

# HOW TO ASK AND INVITE

**Congratulations! You're launching your business with Arbonne.** This is an earn as you learn business, and the best way for you to learn is to get as many people as possible in front of your Business Mentor at your launches, one-on-ones, and follow up chats. These can happen on Zoom, in- person, and 3-way text chats.

## IMPORTANT THINGS TO REMEMBER WHEN INVITING:

### ***1. Text is Best! ie. cell text Facebook Messenger, WhatsApp, Instagram Message***

Times are changing. People love social media. People love being plugged into many sources at the same time, but text messaging is best. People respond immediately via text, but never answer the phone. Why? Because it is easier and faster to text. Most people also attach a sense of urgency when replying to a received text, so you have a higher chance of getting a reply sooner than later.

- **Avoid group invites and group texts.** It is worth the time to invite each person personally, one at a time.
- Keep your text invites simple and straight forward.
- You want to text invite those you normally text with in conversation.
- If you don't have your prospect's cell phone, start with Facebook messenger, or private message on instagram, and after the invite and their response, ask for their cell number and move the conversation to text.
- **LEVEL UP YOUR TEXT MESSAGE BY VOICE TEXTING!** This keeps the personal touch and authenticity of the tone of your voice, still feels convenient ,and has a higher chance of response because it's still a text. Nothing replaces the tone of your voice. These are always received warmly because no one talks on the phone anymore.

**Avoid inviting via email.** Most people are not plugged into their inboxes unless they are for their jobs, and you don't want to send a personal invite to their job address.

Use Email after you have been in activity with the prospect and are "in process" with them. They will usually express if this is what they prefer, and if you are not sure, just ask. i.e.. Sending the curiosity folder as a follow up to a zoom one on one.

### ***2. Pick up the phone and use it!***

This way of inviting is best for those who you know would expect the call, those who don't like technology or are unfamiliar with it, and those who feel that a phone call is the best way to communicate with their own network. You know who these people are; these are the people who always call you, rather than text you. The benefit to using the phone is that people actually hear your voice, and they feel your genuine excitement and good intentions. They will feel more inclined to accept when you have taken the time to personally invite them and when you've helped them see their attendance is very important to you. This way of inviting is true to a belly-to-belly business.

### **3. 'I'm busy!' is a great way to book your calendar.**

People are busy and life is full for everyone. Having four launch dates for your prospects to choose from will help with attendance and secure guests for each launch.

- If someone is unavailable to attend any of your launches, then that is a great opportunity for you to invite them to a coffee date to "take a look." ie. A One on One appointment- local or zoom.
- If you get to the date of your Launch and you have 'no shows' or cancelations, it is okay. That is a normal part of building a network marketing business. Follow up with these people with an invite to the next launch, or to a one on one, group presentation, or Discover Arbonne Meeting.
- By turning your initial "No's to the invites" into opportunities to ask/invite again, you will book your calendar up for weeks and months in advance. Pleasant persistence, some common sense, and assuming the best out of your prospects will help both of you move the process forward in a positive and welcoming way.
- Assume the best of others, even when you don't get a reply. Even if you don't get a reply after multiple reach outs. Assume nothing by their silence, and assume they are doing their best. Arbonne feels urgent for you because you choose to make it so, but it is not urgent to others until it is for them.
- Fortune is in the follow up. Statistically, it takes 5-12 touches for someone to say 'Yes' to a network marketing business. Being pleasantly persistent is an asset to booking your calendar with income producing activities.

### **4. Be YOU!**

As much as you are taking on a new role as business owner, you still want to sound like you and be normal. If you're excited, say that! If you're nervous, that works too. Be honest. Ask for their time. Ask for the favour. Ask for support. Let them know that their support would mean a lot to you as you jump into this new business.

### **5. Invite your friends/family to bring their friends and family.**

Remember that building this business is not only about who you know, but also about who your people know. The more the merrier. People love showing up to events with their people.

### **3 HIGHLY EFFECTIVE INVITE APPROACHES TO USE ARE:**

It is best to lean into the DIRECT APPROACH and the 3rd PARTY APPROACH.

#### ***DIRECT APPROACH***

Direct Approach is when you're asking the prospect to "take a look" at the business opportunity for very specific reasons. This may be that you simply know why they would love it/find it interesting, or why they would need it, or how this opportunity could be the answer to provide what they need. Or, it could be that they have everything you are looking for in a business partner and you would love to partner with them. Be direct if you have a reason to be. Share with them why you are asking them. You probably know their "why" for the business, and it likely has something to do with the need or desire to make more money, time freedom, or freedom of choice. Or you can ask if "they are keeping their options open for more earning opportunities." Who says no to that?

