

IS ARBONNE FOR YOU TALKING POINTS (2-pager):

What do we share when telling the Arbonne Story?

Jan/25

5 Talking Points:

1. **Your Arbonne experiences:** Your “WHY” story, why you started, personal testimonies, what you see for the future, etc.
2. **Arbonne Brand Overview:** Who we are - Clean, conscious and connected; 40+ years, ingredient policy, certifications, our community, etc.
3. **Arbonne Product Overview:**
 - a. What we offer: nutrition, skin care, personal care (can include a product a. experience) – Pure, Safe & Beneficial
 - b. What we recommend: GreenSynergy, Fizz, Essential Meal, BioticSticks, DermResults Advanced
4. **Arbonne Business Opportunity Overview:** What we do/What we earn - business trends, network marketing, earning potential, personal growth)
5. **A Call to Action or Close:** How we do it (including getting to know your guest) and where they see themselves

This Core Document and Talking Points can be used anytime you are sharing Arbonne: during a One-On-One, at Group Events, on a Phone Call, on Social Media, in-person or virtual.

It may vary as needed as you tailor it to the experience you're giving your guests: For example, you may share more if you're in person if you're walking people through an entire skin care line while they do a facial. Or, you may want to go into details on the nutrition products included in the 30 Day at a lunch and learn.

Tools you use may also vary. Example: for the close, you can use a close sheet with QR codes when talking to a large group at an event and you may ask specific questions when talking to one person.

See bottom of this doc for links: FB Party, Text/Messenger Party, In Person, Zoom and 3-way call outlines.

However, in each type of presentation, the core information remains the same...these talking points.

TIP: Begin with serving your prospect in mind: Get to know your audience by asking questions and listening to their responses. You can ask questions before the chat, throughout or afterward. It is after you have gotten to know them that you can recommend what may be a good fit to solve any issues or challenges they have shared.

Example Talking Points: You can read this as is, modify it to fit your style and add in your personal touches as you become more comfortable with sharing.

Be mindful of time when sharing in person or online. Keep it as interactive as possible so you're not simply talking at people but connecting and uncovering a need.

1. Your Arbonne Experience

Share your WHY story first and then your testimonials as you share the 3 areas below. They can be sprinkled in throughout your whole presentation or conversation. They can also be tailored to the person you're talking with. This can include why you started, personal product or program testimonies, what you see for the future, etc. (Hint: choose 2 things YOU personally have experienced that you know will help the person you're talking with.)

2. Arbonne Brand Overview:

WHO WE ARE

As a global health and wellness company, Arbonne has been leading the way in healthy living for over 40 years creating products that are Pure, Safe and Beneficial. We started the clean beauty movement and today our driving ethos is Clean, Conscious and Connected to create positive change within the health & wellness industry, customers' and consultants' lives, and the environment.

We are proud to be a leader in the clean beauty and nutrition spaces. The European Union bans approximately 1,400 ingredients from products*. The US regulates 11 ingredients (8 are prohibited)*, Canada is around 600 and Arbonne's goes above and beyond with its [Not Allowed List](#)[™] of over 2,000 ingredients! You can see why I chose to partner with Arbonne.

**Sources: FDA & EU Cosmetics Directive (76/768/EEC)*

Arbonne is the #1 direct selling brand that is B corp certified, (fewer than 1 percent of ALL companies are certified B Corps). We balance people and the planet WITH profits. ***Arbonne has set its sights on not being the best company IN the world, but the best FOR the world.***

What I love about this is _____ and _____.

Examples: I love that at my first event, my friend Sam shared with me what is in many skin care products and how to look for those things on labels. It changed my daughter's skin!

I love that with each purchase, I know I am supporting the planet and everyone involved with the process of making the products...with teen daughters who want to reduce plastic use and save the world, this makes it easy for me to know where to shop!

3. Arbonne Product Overview:

WHAT WE OFFER

We believe in a holistic approach to beauty, health, and wellbeing. Our product collection offers solutions for skincare and nutrition needs to support our wellbeing inside and out. We've voluntarily taken steps to ensure that our products are third-party certified including vegan, non-GMO, formulated without gluten, and certified cruelty free. Our products are also free of artificial colourings/flavourings.

