

Arbonne Presentation Training Call Transcript

Speaker: Heidi S., Executive National Vice President, Arbonne

Date: August 11, 2025

Location: Virtual (Zoom)

Introduction and Setup

- **Heidi S.:** Good to see everyone! I'm Heidi, based in Knoxville, Tennessee, with 21 years at Arbonne. I'm a people person, so I love seeing everyone's faces before diving into training. Today, we're covering the Arbonne presentation—why we do it, how we do it, and its purpose.
 - **Logistics:**
 - Presentation materials can be sent out immediately; other resources may take a day or two.
 - Call is being recorded by Ava for internal use.
 - Note cards with the presentation script will be shared by your upline.
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Why We Do the Arbonne Presentation

1. **Easy Foot in the Door:**
 - It's a non-threatening way to introduce Arbonne in someone's home, like a "grand opening" for your business.
 - Example: "Eunice, I'm starting this business. Instead of a storefront, I do small pampering nights with friends. Would you host one?"
 - One hostess can connect you to 4–32 people, building your network quickly.
2. **Builds Rapport and Trust:**
 - Casual setting (foot spas, facials) helps guests relax and trust you.
 - No need to be an expert in skincare or nutrition—just read from note cards and smile!
 - Shows the business is simple and accessible to anyone.
3. **Easy Ask for New Consultants:**
 - Asking for a favor feels daunting, but this presentation makes it simple: "Chris, I need 8 people to help me practice. Can you host a small group for an hour and a half?"
 - Position it as a fun, relaxing night, not a sales pitch.

- Overcomes fear of “bugging” people by offering a valuable, pampering experience.
- 4. Generates Momentum:**
- Each presentation typically leads to 2–4 new bookings (Heidi’s record: 9 from one!).
 - Example: Gloria, a direct MVP, booked parties three months out.
 - Goal: By the 15th of the month, your next month is fully booked.
 - Heidi built her business in a town of 116 people by leveraging networks through presentations.
- 5. Proven Success:**
- Works across states, cities, and countries.
 - In Heidi’s organization: 30+ National Vice Presidents and 80–90 Vice Presidents promoted using this method.
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How to Do the Presentation

1. Booking the Presentation

- **Verbiage for New Consultants:**
 - “Hey, I’m starting a new business and need to practice. Can you help me by hosting a small group? It’s an hour and a half, and I’ve got [date] or [date] available.”
- **Verbiage for Experienced Consultants:**
 - “I’ve got big goals and a new presentation I’m excited about. Can you host a few friends, let me practice, and give feedback? There’s free product in it for you!”
- **Hostess Coaching (Critical):**
 - Avoid cancellations by preparing your hostess. Example: “Eunice, your party’s in two days. How many people are coming? If it’s just one, no worries—here’s how to invite a few more.”
 - Follow up regularly to ensure success.

2. Preparation (30 Minutes Before)

- **Why Arrive Early?**
 - Avoid being a “hot mess” when guests arrive.
 - Build rapport with the hostess, who is often your next consultant.

- Example: Plant the seed early, “Kelsey, you’d be great at this!”
- **Setup:**
 - Use a coffee table in the living room for a cozy vibe.
 - Display products beautifully (e.g., scarf, box for height, fake plant).
 - Focus on Derm Advanced and Body Care lines to avoid overwhelming guests.
 - Avoid displaying everything (e.g., nutrition, makeup) to keep it simple and intriguing for follow-ups.

3. Why Focus on Skincare and Body Care?

- **Loyalty:** Skincare shows immediate results, creating loyal clients. Nutrition results take longer, and people may opt for cheaper alternatives (e.g., Costco protein shakes).
- **Simplicity:** A focused display makes the business look duplicatable.
- **Follow-Up Opportunity:** Introduce nutrition or makeup later to re-engage clients.
- **Stats:** Clients starting with skincare often buy nutrition, haircare, and makeup a year later. Bulk nutrition buyers often drop off.

4. Running the Presentation (30–40 Minutes)

- **Greeting Guests:**
 - Mingle casually, collect data (e.g., who’s sweet, who’s unhappy with their job).
 - Avoid formal introductions: “Hi, I’m Heidi, Executive National Vice President.” Instead, blend in like a neighbor.
- **Starting the Presentation:**
 - Take charge: “Everyone, grab snacks and head to the living room. I’m bringing foot spa buckets!”
 - Use dishpans (from Walmart/Target/Amazon) with hot water and cream body cleanser. Optional: bucket liners for easy cleanup.
 - Prep washcloths: Wet, wring out, roll up, microwave for 4 minutes for facials.
- **Icebreaker:**
 - “Go around, share your name, how you know the hostess, and what you’d do with \$10 million.”
 - Listen for their “why” (e.g., travel, family time) to tailor your approach later.
- **Thank the Hostess:**