Whenever possible, use this approach leading with the business first, rather than defaulting to our products or the ingredients policy. Most people go to bed worrying about financial stresses, not skincare. Although there may be a need for the products, always pair it with the business opportunity. When you share the business opportunity and products together, it will result in, and lead to, more ways to serve that prospect.

If you only lead with the product, you may run into some 'dead ends.' If the prospect has no interest in switching brands, or dislikes what they try, it will be more difficult for you to ask them to consider to stand behind the company as a consultant or connector.

#### ***SUPER-INDIRECT APPROACH / 3RD PARTY APPROACH***

Super-Indirect Approach / 3rd Party Approach is an incredibly powerful approach and plays on a number of psychological levels. It is a direct way of asking to present all the information you would normally present using "Direct Approach" but takes the "pressure off" of the prospect from feeling the need to say yes to your opportunity, or fear of letting you down by saying no to the opportunity. This is a networking approach that asks the prospect if they know someone else that might benefit from your business. We use this approach all the time with great success.

The key to success for this approach is to get them to "take a look" so that they are completely informed about the opportunity they are connecting their network to; so they can refer people to you with confidence, belief in the opportunity, and personal integrity.

This is a great approach for long distance prospects as well, starting with "I'm looking to expand my business in \_\_\_\_\_."

#### ***INDIRECT APPROACH***

The Indirect Approach can powerful way to help people get past their initial resistance and understand your opportunity. This approach is best used when you're just getting started and it's simply asking people for help or guidance and COMBINED with the first 2 approaches above. Don't use this approach ALONE unless you absolutely need to. The best situation is to have people "take a look" from a place of real consideration and openness, rather than "just being there" for moral support.

## SENDING THE TEXT

### Circle the TOP 10 People on your DREAM TEAM.

These are the ones you can imagine sitting around your 'boardroom table of executives' of your Arbonne Business. They possess every quality and trait you admire and respect. They are likely people you may feel nervous to ask, simply because you respect them so much for the incredible example they set in their lives, and the difference they make in others.

You want personally reach out to each of them FIRST, and get them in front of your Upline via Zoom.

**HOW TO ASK/ INVITE**: The most important thing is to be transparent, be you, and be authentic to you and the person you are personally asking.

### Here's the formula to use for a DIRECT APPROACH ASK:

- Start with the truth and express why you are reaching out to them, right away. Cut to the chase.
- Why you thought of them. Add a genuine Compliment
- Ask for what you want. ie. 1 hour as soon as possible- coffee date/ video chat
- Manage expectations- *"I'm eager to share this with you. I'm still learning, so I'd like to have my friend and business partner with us to share what possible with this business. All good if you take a look and you think it's not for you, or if the timing isn't right to start something new right now. I just thought of you first because I think it's something you would really be brilliant at and it's always worth learning something new."*
- Express gratitude

### Here's a formula to plug into for a 3RD PARTY APPROACH ASK (from ENVP LINDA HUNTINGTON)

#### The Four Quadrant Ask formula - FACT, BELIEF, EMOTION, ASK

- a. FACT: Let them know that you are expanding your business or that you have started a new business and you are reaching out to the (insert compliment: smartest, most influential, ambitious, etc. people you know
- b. BELIEF: I believe that you may know one very smart person that you could refer to me that would be interested in learning how they can create an additional income alongside their other commitments
- c. EMOTION: I would so appreciate it if I could take just a few minutes of your time to fill you in on what I'm doing and what I'm looking for.
- d. ASK: Would a weeknight or weekend be better for you for a quick video chat or coffee?

**If they say Yes:**

Secure the date they are coming!

Thank them for their support and let them know how much it will mean to you to have them there.

Invite them to bring a friend - the more the merrier!

Suggest that you send the event details in a text or email to make it easy for them. Ask them which they prefer.

Let them know that you will be reaching out closer to the launch to make sure they have all the info they need.

Thank them again!

**Send a confirmation text 24 hours before the launch.** Use language that assumes the best; that they are planning on coming. *“Hey! I’m so excited to see you tomorrow. Here’s the address again. Remember it starts at 730pm so feel free to arrive a bit earlier. Most people are coming for 715pm. Thanks again for your support!”*

**Send a confirmation text THE DAY of the launch.** Just a simple reach out to express how excited you are to see them. This extra reach out will help you manage attendance and give you a real idea of what to expect. *“Hey- just thinking of you. So excited to see you later. Have the best day! “*

**If the date you offer doesn’t work for them:**

Offer them the next date your Launching.

*“I’m having another launch event on this day     date & time    . Does that work better for you?”*

If it does and they say YES, see above! If it doesn’t, offer the next date, and so on.

