

Business Opportunity One on One: Discovery Interview

Purpose: The purpose of the discover interview is to get to know your prospect. To learn what their dreams are, their desires are, what their discontents are, what is and is not working in their life at the present time. You are trying to determine if there is a need and if there is a fit for the Arbonne opportunity so that you can connect the dots for them of how this opportunity might equal their dreams, desires or discontents.

All too often we work so hard to find a identify a prospect, we work up the courage to invite them to a one on one appointment to take a look at the opportunity and at that meeting we completely lose them because we “throw up” Arbonne all over them. We have all made that mistake!

The purpose of this interview is to get to know them! You want to talk about 20% of the time, asking questions and taking notes and you want your prospect to be talking the other 80%.

*You will be conducting interviews on an on-going basis with prospects from two differing perspectives those who have not been exposed to Arbonne yet (from your 100 name list or someone you meet like a bump into) and those who have been to a presentation/party and have a pretty good idea what this is all about. You will handle them differently. Prospects from presentations you will only take through the Connecting step and the Discovery step and then transition by saying, “**It sounds like from everything that you told me that Arbonne might be what you are looking for would you like to explore more about Arbonne’s Opportunity with me?**”*

Prospects new to Arbonne you will need to familiarize them with Arbonne’s products, our culture and the Arbonne Difference. You will see how to treat them differently as you go along in this handout.

A few key items to know before you even walk in the door:

- What to bring with you: Your Calendar ,a prospecting packet including a couple of EOAs that relate to your prospect, a sample pack or kit if they have not tried the products, a catalog, This is Arbonne Brochure, Before and After Brochure, the 3 ways to win flyer, your Share Book, an introduction letter in the front of the packet, your Arbonne Flip Chart.
- A note pad to take notes while they speak.
- Dress professionally your prospect has the potential to build a multi-million dollar business so present yourself as the owner of a multi-million dollar business.
- Be early!
- Make sure your mindset is in the right place – you are positive, you are excited and you’re focused so you stay in the present with them!

Step One -- Greet

When the prospect arrives, greet them warmly and energetically and thank them for the opportunity to meet with them. Establish up front that you the appointment will last approximately 20-30 minutes (or however long you said you it would take) and then make sure you watch the time and honor that commitment.

After you say your hellos and ask how their day is going, let them know that you are interested in learning a little bit more about them and ask if it is okay to take some notes while they talk.

Step Two –Connect

Spend a few minutes finding some common ground with your prospect. I

If this is a new contact, connect with them by asking?

- Where do you live
- How long have you lived there
- Do you have children, how many, what are their ages
- Where did you go to school
- What do you like to do in your free time
- Do you work or stay home with the kids
- How long have you worked there and what do you do for them
- What drew you in to that type of work
- If they are a stay at home mom ask what did you do before you stayed home with your children

If this is someone you already know catch up with them by asking?

- How's your family doing?
- What's new in your life?
- Have you been on any vacations lately?
- How is your job going?
- How is it being home full time with the kids?

Finding that connection is so important, once you have, you will have started a good foundation between the two of you that you can build on.

Step Three -- Discovery

Now that you have made this initial connection you want to begin to uncover their dreams, desires and discontents.

You are going to ask them probing questions to get them to think about their life and if they are satisfied with their present situation.

Share that before you begin to tell them about Arbonne and the opportunity you would love to find out a little bit more about them so you can see if this would be a fit for them.

The Following Questions will help you determine how their current situation is working for them

“What do you like about your current job/ or staying home with your children?”

“What made you choose to do (that job or stay home with children)?”

“What do you like about what you are doing?”

“What don’t you like about what you are doing?”

“Is there anything else that you don’t like about your current situation?”

“What would you change about your current situation if you could?”

“If you could, what changes would you like to make in your life right now so that you have no regrets at the end of your life?”

“What would that do for you?”

“How does that make you feel to not have what you just said you wanted?”

“What have you done about _____?”

“If you continue doing what you are doing, where will you be in 5 years?”

“Have you looked for anything that would give you what you are seeking?”

“What’s preventing you from making a change or doing it right now?”

Step Four – Qualify

You are going to find out if they are prepared to change their present situation by asking a qualifying question.

“Let me ask you, if something came along that would give you all the things you wanted, such as (Repeat back all the logical and emotional dreams and desires) and none of the things you don’t like, such as (repeat the negatives) would you want to take a look at it?”

Step 5 – Transition

It’s a very simple process. You just simply offer the idea that you have the solution.

If they are a new contact and have not been to a presentation say,

“Name, based on what you told me, I’m doing something that might be what you’re looking for. If you’re interested I would be happy to share it with you?”

If they have been to a presentation or one-on-one say,

“Name, it sounds like from what you told me that Arbonne might be what you are looking for. Would you like to explore the Arbonne Opportunity with me?”