- “Susie, thank you for hosting. I don’t have a storefront or billboard—this is how I build my business. I hope tonight feels relaxing as we try Arbonne products.”
- **Introduce Products:**
 - “You’re soaking in our body cleanser with aloe, shea butter, and vitamins—anti-aging for your whole body!”
 - Hand out gel pads for shoulder massages to release tension and set a relaxed tone.
- **I-Story (Short and Relatable):**
 - Share: (1) How you were introduced to Arbonne, (2) Your initial hesitations, (3) What intrigued you, (4) Your turning point.
 - Example: “My mom asked me to host 22 years ago, and I said, ‘Nope!’ I thought it was crazy. But I loved the products and saw her succeed without being pushy. I realized if I kept doing what I was doing, I’d keep getting the same results. So I tried it, and here I am 21 years later!”
 - Tailor to the audience (e.g., business professionals, stay-at-home moms).
- **Arbonne Difference:**
 - Ask: “How many chemicals are we exposed to before leaving the house?” (Answer: 170+).
 - Offer a small gift (e.g., fizz stick, detox tea) for the closest guess to engage the group.
 - Explain: Chemicals disrupt hormones and cause fat storage. Arbonne’s pure, safe, beneficial products are the solution.
 - Highlight B Corp certification and third-party testing for credibility.
- **Skincare Demo:**
 - Guide guests through the Derm Advanced facial (cleanser, toner, serum, day cream, eye cream).
 - Show how to apply (e.g., rub cleanser to remove makeup, use hot washcloths).
 - Let products speak for themselves; share minimal facts: “Feel your skin—can you notice the difference already?”
- **Body Care Demo:**
 - Guests rinse feet, apply scrub, then body cream with oil.
 - Scoot buckets aside to maintain focus.

5. Closing (Three Ways to Use Arbonne)

- **Option 1: Purchase Products:**
 - Highlight 90-day money-back guarantee and Preferred Client program.
 - Keep it brief to avoid overwhelming.
- **Option 2: Become a Consultant:**
 - “This is for anyone—whether you want \$500, \$5,000, or \$50,000. I thought I’d lose friends or be pushy, but it’s about sharing what you love.”
 - Example: “If Sandy starts, I’ll guide her step-by-step. She needs no experience—just a few presentations to learn as she goes.”
 - Engage the group: “Don’t you think Sandy would be great at this?”
- **Option 3: Host a Presentation:**
 - “Susie hosted tonight—hasn’t it been fun? If four of you book a presentation, I’ll give Susie the Derm Advanced set for free, plus 35% off your orders.”
 - Pass around a clipboard with an order form (includes Derm Advanced, Body Care, and select add-ons like night cream).
 - Mingle, answer questions, and push for bookings: “We’ve got two bookings—who’s next?”

6. Post-Presentation

- **Linger and Build Relationships:**
 - Stay late to connect with guests.
 - Example: Heidi’s mom once stayed so late at a party they called the police to check on her!
- **Follow Up:**
 - Circle back with the hostess: “Kelsey, you said this wasn’t for you, but we got three bookings, \$750 in sales, and someone’s interested in the business. Let’s chat before you rule it out.”
 - Follow up with interested guests: “Cindy, you seemed intrigued. Have you considered something like this?” or “Carly, I heard you’re unhappy with your job—let’s grab coffee to talk.”
 - Address hesitations (e.g., “I work full-time”): “I thought that too, but this fits into the nooks and crannies of a busy life.”
- **Booking Incentive Example:**
 - If four guests book, piece together the hostess’s free Derm Advanced set using commissions from each party (e.g., cleanser after one, toner after another).

- If someone ghosts, call the hostess: “Three of four held their parties. Can you help me reach Kelly or host another?”
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Additional Tips

- **Simplify the Display:** Less is more to avoid overwhelming guests and make the business look duplicatable.
 - **Avoid Sampling Nutrition:** Save nutrition for follow-up presentations to maintain intrigue and avoid confusion.
 - **Handle Logistics:**
 - Use half-filled buckets to prevent spills; no extra towels needed.
 - Foot spa buckets are simple dishpans (avoid aluminum roasting pans for a spa-like feel).
 - **Testimonials:** Encourage new consultants to share how presentations transformed their business (time permitting).
 - **Fortune in the Follow-Up:** Example: Heidi recruited an Area Manager after years of follow-up, leading to \$23,000 in sales in her third month.
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Closing

- **Heidi S.:** Sorry for going over time! Your upline will send the script and supporting documents. If you have questions, drop them in the chat. Have a great night!
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Notes for Use

- This transcript is designed for Arbonne consultants to reference for training on hosting in-home presentations.
 - Key sections (Why, How, Closing) can be extracted for quick guides or scripts.
 - Verbiage examples can be adapted to individual styles while maintaining the structure.
 - For further details, consultants should consult their upline or Regional Vice President (RVP).
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This transcript retains the core content, removes redundancies, and organizes the information for practical application, making it a usable resource for Arbonne consultants or similar network marketing professionals. Let me know if you need specific sections expanded, shortened, or formatted differently!