

REACH OUT METHODS- Building Your Personal Team



PEOPLE YOU KNOW

- Tell everyone with skin the benefits of Rodan + Fields , and the business!
"Hi Mary, this is Sarah. I am calling for a reason...do you have a minute? Great! I am so excited! I just started a business with the creators of Proactiv. Have you heard of them? They are now doing for aging what they did for acne, and they are expanding in your area. The response has been huge. I would love to share more about our products & opportunity with you, in hopes that you can give me some ideas on expanding my business in your area, or referrals of people who may be interested. Would it be ok to set up about 15 minutes to chat?"
- Business Launch or Event at Your Home-or have a friend host a launch
"I am serious about expanding my business in <their city>. In exchange for free product, would you host an event for me?"
- *Events with a cause- Host a Rodan + Fields Prescription for Change Event. On this day, plan an event to showcase our business & product. Sell raffle tickets for product give aways. Donate proceeds to a charity or cause of choice!



PRESENTING TO PROFESSIONALS

Note: Present the business to these as you would anyone else. Or ask them to set up a table to present at their customer appreciation events.

*Pharmaceutical Reps

- Talk with your Doctors (Pediatrician, OB/GYN, Dentist , Derm, Chiropractor)
- Talk with your hairdresser/ spa tech/nail tech
- Talk with the waitress/waiter serving your breakfast, lunch or dinner

*Talk to anyone who provides you service:

"Thank you for your service- we are looking for friendly people like you. I represent the Drs who created Proactiv, who are doing for aging what they did for acne. We are expanding here and looking for leaders. May I get your card?"

- Lunch and Learns at various businesses



GIFTS

- Gift vouchers: Make them for close friends, to introduce them to R.F.
- Give as gifts for every occasion (Birthdays, Christmas, Hanukah, Kwanza, Teacher Gifts, the Mailperson, as thank you's, etc.)
- *Gift with purchase or for those who purchase, or meet you about the business: a microderm packet and serum packaged pretty- be sure to follow up!



SHOWS/EXPOS

- Trade Shows & Expos: find on eventlister.com, craigslist.com, and in papers (*you can host a booth or go as an attendee and work the room!)
- *Hold a wine & cheese event where you demo product, tell stories, and talk about the business. Call it your "Rodan + Fields Friends & Family Event"



OUTSIDE GROUPS

- Opportunity Meeting / Business Briefing
- Charities: Donate items. Offer gift certificate, baskets or both
- BNI Groups: (Be sure to research these first)
- Women's groups
- Church and Spiritual groups
- Join a Chamber or Professional Women's Group
- Chamber Events & Other Networking Groups- You don't always have to be a member of most Chambers to attend the events



SPECIALS

- Offer monthly specials
- *Do monthly newsletter that highlights product and business success stories



REFERRALS

- Word of mouth- talk to everyone with skin!
- Referrals! ALWAYS ASK! Offer them an incentive- "referral rewards program" "My business is expanding into <their city> and I wanted to share it with you to see if you know someone who may be interested. The response there is huge!"



MEDIA - PRINT

- Newsletter: you choose whether it is quarterly or monthly, this can be a great method to keep your name in front of established clients, potential new clients
- Contact men in business about gifts for their significant other (great for holidays and mothers day)



SCHOOLS / CENTERS/ BUSINESSES

- Cosmetology schools
- Networking with Local Business Owners: Know someone in business willing to do a customer appreciation event, or wine tasting? You can come as the special guest, give skin care analysis with the light tool, and share the products and opportunity! Or, meet for coffee, share your businesses, and talk about how you can help each other in creating value for your businesses!
- Salons/Beauty by Appt.: Schedule a "client appreciation day" featuring R+F
- Gyms and fitness centers: set up a table (ask trainers and instructors for personal opinions)



PHONE CALLS/ LIVE MEETINGS

- Invite people to the live meetings or the live business briefing calls
- *3 way calls (invite them on a conference call with your “business partner”)



“CHANCE”

- “Bump into” at mall, when out & about (Start by complimenting them, and learning about them. Ask where they are from- when they tell you, share that your business is expanding there. They will then ask about what you do! Tell! Then get contact info!)
- *Business Cards- Pick up business cards everywhere you go. Ask to meet them for coffee to network. Call them...compliment them on their success...network!



SOCIAL MEDIA AND ONLINE MARKETING!

- *Facebook.com (Friend me, and do what I do! Sarah Fairless Robbins)
- *Linkedin.com
- *Networking boards: mymommybiz.com. wahm.com, etc!
- *Blogs- use keyrich words...videos are great for searches
- *Advertising online: CRAIGSLIST, etc!

EX) Rodan + Fields Dermatologists, creators of Proactiv, are changing the face of skincare again. What Dr's Katie Rodan and Kathy Fields did for acne, they are now doing for sun damage, and we invite you to join us. This is a ground floor, hybrid direct selling business opportunity, and we are now seeking leaders to join our team!

Now expanding into Miami!

Complete training

To set up an interview:

Hiring Organization: Rodan + Fields Dermatologists



DEVELOPING QUALIFYING LEGS

The process we follow is:

- 1)Prospecting for Customers and Consultants
- 2)Presenting our opportunity and products (3way, coffee, meeting, events)
- 3)Closing (asking them to join you)

After you get someone started in the business, it is important to get them to Executive Consultant “EC” their first week, and to level 2 EC their first full month in business.

-To get them started:

- 1) LIST: Get their contact list and help them begin reaching out- “Share” & “Invite”
- 2) LAUNCH: Set up one event per month their first three months in business
- 3) LEARN: Keep in touch with them. Plug them in to meetings and calls. Recommend personal and professional development. Coach professional urgency and pace!

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For more training: TeamRockinRobbins.Com