

# ARBONNE®

## Host Coaching Tips

**Welcome** to Arbonne Host Coaching Tips, where you'll find great ways to host a **fun, successful** and **profitable Presentation**.

When someone books a Group Presentation with you, they want the event to be successful and exciting, and to receive the maximum amount of Host Rewards possible. They may not know how or where to begin. They are trusting and looking to you to coach and prepare them for a successful Presentation.

### Purpose of Host Coaching

- Help the Host achieve their goals
- Help increase attendance
- Help produce higher sales
- Help experience fewer cancellations
- Help provide Host appreciation



### Host Packets

Always have your Host packets available for coaching. Be sure to bring at least three to five packets to each Group Presentation and have them readily accessible.

### What you'll need to include in every Host packet:

- Two Product Catalogues
- Invitations  
We suggest inviting at least 40 people to your Group Presentation, as it is likely that only one third will attend. Remember, more guests equals more energy, sales and fun.
- Group Presentation Order Forms  
A great way to coach your Host is by having them use the 5-15-5 formula. This easy method consists of 5 outside pre-orders, 15 guests at the Presentation, and 5 outside post-orders. In addition, you'll need to include 10 order forms to enable your Host to secure the outside orders.
- Opportunity Brochure  
It's always a good idea to place an Opportunity brochure in each packet, since hosting a Presentation is often the first step to becoming an Arbonne Independent Consultant.

*QUICK TIP: When does Host coaching begin? At the time of booking. Schedule that first call when you give your Host a packet at the time you make a booking. This ensures that the Presentation is on both of your schedules and jumpstarts the coaching process. Once this is done, set a date for the second Host coaching call approximately a week later.*

# 10 Tips for a **Happy** Host

**1** Plan to arrive 30 minutes early to set up your display area and greet your Host.

**2** Be sure to start on time so that you don't keep your guests waiting.

**3** If possible, try to set up separate areas far enough away from each other to be comfortable. Some Consultants arrange two or three different displays as conversation starters and sample stations for guests.

**4** Make a positive first impression with your Host. You'll want them to earn your respect and trust immediately. You can help your Host make the most of their Presentation by being prompt and dressing appropriately for the occasion.

**5** Clearly, your Host plays an important part in the success of your entire Group Presentation. Let them know that you are there to help with the experience and fulfill their wish list.

**6** Let your Host know it's a good idea to contact the people that did not attend so that they can place an order as soon as possible after the event.

**7** People are attracted to positive and upbeat energy, so remaining confident will be reassuring to your Host.

**8** It's easy to become relaxed in a social environment, but remember this is your business, so always remain professional in your conversation and tone.

**9** Once the Group Presentation has come to an end, take a moment to sit down with your Host and go over how everything went. Tell them how much you enjoyed the experience and how you look forward to working with them again, either as a Host, Client, Preferred Client or Consultant.

**10** Be sure to follow up with a thank you note no later than one week after the Presentation.



# Phone Etiquette

## for Group Presentations

Having proper phone etiquette is essential to becoming an **effective coach** and hosting successful events.

- Be in a quiet place when making calls.
- Ask your Host if it is a good time to talk before you begin the conversation.
- Maintain a smile during the conversation, so that you will sound enthusiastic and energetic.
- Let your Host know that you will be contacting them on three separate occasions to help them plan and answer any questions they may have. It's also a good idea to ask when is the best time to contact them.
- If your Host does not answer the phone, be sure to leave a detailed message and let them know when you will call again.
- It will be in your best interests to focus on the call and not multi-task—your Host deserves your full attention at this time.



*QUICK TIP: Always be sure to have a pen and paper ready. It is a good idea to take notes, even if you are placing the call. Your Host might have a question that aren't able to answer. This will help you when you place your follow-up phone call.*

### Host Coaching Utilizing the Three Courtesy Call Checklist

- You want the Group Presentation to be as successful as possible, so be sure to coach your Host, as this is the best way to guide them through the process. Once you have scheduled the date, provide them with a packet and let them know that you will be following up with them on three separate occasions.
- Only have one to two weeks to plan your Group Presentation? Not to worry, events can still be successful with short notice. You'll simply need to arrange your calling schedule to fit the time you have allowed to prepare.

*QUICK TIP: Plan Ahead*

*Plan your phone calls for your Host and make use of the Courtesy Call Checklist to ensure you have covered all of the details. This way you'll be certain to streamline your calls and complete your to-do list.*



## Courtesy Call Checklist

### ✓ **FIRST** Call

**Q: When should the first call be made to your Host?**

**A: Approximately two weeks prior to the scheduled Group Presentation.**

The purpose of the first call is to build a rapport with your Host. Explain the Host packet materials and the importance of attendance. Here are the key components you'll want to stress on the first call:

1. Confirm dates and times of your Group Presentation, including location and set-up details.
2. Explain the Host benefits and rewards, including any special offers, purchase with purchase deals (PwPs) and product promotions.
3. Help your Host fill out their wish list and set goals for the Presentation.
4. Review guest list. Brainstorm for ideas using FRANK. Create a confirmed list of 40 guests by \_\_\_\_\_ (arrange a specific date). Encourage them to invite at least 40 people to get the desired 12 to 15 people. Confirm the theme of the Group Presentation and discuss samples.

