

Scripts for Inviting Guests to Your Launches (Grand Opening)

I recommend scheduling 2 launches (grand openings) to launch your business. (Grand Opening Section of www.thewiserway.com)

Your Why - It is important that you know why you are doing the business. This usually has to do with a situation that you want to change that is near and dear to you. Some people join Arbonne in order to supplement their income or want to work from home so that they have control over their schedule. When sharing your why, make this personal and when you share it, share it with emotion and passion.

Some examples may be for:

- your children or stress of your job
- because of your health
- you love the product and want to share it with other people (pure and safe)
- you've been looking for something to do for yourself
- you want your life back - been looking for a new career
- you want to have flexibility and create an executive income
- want to work from home - to get a second car - to take your family on vacation
- to pay for your child's education - help with your grandchildren
- looking for a way to get into the to health and wellness industry

Recipe for 100% Success at Inviting/Asking

ALWAYS use your WHY when calling to book classes, parties, events and appointments. If you make it about the products, people may tell you "no" or "I don't have time" because they don't have a product interest, money, etc. However, family and friends will usually say "yes" to supporting YOU! Also, in order for them to take you seriously, they need to know that you are doing this for more than just some spare change!

4 quick bullets is all you need to remember to know what to say when you are calling:

- I need your help/favor
- Your "Why"
- Timeframe
- Reward (what's in it for them)

The best form of invitation is a call. This is a relationship business and we want to start right off the bat, creating relationships.

If you do not get the person on the phone, the only type of message you leave is **"Hi Mary, this is (Name)...call me back when you have a minute. I have some really exciting news to tell you!"**

When you connect with them on the phone, this is the conversation that you will have.

Hi Mary.....this is (Your name) calling. Do you have a quick minute? The reason for my call is that I am so excited to tell you that I have started a new business! I have decided it is time to control my own destiny, so that I can YOUR WHY). I have joined an International Health and Wellness company called Arbonne. (*I have a favor to ask* – optional)

I am hosting a Grand Opening at my house so the people I love and respect (*or – so the people's opinion who are I really value*) can see these amazing products and find out why I am so excited. There is absolutely no obligation to purchase anything. It would mean the world to me if you (and Bob) could come and support me in my new endeavor. There will be products available to try, a short and informative presentation, and a lot of fun. There is no obligation to buy, only to try!

I am hosting two Grand Openings – one on Thursday at 6pm and one on Saturday at 10am. Which would work best for you and Bob? (BE ASSUMPTIVE) We will start right on time, and you won't want to miss anything!

GREAT! I am really looking forward to seeing you (and Bob) and showing you why I am so excited about my new business.”

When you get off the phone and have an agreed upon a date, immediately send either a hand written thank you with the day and time which Mary agreed to, or a fun computer generated invitation to put in the mail with a quick note. People need visual reminders. A personal note or a printed invitation is something that they The following examples will help you come up with the perfect script for inviting people to your first events. Be sure to role play a couple of these with your sponsor or upline before you start calling your contact list.

Inviting to a Party, Get Together

"Hello_____. This is_____. Do you have a quick minute? The reason I am calling you is because I am so excited about a new business that I have just started and I could really use your help. You know how I shared with you that I really wanted to *leave my corporate job so that I could* [WHY]. Well, I have started my own business with Arbonne. Have you heard of it? **(Pause - let them reply)**. I'm hosting a Get Together at my house on Tuesday at 7 pm and I would love for you to come. I am in training and your support would mean so much to me. You'll have a chance to try the best, (choose which type of get together) Anti-Aging/Botanical/Vegan/Weight Management products on the market. It will be a fun girls night out OR It will be a great evening.. fun and informative! This is how I'm launching my business and it would mean so much to me if you were there.

Can't come:

I'm having another one on _____. Would that work better for you?

Out of town for that one too:

Let me ask you this because I value your opinion - would it be okay with you if I dropped by some samples for you to try for 3 days. Then you can let me know what you think. I'm sure you will see/feel the results with these products immediately.

Role Play- Qualifying for DM or Earning a Trip:

The four bullets why, help/favor, reward, timeframe can match anything you want in your business!!

"Hey Mary, Did I catch you at a good time? I am in the middle of qualifying for District Manager with Arbonne. This promotion is just 2 steps away from earning my Mercedes Benz! I'm doing Arbonne because I decided to start building my own dream instead of other people's. *SHARE YOU WHY... (I also want to have another baby and I don't want to have both of my kids in full time daycare.)*

Mary, I need to hold six get-togethers this month and I would be so appreciative if you could be one of my hosts. Do you think you could have a little get together with some of your friends, either an Ultimate Facial Party or Spa night or Healthy Living Workshop, so that I can introduce our amazing products to you and your friends. The month of October is when I'm finishing my promotion so I need to have 2 get-together's or events each week to hit my goals. I will reward you with up to 80% off your products and some free items too! What day typically works better for you, Wednesday or Friday?"

"Hey Mary, I wanted to reach out and ask you if you could do me a favor. You know how I started Arbonne so that I could put the kids in private school? I am so excited to be qualifying for District Manager. This is where you come in Mary. Would you be willing to have a little get together with some of your friends? Either an Ultimate Facial Party or Spa night or Healthy Living Workshop, so that I can introduce our amazing products to you and your friends. The month of October is when I'm finishing my promotion so I need to have 2 get-together's or events each week to hit my goals. I will reward you with up to 80% off your products and some free items too! What day typically works better for you, Wednesday or Friday?"

Keeping Your calendar Full After You Have Launched

"Hi Kristy, it's Sandra calling, do you have a second? Great! Listen, I could really use your help. I'm really hoping to quick my full time job so I can (YOUR WHY) You are probably wondering where you fit into this equation. Well, as you know I have a business with Arbonne and have decided to really ramp it up. In order to do that, I need to introduce more people to Arbonne. I thought about

you because I know you are so involved in different aspects of the community. It would mean the world to me if you would consider hosting a get together for a few of your friends. It's a great time to relax with friends and get pampered with Arbonne's Ultra Premium Swiss Anti-Aging products. In return, I will spoil you with some free products and an 80% Arbonne shopping spree. And, I promise that you and your friends will have fun, become educated on healthy skin care and have no pressure from me. Can we get a date on the calendar?