**If a date you offer them doesn’t work, and there is time you can squeeze in for live/zoom One on One appointment, BEFORE your next launch, offer that idea! Always schedule your business growth activity with a sense of urgency.**

*“That’s OK, I totally understand that life is busy. Maybe it would be better if we met for a coffee and I could take you through what I am doing. A big part of my business will be one on one appointments and this would be a opportunity for you to hear what I am doing on your own schedule. What day this week would work best for you? and what time? I’m so happy you are open to taking a look and I appreciate your support so much.”*

**Book it in your calendar and then suggest your Business Mentor should come with you to help. If you are including your Business Party at the meeting, please let your prospect know.**

*“I’m so brand new at this, it would be really great if my Business Mentor met up with us too. They’ve been doing the business longer than I have, so it would be a great way for you to get all the info, and learning opportunity for me too.”*

**Always book these within the week. Work with urgency.** You do not have to be launched in order to start the training for the One on One Results Approach System, and the best way to learn how to do that system is **with** real people and your Business Mentor.

## IF YOU CALL, AND GET A VOICEMAIL

**Leave a 'normal' voicemail.**

**Smile when you speak. It will translate through the phone. Do *not* leave** a long message telling them all about arbonne, how excited you are, and how you want them to come to your business launch. **Just let them know that it's you calling and ask if they could please call you back as soon as possible.** Or, you can let them know that if you don't hear from them, you'll give them a shout the next day. This lets them know that you plan on calling them back and prevents you from leaving too much info on the voicemail. Leave them wondering, and they are more likely to call you back.

*"Hey! It's me, Jane. Call me back when you get this. I want to ask you about something. I'll give you a shout tomorrow if I don't hear from you. Hope you're well! My number is 416-123-4567. Call me! Bye!"*

**Do not leave more than 2 messages.** On this second message, you can let them know you tried again. Keep it short and don't leave any Arbonne information or a verbal invite.

*"Hey! It's Jane again! Just had a few minutes so I thought I'd try you. Anyway, call me back when you get this! 416-123-4567. Looking forward to hearing from you! Hope you're having a great day! Bye!"*

### After the Second VoiceMail

Try not to call too often. Give it at least a day after the second voicemail. Remember that although this is urgent and important to you, it is not yet for them. Life is full and busy. Be patient and give them the benefit of the doubt.

**Once you've left two voice mails, try texting to let them know you've called:**

*"Hey. Left you a couple voicemails. Give me a call when you can."* If they respond back in a text, text back asking when the best time to call is.

Follow up with a phone call a few days after you sent the text/email to make sure they received it, and to try to connect in person. Always assume the best.

**If you miss THEIR call back to you, call again right away.** If you need to leave a voicemail again say:

*"Thanks for calling me back! I can't believe I missed you. Call me back or text me and let know when it's best to call you, and I will! Talk soon!"*

## ALWAYS CONFIRM YOUR GUESTS TWICE

**Confirming attendance or your appointment is an important step of the inviting process.** It reminds your guest of how important this event/ chat is to you and that their attendance matters.

**Make confirmation texts 1-2 days before the date of your launch/ appointment AND the DAY OF the event/ appointment.** Text everyone who said Yes or Maybe and thank them again for keeping the date available.

Texting 1-2 days is the reminder.

Texting the day of gives you a real idea of who is actually coming, since life happens and things change last minute, and it will give your guests the opportunity to let you know they need to reschedule if that is what they need to do. Remember that when this happens, or if someone doesn't show after all, it's better to make best assumptions of your friend/guest, and seize the opportunity to reschedule for another time with a sense of urgency.

### **1-2 DAYS BEFORE:**

*"Hey Beauty! Just firming up numbers for my launch on \_\_\_\_\_. Really excited to have you there. Feel free to bring a friend if you want. The more the merrier. Thank you so much for keeping the date available. This is my address. OR This is the zoom link. We will start at 7pm EST. See you soon! xo"*

### **DAY OF:**

*"Hey Jane. Today's the day. Just thinking of you. Super excited that I get to see you face tonight. I hope you have the best day. See you later. Here's the zoom link. It's super easy to use. Will just take 5 minutes to set it up, and we'll start at 7pm with the rest of the crew tuning in tonight. Yay! See you later, love! xoxo"*

**SUCCESS TIP:** Avoid asking "Can you still make it?" When you give people the opportunity to say no. Always use language that assumes they are keeping their commitment to you

## FAQS FROM GUESTS

**We try and keep as much information as possible for the Launches itself but, naturally, some of the people you are inviting will have questions. Here are some ways to answer the most frequently asked questions.**

**“What’s Arbonne?”**

It’s a Health and Wellness company that’s going global.

**“What products do they sell?”**

Vegan, botanically based, personal care products that people use every day from soap and shampoo to nutritional supplements and cosmetics. We are known world wide for our prestige anti aging skin care.