Step 6 -- Summarize

You want to summarize their main problems and challenges that they voiced during Discovery.

“You know how you said. . .” (Repeat what is missing or what they would really like to do.)

“And...” (Repeat an important logical problem.)

“And because of this it’s making you feel...” (Repeat an important emotional problem.)

Step 7 – Present

Explain Briefly What You Do

“Well what I do is...”

Present Your Business Opportunity

“What this means to you is: You can do the same thing! You can...” (Describe the advantages of the specific features of your business opportunity that will satisfy the logical side of their problem.)+

“Which will allow you to...?” (Describe the benefits of the same features that will satisfy the personal side of their problem.)

Present only to what would relieve any pain you have uncovered!!

Ask A Qualifying Question

“Does that sound/feel/look as if it might take care of what you want?”

“What information would be important for you to be able to make a decision about joining Arbonne?”

Step 8 – Share

At this stage of the Discovery Interview you will present to your Prospect the information they are interested in like:

“Would you like more information about:

- The company and their history
- The product
- Compensation
- Company’s leadership
- Training and support

- Awards and recognition

Use your flip chart, share book, This is Arbonne brochure and Eye on Arbonne's in explaining more about Arbonne.

Talk with them about the areas they requested and ask,

"Is there anything other information that you need to make a decision?"

Step 9 – Concerns and Question

Remember an objection isn't rejection; it is a concern. Always answer an objection with a question. When they begin to share objections with you, don't get furious, get curious! Ask questions like, "Tell me more about that"

For example: Objection: "I am not sure I have enough time right now to start anything new."

- Response: Tell me why you think that time might be an issue?
- Prospect: I work full time.
- Response: How much time do you think you will need to start an Arbonne business?

"Do you have any concerns that could be holding you back from making a decision?"

Step 10 -- Close

- Now that you have had a chance to hear all of the information about pure, safe, and beneficial products and this amazing industry and company; allow me to step back for a moment. I want to check in with you regarding where you see yourself right now on a scale of 1,2 or 3.
- A 1 means you believe your health is important to you and it matters that you are using pure, safe products that you can get at a great price
- A 2 would be that of course you want pure, safe products at a great price, but if you are going to make a business decision you need additional information
- A 3 would be this all makes sense; the products, the opportunity and you were ready to get started yesterday!
- Which would best describe where you are at right now? Be patient and wait for their response. This is an accurate reflection of what they are truly thinking right now.

If they answer that they are a 3

- Tell them how you are going to support them through the getting started process.
- Give them the assignment to listen to the "First Steps Webinar" and do the action sheets. (Step 1 on Getting Started Checklist)
- Schedule a Getting Started meeting with 24/48 hours to go over their action sheets and sign them up. (Step 2 on Getting Started Checklist)

If they answer that they are a 2

Ask them: If they would be willing to do some further research to determine if this is a fit for them. If yes then give them an Opportunity Folder and set another appointment to either:

- Attend a Discover Arbonne Meeting
- Listen to a Discover Arbonne call and have a call with your prospect after
- Invite them to another party
- A 3-Way Call with your upline

The Goal is to have a next step in place before you end the appointment

If they answer that they are a 1

- Offer them the opportunity to host and go over the benefits of hosting. Give them a hosting packet.
- Offer them a “Preferred Client” Account so they are given an opportunity to get products they didn’t get at the party at a discount.

Reward them for meeting with you!!

Send them home with a note of appreciation and acknowledgement for meeting with you and maybe a sample of something they haven’t tried.

Here are some additional questions you can pull from remembering that the idea is to keep this interview informative but brief.

- 1.) Are you doing what you love and getting paid for it? If you could, would that be an exciting idea for you?
- 2.) If you could do anything and make a decent living, what would that be?
- 3.) Have you ever considered owning your own business?
- 4.) What would be attractive to you about being your own boss?
- 5.) Do you like to have control over your own schedule?
- 6.) What would your dream job look like?
- 7.) If money weren’t an issue how would you spend your time?
- 8.) What would you do with an extra \$500 or \$1,000 a month coming into your household?
- 9.) What do you know about passive revenue and multiple streams of income?
- 10.) Does the idea of making money while you sleep appeal to you?
- 11.) If you could make some changes in your life today what would they be?
- 12.) What’s something that is important to you, but you haven’t been able to make it a priority?
- 13.) Do you have enough free time in your life to spend with your family, for yourself?
- 14.) If you could, what changes would you like to make in your life right now so that you have no regrets at the end of your life?
- 15.) Have you thought about what your goals are for the next 5 years of your life?
- 16.) What plans do you have for your family?

- 17.) What do you want your life to be about?
- 18.) What gets you out of bed in the morning?
- 19.) If you had a vision that really inspired you, what would that be?
- 20.) What's missing in your life?