purchase at an amazing 20-50% off discount? You'll never have to pay full retail price and I can organize it to ship directly to you. I would be so grateful for your support of my small business"

>> GO OVER 3 WAYS TO SAVE DOCUMENT – TAKE BOOKINGS, INVITE TO DA, PLACE ORDER

### If they say they haven't had a chance to try it yet...

"No worries, when do you think you'll be able to try it? If I called you next week do you think that will give you enough time?"

*Respond with a little laughter in your voice*

"What you mean you haven't washed your face since I gave you the sample?"

- They will probably laugh too and say something like they haven't had time. Just ask them when they will have a chance, suggest they bring the sample into the bathroom. Set up another follow up time to call.

### If they say they didn't like it

"I'm so sorry to hear that! What was it that you didn't like? (ask a few more questions as to why) Would you be interested in trying another range? We have over 350 products in our catalogue, I am sure I have a product that will suit your needs more".

*IF they don't want to try something else, THANK THEM for trying the sample for you and move on 😊*

### **Complete Stranger**

"Hi (x), how are you? It's (x from Arbonne), have I caught you at a good time?"

*NO – set up another time to call that is convenient for them*

*YES ok*

"Great! It was so lovely meeting you the other day. The reason for my call is to follow up with you and see what you thought about the sample I gave you to try this week?"

*YES, tried it the other night & liked it*

"Thank you, I am so happy that you liked it!"

"I absolutely love that range because..." (list a couple of things you personally love about the sample you gave)

"What did you see or feel different with your skin?"

"Tell me what your 2 favourite products were?"

*(Skincare example)*

"It didn't take long to use it did it? 2 minutes in the morning and at night and your skin is feeling incredible!"

"I wanted to let you know we have a few different ways to purchase these products at an amazing 20-50% off discount, if you are interested? You'll never have to pay full retail price and we ship direct to you."

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