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## **Independent Consultant ETHICS**

Donna Johnson, ENVP, Independent Consultant

Adapted from Deana Wilkinson, ENVP, Independent Consultant

Webster's definition of ETHICS is a system of moral standards or values. ETHICS derives from the Greek ethos, which means "character."

Almost every decision has ethical implications. The 'right' thing to do often isn't clear. To 'do the right thing' begins with thinking rightly. To think ethically means to steer your thoughts toward compliance with the rules, contributions you can make and harmful consequences to avoid.

John Maxwell says "*there is no such thing as business ethics, just ethics*". Always ask yourself "*how would I like to be treated in this situation if it were reversed?*" Exercise the Golden Rule, what goes around, comes around. Steven Covey says "*seek first to understand, before you are understood*". Always do the RIGHT THING, in the RIGHT WAY, for the RIGHT REASON.

The growth of our Arbonne business is dependent upon making contacts with people, then following up with sales, sponsoring and service. When we solicit another consultant's client, for any reason, we are taking from that consultant's business. This is unethical. Review Arbonne's Policies & Procedures often. Here are some examples in detail, so that there are no misunderstandings:

### **What is a client/prospect?**

The definition of a client is two fold. First, a client is anyone you are in the process of "laying the ground work" with. Laying the groundwork might include trying to schedule a facial/consultation, giving a sample, or talking about the Arbonne opportunity or product. Sponsoring or selling to someone can take time and often begins with only a casual conversation. Sponsoring and selling are a process, not just a onetime occurrence. For someone else to 'swoop in' and sell product to, or sponsor this person is unethical. Second, if you have sold product to someone, or approached someone with the intention of sponsoring, that person is your client. Never pre-judge, always offer the opportunity to EVERYONE!

This said, we must remember that clients are free to buy Arbonne from any consultant. The client can also choose to be sponsored by anyone. We do not "own" our clients. Because of this you must always follow through and build rapport with the client after the initial purchase. It is your responsibility to keep your client by giving them excellent service. CUSTOMERS COME FIRST. Never put a client/prospect in a position where they feel pulled between two sponsors.

We as consultants need to uphold our credibility by sticking together and helping clients understand how Arbonne functions, as we are a NETWORK MARKETING COMPANY. Networking means "by referral". Clients will appreciate that we are honest and ethical in servicing our clients. The beauty of 'no territories' can be destroyed if we all felt we had free rein to service other consultant's clients. **A client/prospect is NOT someone on your 100 name list that you've been MEANING to call, but haven't gotten around to it.**

**STRATEGY:** Whenever you are prospecting, always ask first: *“Have you heard of Arbonne?”* if they have, ask *“how?”* Then ask, *“do you have a consultant, or is someone working with you?”* If they say “yes”, say *“Great! Be sure to get back in touch with your sponsor, and let him/her know that you are ready to get started in Arbonne, you’ll do fabulous!”*

If you know their sponsor, say *“oh, that’s awesome, she’s a wonderful person, you’ll love doing Arbonne with her!”* Always edify your Arbonne team, sideline, upline and downline. You can even

put a call into that person and say *“You’ll be so excited, I met your prospect Susie, and I encouraged her to join Arbonne, she’d be great! Be sure to call her asap, because I think she’s ready to start!”*

If they say that yes, they’ve heard of Arbonne, or know someone who does Arbonne, ask them if that person has shared or prospected them, etc. If they have not, you are free to prospect that person.

If you hear that someone you KNOW has been sponsored, but you realize that you’ve never offered them Arbonne (but maybe you were planning to do it?) doesn’t mean you have to be their sponsor.

**PITFALL:** Never lure, project or advertise that you have a better upline, live closer, are more involved in the business, etc. Do all you can to refer them back to their sponsor.

**What do you do when you meet someone else’s client, and they express to you that they are not satisfied with the service they are receiving?**

Just listen, do not agree or disagree with the person’s dissatisfactions. *“I’m sorry to hear of your experience. Have you expressed that to your consultant? As Independent Consultants, it’s important that we receive feedback on our service”.* When in doubt, check with your upline.

Find out the consultant’s name and upline manager. If appropriate, call and talk over the situation with the manager.

**What do you do when you meet someone else’s client at your presentation and they want to purchase from you?**

Take their order and let the client know that you will fill their order that day, supporting the host, but the client should continue to reorder from their original consultant. Always edify that consultant. Make a ‘courtesy’ call to that consultant, so she can update the client’s record. If they want to sign up, refer them back to their original consultant.\*

**What to do when someone else’s client expresses an interest in joining Arbonne with you, even after you’ve tried to direct them back to their original sponsor?**

ASK WHY? After explaining our policy and she still wants to be sponsored by you, do not agree or disagree with her complaint, just say *“Mary, I run my business in an ethical manner, and I wouldn’t want to sponsor someone else’s prospect, but we do put our customer first, and would be happy to work with you. We will, however, need to communicate to your consultant this situation.”* Then, call the consultant and explain to them what transpired.

**What to do when a consultant confides in you that they are not happy with their upline, or want to sponsor their spouse under you.**

\*Counsel that person to seek upline support to get appropriate help and conflict resolution. It is against Arbonne’s policy to sponsor a spouse/household member of an Arbonne Consultant. All consultants must be off the computer 13 mos. before they can register under someone else. Always seek your own upline for guidance. When in doubt, check it out. Don’t get involved in triangling.

## **UNDERSTANDING THE ARBONNE INDEPENDENT CONSULTANT APPLICATION**

An Arbonne Application must be filled out by every sponsor. (even online app's) Just simply signing an order form and getting a social security number and sponsoring them online is not enough. Make sure they understand they are an "Independent Consultant", even if they choose only to purchase at wholesale. Using terms exclusively like *wholesale buyer* can sometimes confuse people that they are in a *buyer's club*, similar to Sam's Club. Many consultants are shocked to find out that they have actually been "sponsored".

### **The "pitfalls"**

1. Assuming that because someone is absent from meetings that they are not active in Arbonne. It is unethical to service their client.
2. Assuming that because you know someone through church groups, the neighborhood, social groups, etc. that it is okay to 'borrow' that client from another consultant.
3. Assuming that Managers (District Manager to National Vice President) can afford to lose a client, they count on their client base as much as you do!
4. Judging another consultant as to his or her effectiveness in following through with service.
5. To avoid uncomfortable sponsoring situations, offer the opportunity to everyone.
6. Hinting to a client that you might be better able to service their product needs because of "convenience."
7. Misinterpreting other's intentions, and don't allow others to misinterpret your intentions.
8. Being tempted to build your business with other's prospects/consultants
9. Making a judgment call before you get all of the facts, and verify w/corporate

### **The "RULE"**

If you are ever in doubt as to handle a 'sticky' situation that might arise, ask yourself the following questions: "*How would I feel if the situation was reversed?*" or "*Am I totally comfortable with the decision that I have made?*" If you do find yourself in an ethics violation (either side) work it out among all those involved. Learn from mistakes, build trust, and review this piece often with your team, so there is no question as to what is our policy.

We are sponsoring tens of thousands of people into Arbonne each month. We are quickly becoming a household word. Yet, there is an abundance of opportunity. It's important, especially as leaders that we are teaching, training, and setting the example for these ethical guidelines. Let's unite and form a rock solid foundation where everyone feels safe, and trusting others to do the right thing!

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