*QUICK TIP: Keep The Presentation Flowing*

*Keep your enthusiasm level high — you don't want your Host to get cold feet. Remind your Host that you'll be taking care of all the work for this Group Presentation. All they need to do is focus on the location and getting the guests excited about attending.*

### ✓ **SECOND** Call

**Q: When should I make the second call to the Host?**

**A: Approximately one week prior to the scheduled Group Presentation.**

The purpose of this call is to stay connected with your Host, stress the importance of attendance and answer questions. Key components of the call include:

1. Discuss invitations. Advise when they were sent out and who has RSVP'd. Brainstorm ideas to help increase attendance.
2. Suggest that your Host make follow-up phone calls to everyone invited. This will serve as a friendly reminder to those who responded yes, and as an opportunity to generate additional outside orders from those who aren't able to attend.
3. Give your Host ideas and selling points to use when speaking with possible guests.

*"Hi Alicia, Did you know that Arbonne offers product promotions year round. Your guests will be able to save on some of their favorite products. Arbonne has something for everyone."*

4. If applicable, offer the business Opportunity.

*"You know Alicia, your wish list is getting larger every day. Would you like me to explain how you can earn all of your favorite products for free, or at greatly reduced prices, while making money as an Arbonne Independent Consultant?"*

As you close, be sure to ask if there are any questions you haven't answered or any additional details you need to discuss. Encourage them to continue working on the Presentation and tell them how excited you are about their progress so far.



## Courtesy Call Checklist

### ✓ FINAL Call

**Q: When should I make the third call to a Host?**

**A: Approximately two or three days prior to the scheduled Group Presentation.**

The purpose of this call is to discuss the number of guests attending, get directions and address any last minute requests and/or changes.

1. Discuss the number of yes RSVPs, and ask if any of the guests are familiar with Arbonne® products. Check on outside orders.
2. Ask your Host to make quick reminder calls to everyone who has RSVP'd yes. Keeping in touch will help to ensure they don't cancel.
3. Remind your Host to keep it simple with light refreshments and snacks.
4. Share your excitement! Optimism and reassurance are the most important things your Host needs as their Presentation date approaches.

*QUICK TIP: Make sure you have enough supplies for the Presentation. You want to ensure an effortless and fun event for your Host. Don't make them ask for supplies, always offer to bring more by, or put them in the mail. Why not pick up the phone and say "Hi Carol, I was going to be in your area tomorrow, would you like me to bring by any more catalogues or order forms?" They will be delighted that you were thinking of them and it will keep the event at the top of their mind.*

### How to respond to your Host if she says:

**I'm not sure who to invite.**

*"An effective way to build a list of people you know is by using the acronym FRANK which stands for: Friends, Relatives, Activities, Neighbors, Kids. Let's get started together in filling in your list. It's really simple."*

**I only know a few people who might want to come.**

*"Don't assume people won't be interested — anyone you know might be interested in the products or the Opportunity. Let's go through your guest list, you would be surprised at how many people you know."*

**Most of my family lives out of town and won't be able to attend.**

*"That is not a problem at all. You can send them a catalogue, gather their orders and they can still count toward your rewards."*



# Coaching

## at the Group Presentation

### The Day of the Event

#### 30 minutes before the Group Presentation:

1. You should arrive 30 minutes early to set up any product displays.
2. Make sure you talk with your Host to learn more about their guests.
3. Set up an interactive demo area in the kitchen or bathroom sink.
4. Everyone wants to feel important, so don't forget to greet the guests individually. As they arrive, have them fill out a Client Profile/Wish List. This is a great way to gather personal information and find out what products they may be interested in.



#### During the Group Presentation:

##### 1. Welcome and Introductions (10 minutes)

- Welcome everyone
- Thank guests for coming
- Thank Host and present booking or thank you gift
- Mention Host Rewards
- Introduce yourself and tell your *Why* story

##### 2. Introduce Arbonne (5 minutes)

- Brief history of Arbonne
- The Arbonne Advantage
- Preview the type of Presentation you'll be giving



##### 3. Product Demonstration (20–25 minutes)

- Select three or four product categories
- Highlight a few of your favorite products
- Describe each product's features and benefits
- Go to the online media section of [www.arbonne.com](http://www.arbonne.com) and download product videos to show guests

##### 4. Be Interactive

- Ask questions and/or let guests ask you questions
- Let your Host share their testimonial
- Sample products and let the guests use them

##### 5. Wrap Up and Close (5–7 minutes)

- Thank Host again
- Thank everyone again for attending
- Invite everyone to shop
- Tell the guests that you are available to assist them with their orders

##### 6. Placing Orders (30 minutes)

- Assist the guests in placing their orders
- Ask everyone if they'd like to:
  - *Learn more about the Arbonne Opportunity*
  - *Become a Preferred Client*
  - *Host a Group Presentation to earn Host Rewards*
  - *Provide you with referrals*

# Coaching

## After the Group Presentation

After the Presentation, **CONGRATULATE** your Host on a job well done and be sure to **THANK** them for partnering with you.

1. Set a firm date to close the Group Presentation within two weeks.
2. If they're holding the Presentation open for additional outside orders, set the closing date and give instructions on how to collect payment and get the additional orders to you.
3. Send a thank you note after the Presentation has closed and orders are submitted.

*QUICK TIP: Be sure to do a follow-up call four weeks after the Presentation to reconnect with your Host. Find out if they would like to host another, or if they know anyone that might be interested in hosting their own. Successful Hosts are great cheerleaders for your business and give wonderful testimonials.*