**“Tell me more about it.”**

I’m so new, that I’m still learning all about it and there’s no way for me to sum it up in one sentence. What’s great about this business is that you can earn money as you learn to run your business. You’ll be able to learn all about it at one of my launches. In fact, launching is how I’m getting most of my hands on training, which is why I really need people to come so I can practice *and* share what I’m doing. It will be fun!

**“I think I’ve heard of Arbonne before.”**

Great! It’s getting a lot of buzz because people are loving the products and finding a lot of success with the business. What do you know about it?

**“I already do business with another Arbonne Consultant.”**

Amazing! I’m so glad you already have your hands on these phenomenal products and you’ve found a Consultant already. You are still more than welcome to come to my launch and learn all about what I am doing with my business. I’d love to have your support there. Feel free to bring friend! (*You are not looking to poach here, you are looking for them to connect you to new people.*)

**“I’ve been to an Arbonne event before and it wasn’t really my thing and/or I didn’t enjoy the Consultant”**

I’m sorry that you didn’t have a great experience with that other Arbonne Independent Consultant. We all act like our own independent franchises, in a sense, so how they run their business could be very different from how I run my Arbonne business. For example, Do you like steak? (prospect says yes.) Well if you had a bad server at the Keg at one location, would that prevent you from going to any other Keg franchise ever again? (prospect says no). Right. So put that perspective into my Arbonne business. I would love to share with you how I *personally* do and build my Arbonne business. I am sure that if you give me the opportunity, your perspective on Arbonne will change. At the end of the day, I’d like to change your impression and re-educate you on this awesome company.

**“I totally know what this is about and I am absolutely sure that this isn’t for me / I already know that I’m not interested because...”**

Use the 3rd Party Approach: “I hear what you are saying. I’m not sure if this would be something that you would be interested in or a perfect fit, and you could be right. But I’m looking to build a big business, and I know you KNOW someone who will want or need what I’ve have to offer. I would still love for you to come as I really would like for you to really understand what I do, and how I run my business. Your support would mean the world to me.”



## THINGS TO AVOID

**AVOID:** Telling people half the story and ‘putting out feelers.’ You want to tell them the whole story, otherwise they make assumptions based on opinions and fears.

**AVOID:** Going out and ‘vomiting’ Arbonne and people thinking that’s suddenly all you talk about! You still want to talk about everything else too and find out what’s happening in their life.

**AVOID:** Asking if people are “interested”. People will almost always say “No” because they don’t know what you’re talking about. Instead, say, “Would you be willing to hear a little more?”

**AVOID:** Turning social situations into a chance to talk about Arbonne, you want to keep business and social separate and if people are asking lots of questions say something like: “Since we’re out celebrating at the moment, let’s meet for a coffee next week and I’ll tell you all about it then.”

**AVOID:** Arranging a coffee with someone to catch up and then pull out a gold bag. You want to make sure people know that you want to meet to share your business and how it might help them or others they know.

**AVOID:** Plastering it all over Facebook. Social media has revolutionized Network Marketing and it can be effective when used wisely. Avoid posting pictures of the products to promote the skincare as it looks like sales. Avoid writing an intense status and avoid sharing links that others post unless you know it’s from a reputable source. The most effective way is to just be yourself and promote your lifestyle through pictures.

**AVOID:** Letting others’ negativity affect you. If someone hasn’t heard the full presentation, then their opinions are not based on fact. You know more than them.

**AVOID:** Trying to convince anyone about Arbonne...amateurs convince and professionals sort. It is our job to share this opportunity with someone and leave them alone to decide if it’s a ‘yes’ or a ‘no’ for them. It really doesn’t matter either way. You have made a decision to be successful and their decision only affects them, so just move on! And remember...most people will say NO because they don’t KNOW enough. Always offer the income opportunity first, then if they say no, offer for them to host so they can receive a really great discount. If they say no to that, ask if they will test drive the products. It is very rare that someone will say “no” three times in a row. Remember to always keep the door open and close to your next contact. Just say “OK, I understand that now isn’t a good time for you. Would it be ok if I contact you back at a later time to see if that works better for you?”

**AVOID:** We recommend that you “Avoid telling people anything, until you can tell them everything”, as people deserve to hear the whole story as you did, and make an educated decision based on facts. Telling your friends little bits here and there, often leads to wrong assumptions about Arbonne.

We need to give them the BIG PICTURE of how Arbonne is a prestige brand, marketed via the business model of the 21st century and the opportunity for anyone to create wealth and stability for their future. It is your Sponsor’s job to give you the best possible start, using their ‘hindsight’ of the System as your foresight. You need to concentrate on getting people in front of your sponsor either on the phone, at your ribbon cuttings or at personal appointments until you have learned the presentation and understand how to talk about the business properly. This IS a business and you want to be professional about it and take it seriously.