5 STEPS to a SUCCESSFUL LAUNCH!

Name of New BB: ______________________________

STEP #1: COMPLETE Getting Started 1 2 3
* Make their launch parties in the same WEEK as they say YES I want to do the business.
* Make it simple for them, sign them up, get their products and tell them their ONLY job is to get people to their launch party. Coach them, if they get some of their invites that say they cant come – then give them verbiage to get a party from that person. So, you will need to give your OPEN dates to them so they book on a date you have open.
* Draw circles for them so they can identify their TOP 4 DREAM TEAM – and encourage them to get those girls to their launch!
* Make sure you TELL them to plug in on every Wednesday Night to our Calls! CRITICAL.

STEP #2: TEACH them HOW to do a PARTY
* Arrive 1 hour early – so you eliminate chaos! You want a relaxed fun environment.
* AFTER you setup for the party, have them now walk with you as you show them the HOW TO PACK FOR YOUR PARTY document (this is where I gift them a business folder with their docs)....and, HOW TO SETUP for your PARTY document. SHOPPING list for their spa bins, etc. --- walk and show her!
* Go over the IMPORTANCE OF TRIFECTA, role play with her...show her how it works, the one line questions, etc.
* GIVE THEM the Presentation Cards ---tell them to hold them and review them as you are doing the party.
* GIVE THEM Homework at the END of the PARTY after you share their EXCITING results of their party! Homework: They need to make copies to fill up their accordion folder, watch the party presentation on kim's website, watch the trifecta on kims website, shop for the rest of their items needed for their spa parties (ie spa bins, etc), and, book the remaining amount of parties needed to equal 8 parties for the month (subtract 2 for their launch, then, subtract what they booked at their launch----this is total amount need to get their 8). At their VERY NEXT party, I want them to have all their products and, shopping items so they can SETUP (I can then, check to see if they know how)....and, they will partner with me in the presentation – both of us standing in front of room doing the party together.
* REMEMBER we TEACH not Enable. I do the first party presentation – they watch. We both do the second party presentation together. New BB does 3rd party presentation, I watch.

STEP #3: TEACH them HOW to BOOK PARTIES
* After their launch (because it was within the same week of their yes), I am now going to teach them how to book. Again, I have reduced their amount to book from their original 8 parties because of their launch parties and parties booked at those parties.
* ON teaching them HOW to book – use these 3 steps for them:
  1. Get them to DECIDE when they can have the parties.
  2. Make sure they know WHO to call. Walk through memory joggers for contact list.
3. Make sure they know WHAT TO SAY. Go over verbiage. Have them role play with you.

STEP #4: HELP them FIND BBS – show them the power of circles.
* Show them what DUPLICATION looks like. It is the secret that most ppl don’t understand.
* Draw a circle and write their name in it: say this is what DM level looks like
* Add 4 more circles and ask for names: say this is what AM look like.
* SET COFFEE DATES with her dream team.

STEP #5: SCHEDULE a Work day -”BE your BEST ARBONNE GIRL”
RECOMMEND you do this day in the masses...have several of your bbs attend at same time
  Cover in detail the GETTING STARTED CHECKLIST w VP on kims website -its a pkt.
  Explore kimhaler.myarbonne.com resources – get them familiar.
  Explore arbonne.com ---get them familiar.
  Make prospecting packets
  Make hostess packets
  Show how to place orders
  DO a 15 MINUTE BOOKING BLITZ ---IMPORTANT to get their calendar full!
  Hostess Rewards Program
  Hostess Coaching – 5 Touches
  Write Powerful I Story
  Register for the Learn and Burn subscriptions
  Sign and Create their myarbonne.com website
  Cover their Qualification Rules ---show them the policy/procedure book