WHAT WE RECOMMEND

We have 3 areas of focus:

1. Gut Health Support: GreenSynergy Elixir. Much of our body's overall wellbeing is controlled by our gut, so supporting this area will optimize how we feel and look. It is tied to mental health, hormones, immunity and more!
2. Clean Vegan Nutrition: helps with weight, energy, feeling fit, fueling your workouts, supporting immunity, improving sleep. Fizz, Protein & BioticSticks
3. Prestigious Healthy Skincare – DR Advanced: addresses challenges including loss of elasticity, fine lines and wrinkles, dull complexion and more.

Can I answer any questions about the products before I move on to share a little about our business model. *Answer any question here.*

If time, share more about what interests YOUR GUEST and your personal favorites.

(Need more guidance in this section? Check this out:

https://docs.google.com/document/d/1vo6PeqeKr7FMHKCVmP-_AqOp8t2AOtd4_9Ur0JVZSAg/edit?usp=sharing

4. Arbonne Business Opportunity Overview:

One of the things that our founder prioritized is that we educate people on healthy ingredients. He needed a business model that would be an educational format that would also give people an opportunity to build their finances, allowing them to give and do more in their communities. He saw network marketing as the perfect vehicle for Arbonne.

At this point, you can share a little bit about why you joined as a Consultant/Brand Partner and what it's done for you. What are your favorite parts about what you do? How have you benefited from your experience and where do you see yourself going with it?

Personal EXAMPLE: (What I love about Arbonne is how I get to use clean and safe products for myself and my family. It's kind of cool...I now get to shop at my own store. I thought it would be hard to share because I don't want to be a salesperson, but what I've found is other busy moms/college students/health-conscious people are also looking for info and an easy way to shop for safe and pure products. I knew I loved the products, but didn't know how much the community would impact my life. I have been empowered to become the best ME I can be and help others love who they are and do the same! I'm excited about what the future holds by building this business. Bringing in extra money has been amazing, but helping others work on living their best life is the most rewarding part.)

WHAT WE DO

- We recommend products we love through social selling. Have you ever recommended something you love to someone? That's what we do!

Read through the 7 points on the page

(Additional info you can touch on IF necessary...

- *Our Industries are growing - In 2020 the E-Commerce landscape underwent 10 years of growth in 3 months, and it's accelerating every day. Globally, in 2023 the E-commerce market is a \$5.8 trillion industry. The 2022 Global Wellness market is a \$5.6 trillion industry. The 2022 Direct Selling industry is a \$200 billion industry. So Arbonne is perfectly positioned between the E-Commerce & Wellness industries.***
- *We have Premium Products - with global wellness BOOMING, you can see how our clean formulas and plant-powered nutrition are perfectly poised.*

- *People want to own their time. Did you know that gig workers account for an estimated \$1.4 trillion of total US income in 2018. This opportunity provides flexibility - Work when and where you want.)*

You're in business FOR yourself, but not BY yourself. Tools are provided at a fraction of the price of owning a traditional business. As a consultant, we receive a full suite of e-commerce and social tools at our disposal...which provides the ability to work from around the globe! People work this business alongside current careers, hectic school schedules and busy lives.

Let's take a look at our average earnings. (*Speak briefly to the first column of median annual earnings*). We have competitive compensation that gives us three ways to succeed. We earn a paycheck weekly and rewards and incentive trips based on sales. I simply share and sell products I love and earn when my Clients and PCs order and reorder. If you decide to build a team of people doing the same alongside you (not required), you get to benefit from time-leveraging which is the smartest way to build wealth.

I can't talk about this without sharing that the extraordinary community, providing tools, mentorship, support, motivation and training makes it such an indescribable experience. (Tell your personal experience here!)

It's unique and different from corporate because we get to help others choose to live their best life. It's a low start-up cost, and we have NO inventory, just the products we personally use and some to demo out! And, we have a 90-day money-back guarantee, which shoppers love.

For complete details and compensation, please see earnings.arbonne.com.

