

## REACH OUT METHODS- Where to “Find People”



### 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-Host them, or ask a friend to host one for you:  
“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 an event tied to a cause that allows you to “give back.” On this day, plan an event to showcase our business & product. Sell raffle tickets for product giveaways. Donate proceeds to a charity or cause of choice!
- \*Send an introductory letter to everyone you have an email for! Follow up with a call!



### 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  
“Thank you for your service- we are looking for friendly people like you. I partner with the doctors 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 “Leave the Aging to Wine & Cheese) event where you demo product, tell stories, and talk about the business. Host friends & family appreciation events



## NETWORKING

- Opportunity Meeting / Business Briefing
- Charities: Donate items. Offer gift certificate, baskets or both
- Networking Groups
- Women's groups
- Church and Spiritual groups
- Join a Chamber



## SPECIALS

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



## REFERRALS

- ALWAYS ASK FOR REFERRALS! 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? 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 . Post on FB
- \*3 way calls (invite them on a conference call with your “business partner”)



## “CHANCE”

- Meet people 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!
- \*People who provide you service: thank them! You are “looking for people like them as we expand our business into the area” ...set up a call to share more!



## SOCIAL MEDIA AND ONLINE MARKETING! (FRIEND ME- FOLLOW MY LEAD)

- \*Facebook.com (Friend me & do what I do):  
<http://www.facebook.com/fairless.robbins>
- \*Linkedin.com <http://www.linkedin.com/in/sarahrobbins1>
- \*Twitter <https://twitter.com/SarahRobbins1>
- \*Pinterest.Com <http://pinterest.com/sarahrobbins123/>
- \*Blogs
- \*Post YouTube videos to generate interest. You can find options on our Team YouTube Channel: <http://www.youtube.com/user/skincareconsultants>



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