

This is a 15 minute Script For a 3-Way Call or Coffee

C= consultant bringing guest to the call

S= sponsor sharing the R+F story on the call

C: Hi Sarah—this is Kris. I have my friend Phil on the line.

S: Hi Phil!

C: Phil is an incredible business man and is very well networked in the metro Detroit area. I told him our business is rapidly expanding there, and I wanted to introduce him to you. Phil—this is my business partner Sarah who is going to share more with you about Rodan + Fields!

S:: Hi Phil! Great to talk to you today. I'm thrilled to share Rodan + Fields with you. Kris told me great things about you before the call so I feel like I know you. But before I get started I'd love to hear what intrigues you most about Rodan + Fields (or, share with me more about you).

GUEST SHARES**** I heard about Rodan + Fields from Kris and she was telling me about her excitement, which really excited me too. I feel like this could be a great way to supplement my family's income.

S: Thank you for sharing. I'd like to take a few minutes to share Rodan + Fields with you and how and why I got started. Afterwards I'd love to hear what questions you have and let you guide the conversation from there. Does that sound ok to you Phil?

Great! Rodan + Fields is by the world famous creators of Proactiv, I'm sure you heard of them—they created the #1 acne system in America. They developed a billion dollar global legacy brand on a more limited market—acne, and were very smart when they decided to leverage their credibility and target the largest category of skincare today—aging—as we are all aging all the time! They launched Rodan + Fields first into high end department stores like Nordstrom, Macys and Bloomingdales and they were so successful that they became the #1 clinical line in Nordstroms nationally! That's HUGE! Estee Lauder Corporation had partnered with them (which is another big billion dollar global brand)—and they exploded—and we started to see them in major magazines winning awards in the press on a regular basis. Even with this great success, and being #1 in Nordstroms—they still knew they could reach more people and change more skin and lives—like they did with infomercials and Proactiv, back in the 90's.

They knew this wasn't best kept trapped under glass—and they wanted to leverage today's social economy with more of an online business model—and they decided to be the first dermatology line and first successful retail brand to exit and enter into the world of direct sales.

Here's how I heard about it—and a little bit about the success I've had so far....****(here's where you insert your business story)- I was a former teacher looking for a way to supplement my income and my mom shared Rodan + Fields. When she told me how I could work this part time alongside of my career, I was in! My first month I earned an ipad, incredible cash bonuses and made 3 promotions and I'm just getting started!

The cool news is, Rodan + Fields is just getting started! As a company we are debt free, growing in triple digits every year—in fact we grew our number of 6 figure annual income earners by over 128% last year. As a result of our fast growth we are getting huge business accolades from the American Business Awards (for our case study with Harvard Business school), Ernst & Young, and the Direct Selling association just gave us more awards in one time, than any company in the 100year history of direct sales! And as far as our products recognition—we are in major beauty blogs and magazines on a regular basis, which is free adverting for us!

As you can see, we are super excited and now is the perfect time to take a look at our award winning products and opportunity as just launched globally! We'd love to have you take a look at this. It's your chance to partner with the doctors as they create their next billion dollar, global, legacy brand. This time, we share in the profits. Can you imagine where we'd be if we partnered with them when they created Proactiv???

With that, we'd love to pass the call back over to you and ask any questions you have in regards to the products or how you would get started in the business—costs to get started, support, etc.

GUEST ASKS QUESTIONS, YOU ANSWER, THEN CONCLUDE:

S: We would love to have you be a part of Rodan + Fields! You can do that one of two ways: as a customer and get onto the journey of the best skin of your life! Or as a consultant who gets the best discount on the product, but also earns income as you become a part of our fun and fast growing team, and we would love to have you! You'd be a great fit! After you've heard more, which sounds best for you?

- If they choose to become a Preferred Customer walk them through the solution tool on your website, and tell them about our PC program and walk them through the enrollment process on your .com website. Say: "I have a few minutes to walk you through our skincare consultation right now. Sound good?" (if not, schedule a time within 24-48 hours)
- If they choose to join you as a business partner take them to your .biz website and walk them through the enrollment process. Say: "I have a few minutes to walk you through the enrollment now. It will take just 5 minutes. Sound good?" If not, schedule a time within 24-48 hours.
- If they are interested and need more info, send them a link to your websites to review, and schedule the time for follow up (within 24-hours) before you get off the phone.