



# Prospecting With a Purpose: Take the 30-in-30 Challenge

One of the most important business building activities you can do is share Arbonne with everyone in your contact list while continuing to build it; this is called prospecting. Whether you use social media, text, email, pick up a phone or grab a coffee, sharing Arbonne with prospects can happen everywhere and anywhere.

Jumpstart your Arbonne prospecting activity and get in massive momentum by taking the **30-in-30 Challenge** — 30 people in 30 days! Activate your challenge by contacting 100 people in a short, scheduled amount of time, like 24 hours. Set your goal to share Arbonne with at least 30 of the 100 people you contact.

A PROSPECT represents a POSSIBILITY — When you prospect, you are looking to build a relationship with many different types of people to add to your business:

- Independent Consultants — Will join you and build their own Arbonne business
- Preferred Clients — Want to shop with a discount
- Clients — Love the products
- Hosts — Want additional perks and help add to your network
- Referrals — May be interested in the products, the Opportunity, or another possibility

## Find Your Prospects

Once you commit to your challenge, you may be asking yourself where all of these people come from each month. You meet them every day. They are guests at group Presentations, people you meet at social gatherings, in networking groups, and virtually everywhere else. If you talk about your business every day, you'll be amazed by how many people you meet who have an interest in what you have to offer. Referrals are an excellent source of prospects too, but they don't emerge from the crowd; you have to ask for them. Get in the habit of asking people you meet while promoting your business and in your everyday daily life if they know someone who may be interested in Arbonne.

## Ask for Appointments

- Text or email blast — Send texts or emails to everyone on your contact list within a 24-hour period
- Social media — Reach out to all of your contacts on your social networks via direct message or group post
- Phone party — Schedule time on your calendar to call each of your contacts, challenging yourself to make at least 40–50 calls

Here's an example of what you can say or write:

### If You're an Existing Consultant

Hi \_\_\_\_\_, it's \_\_\_\_\_! I'm reaching out because I've activated a 30-in-30 Challenge with my Arbonne team. I want to connect with 30 people in the next 30 days to share a quick 20 minute overview of Arbonne! I'm excited to spread the word and would love to buy you a cup of coffee if you can help me out. I know you're busy, so I am happy to come to you! I'll even bring you a little gift as a thank you. Would you be willing to be one of my 30?

(Note: Your gift could be a small bag with a sample or two.)

### If You're a New Consultant:

Hi \_\_\_\_\_, it's \_\_\_\_\_! I'm reaching out because I've just started a business with Arbonne!

It's a beauty, skincare and wellness company. I'm really excited and nervous, but so excited to share this company. As part of my training, I need to find 30 people who are willing to hear a 20 minute overview of Arbonne. I would love to buy you a cup of coffee if you'd be willing to be one of my 30. I know you're busy, so I am happy to come to you! I'll even bring you a little gift as a thank you. Are you in?

(Note: Your gift could be a small bag with a sample or two.)

### Speaking to a Long Distance Contact

Hi \_\_\_\_\_, it's \_\_\_\_\_! I'm reaching out because I've activated a 30-in-30 Challenge with my Arbonne team. I want to connect with 30 people in the next 30 days to share a quick 20 minute overview of Arbonne! Would you be willing to be one of my 30?

#### If yes:

Respond immediately with: "Thank you so much! Would tomorrow at 2 p.m. or Friday at 3 p.m. work for you?"

Offer two meeting times or dates to allow them a chance to choose what works best for them.



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## Present Arbonne — The Products and the Opportunity

**Connect** – Take the time to learn more about your prospect as a person, their family, work, interests and personal needs. Ask some open-ended questions that allow them the opportunity to share. For example, you can ask what intrigued them about the Opportunity or what products they are interested in, and what stood out most for either one.

**Share** – Once you've gotten to know each other, determine what information you'd like to share. As a guide, ask yourself the following:

- What are their needs or possible product interests — nutrition, skincare, makeup or a little of everything?
- What part of the Opportunity will be most appealing to them?
- Which products should I talk about first?

**Discuss** – After you've shared the products and information about the Opportunity, questions are bound to come up. Answer them directly and do your best to tie your responses to the needs and wants they've previously shared with you.

**Close** – You want to keep the tone as conversational at the end as it was in the beginning, and a wonderful way to do this is to ask a few more key questions to help you understand the other person's mind set.

- What did you like most about what I just shared with you?
- Tell me more about...?

Based on their answers, close with your recommendation for the best way to join Arbonne.

- If they are interested in the Opportunity, show them how to become an Independent Consultant and join your team. Explain how they can earn commissions and overrides by selling products, and be sure to highlight some of the immediate benefits available to Consultants like discounts on products!
- If they are mostly interested in Arbonne products, show them how to become a Preferred Client, explain our amazing ASVPs and other special rewards they can earn for joining today.

- If there is any hesitation, ask some clarifying questions so you may better understand their concerns. Respond to those concerns by using the "Feel, Felt, Found" technique. For example, you could say:

- I can relate to how you feel.
- I felt the same way when I was first approached about joining Arbonne.
- What I found was \_\_\_\_\_.

Many of today's successful Independent Consultants first joined Arbonne as a Preferred Client. It may take some time to fall in love with the products and learn more about the Arbonne Opportunity. In the meantime, you can introduce them to some other members of your team, invite them to upcoming events, and include them in your social media groups.

Your goal is to successfully close the conversation by scheduling next steps, but even more importantly, continue to reinforce and build a relationship. Arbonne is a business about people, so be mindful of working with each individual based on a pace that feels most comfortable for them.

**Don't forget to follow up!** Make the time to touch base with your prospect. Ask them if they'd like more information about a product sample you gave them to try, if there's other products they're interested in, and if they had a chance to make any connections with your social network.

Talk with your upline to learn more about what has worked best for them. Don't be afraid to ask if you can sit in while they conduct a Presentation or a One-on-One; this is the perfect opportunity for you to observe some typical dialogue and pick up great tips.

## Call to Action:

- Devise your plan to blast your contacts via text, email, phone or on social media
- Schedule to meet with 30 people in the next 30 days, whether in person, over the phone or via FaceTime, Zoom or Skype

Arbonne makes no promises or guarantees that any Independent Consultant will be financially successful as each Independent Consultant's results are dependent on his or her own skill and effort. You should not rely on the results of other Arbonne Independent Consultants as an indication of what you should expect to earn. Actual financial results of all Arbonne Independent Consultants for the preceding year are contained in Arbonne's Independent Consultant Compensation Summary (ICCS). You may view the Independent Consultant Compensation Summary on Arbonne's official website at [www.iccs.arbonne.com](http://www.iccs.arbonne.com).

