

## Business Launch

### INVITE people to attend:

- Book TWO launches (One Tuesday and one Saturday morning, for example). Ask them to attend the one that is first (Tuesday, for example).
- “Hi Kelly, I’m super excited to invite you to something I think you’ll find a ton of value in! I’ve just become a consultant with Arbonne. It’s THE MOST amazing company with clean vegan skincare, nutrition and personal products for the family. It would mean a lot if you joined me (on a zoom/at my house) to learn a little more. It’s only about 30/60 minutes. Does Tuesday at 7 work for you?”
- TIP: Pick the top two you want to attend and add, “you’re one of the people I want to share this with, so before I confirm the date, does Tuesday or Thursday at 7PM work for you?”

### CAN’T ATTEND? No problem

- Ask them to attend the later scheduled launch (Saturday, for example).
- Still can’t make it? No problem. Ask them to Zoom or to coffee.
- “No worries! It’s a super busy season. I know \_\_\_\_\_ (you are passionate about/a fan of/working on \_\_\_\_\_). I believe you’re going to be intrigued by \_\_\_\_\_. I’m excited/nervous to connect and share a bit. Let’s meet for coffee or hop on Zoom one day next week. Would \_\_\_ morning or \_\_\_ work better for you?”

### PREP for the launch:

- Look at the outline for the type of event you are launching with (in person, on Zoom, as a text thread, etc.).
- Prepare any products you plan to demo.
- Prepare your recommended carts.
- Prepare what you and your mentor each would like to share. Who’s going to share what? Recommended: Both the new IC and your mentor share your “WHY” stories.
- With your mentor, decide on the types of activities you would like to invite your guests to participate in next that will help you serve them and help you meet more people to serve. You will share this at “the close.”

### CONDUCT THE the LAUNCH:

1. Arrive in person 30 minutes early or online 15 minutes early to start preparing and setting up.
2. Consultant starts with having the guests each introduce themselves and introduces the mentor. Thank them all for coming.
3. Upline starts the event:

*Listen between questions and respond with a compliment or follow up question and let them know that's actually part of what you'll be chatting about here in a bit.*

I'm so excited to be on here with you today. I know I don't need to tell you \_\_\_\_\_ (guest), but I want to take a moment to say that \_\_\_\_\_ (consultant) is one of the most \_\_\_\_\_." I know he/she is going to be successful at this because \_\_\_\_\_. *(edify the IC...tell what you love about the IC and why you know they would be amazing for the guest to partner with)*

"I'd like to go around and have everyone share a couple of things. First, could you share why you think \_\_\_\_\_ (new IC) will be so good at helping people along their wellness journey? Second, If I could wave a magic wand and change anything about your health or skin or your lifestyle, what would it be?" *Ask more questions as need be in order to understand their needs and desires.*

"I'd love for \_\_\_\_\_ (new consultant) to share just a little about why we're here and what he/she's excited about."

"Thank you so much for being willing to join us, so that (consultant) can share what he/she is passionate about. What we're going to do is give you an overview of Arbonne, breaking it down into the products and the business. The best thing that you can do is to ask questions as we go! That way, you can learn more about what interests you and \_\_\_\_\_ will hear what people are wanting to know more about and benefit more, too. Does that work? Great.

4. Upline shares the Is Arbonne For You Document (including the "close")

*Hand a copy to the guest if you're in person. If on a virtual platform with video, share it on the screen.*

Is Arbonne for You Doc:

<https://6963744e8dd1df9ac87d-dcf5077395e4ca01a77d25650f333cb6.ssl.cf1.rackcdn.com/1563/67ddb84e2a83a.is-arbonne-for-you.pdf>

Sample Talking Points: [https://docs.google.com/document/d/1TW\\_I9X917Y2hZOLuYYtdkExNvxwdVMYmV4x4wQmHbJg/edit?usp=sharing](https://docs.google.com/document/d/1TW_I9X917Y2hZOLuYYtdkExNvxwdVMYmV4x4wQmHbJg/edit?usp=sharing)

5. Mentor Closes the Event:
  - Use the outline for the platform you're using.

- If someone is interested in the business, ask
  - Is there any other information I can give you to help you move from a \_\_ to a \_\_\_\_? (6 to a 9 or a 5 to an 8 or a 7 to a 10)
- Find next steps for each guest:
  - Okay, Xxxxx, it sounds like the next best steps is for \_\_\_\_\_(consultant) to \_\_\_\_\_. Does that sound good to you? Is there anything else you would like from \_\_\_\_\_ (consultant)?

Example next steps: Share screen and sign them up, send a recommended cart, invite to local event, send specific info on a business topic that they asked about, etc.