****Sources:**

Bank of America; Forrester Analytics; ShawSpring Research; US Department of Commerce; McKinsey analysis,

https://www.statista.com/statistics/379046/worldwide-retail-e-commerce-sales/

https://globalwellnessinstitute.org/the-2023-global-wellness-economy-monitor/

https://www.grandviewresearch.com/industry-analysis/direct-selling-market-report

5. A call to action or close:

HOW WE DO IT

Get to know your audience by asking questions and listening to their responses. You can ask questions before the chat, throughout or afterward. Then, after you have shared and gotten to know them, present some options that you think may be a good fit to solve any issues or challenges they have shared.

EXAMPLE:

Arbonne is an amazingly generous company that offers several ways to work with us. The first way is as a

1) **Customer** - you can buy as a retail client or you can be a Preferred Client (PC) to shop and save. Our PC program is something you're eligible to join today with your very first qualifying order. It costs \$20 to enjoy a 20% discount on all your purchases every time you order for 12-months. You can also get free shipping and free full-size products – it's super generous and how most people shop. The savings on your first order has already paid for itself!

If you can, give them a close sheet or recommended cart with solutions to issues/concerns they have shared.

2) **Connector** - because Arbonne doesn't advertise and is a community commerce company, no one ever learns about Arbonne unless someone else tells them about it. When you get a few people together to learn about Arbonne, you get to shop at my discount that evening.

3) **Consultant**, a partner with the brand.

I teach and train others to as I do, so they can add an additional income stream to their existing lifestyle while making a difference.

I like to call this STOP, START, SHARE:

STOP shopping in other stores and paying full price for your personal care & nutrition products that you're already buying

START shopping from your own cloud-based store at up to 45% off

SHARE the concept with others and teach them to do the same, building a network of customers and business partners shopping through your online business. This also allows you to take advantage of numerous tax write-offs, gives you the chance to earn travel and other incentives.

By joining as a consultant, you're able to share Arbonne products and get paid every time someone places an order. With our company we earn 15-35% on EVERY order EVERY time a client places an order. You can share this with as many people you want whether it's ten or a thousand. We currently operate in 6 countries – US, Canada, UK, Australia, New Zealand and Poland and you can build a business cross border from the palm of your hand.

If you're exploring more of an Affiliate Marketing model, unlike most affiliate programs where people receive a one-time referral reward, you earn every time someone shops with you.

I'd love to hear your feedback from today:

What surprised you most about what you heard?

What did you like best?

Who came to mind who would benefit from the products? The business? Both?

On a scale from 1-10, where do you see yourself? 1 being "The products sound fantastic" to 10 "This is intriguing. How would I get started?"

SERVE THEM WHERE THEY ARE:

1 & 2 - Start with getting people some products that fill their gaps/needs. When you have found their gap or they express their need, recommend the products, sets or programs that serve them best. Ask them - Do you want me to order this for you? or Should we start with this today? If virtual, grab their cell number and follow up with them re: an order. *avoid using a recommended cart for people's 1st order. It's not their priority but it is yours and you processing it for them ensures it gets done.

3 - If their gap/need is the business, place their order and set up a follow up conversation! If they're ready to get started, enter their first order as an Independent Consultant, rather than a PC.

GIVE GRATITUDE:

I am grateful for you taking the time to listen today/tonight. (If there's a host - I am thankful to the host _____.). Thank you for helping me share my passion and help people level up their health and lifestyle.

Presentation Tips for Different Platforms

Business Launch:

https://docs.google.com/document/d/15uu2kbbgdUIhFzeqn0H2zg47iHWajxLLIoMI4nIFg_E/edit?usp=sharing

**Mesh the business launch link with the platform below that matches how you are launching (in person, on Zoom, etc.).

3-Way Call (15 minute overview/Brand call):

https://docs.google.com/document/d/1iahdrmiJ7wH-zWV7htcjszLV_I59iEZ4ecqFx_qrlxLE/edit?usp=sharing

FB Group Party: <https://www.smore.com/4aq39>

Text/Messenger Party:

https://docs.google.com/document/d/1cfdYfYZ0e9hgZwgRLuEv3OX8In5TQli234fEb_XNyGano/edit?usp=sharing

In Person Events:

https://myoffice.arbonne.com/en_US/category/6683/article/71178

Zoom Event: https://myoffice.arbonne.com/en_US/category/6683/article/70071