

Prospecting and Presenting

PROSPECTING PEOPLE YOU DON'T KNOW!

- It all starts with a compliment
(Great purse!, awesome service!, thank you for...!)
- Then strike up a good conversation (about them!)
- Before leaving ask, "Where are you from?"

Personalize the conversation. **"Do you have a card?"**

"My business is expanding to <their city>! In fact, I'm looking for people who would be interested in joining us. I would like to give you a call and take just a few minutes to tell you what we're doing, and who we're looking for. You may or may not have a personal interest, but I'm hoping you can lead me to just the right person! I'd love to pick your brain!"

When asked: **"What do you do"?**

"My business is called Rodan + Fields. You may know them as the creators of Proactiv® Solution. Their new venture is focused on aging skin ... and this time, they are offering an opportunity for independent business ownership."

"We just opened this market and the response has been huge. I'm looking for people to support the expansion. I would love to talk to you about some ideas for expanding my business there, and if you have any connections who would be interested! Can we set up a 15 minute chat?"

PROSPECTING PEOPLE YOU KNOW

“Hi Debbie, It's Sarah Robbins, I hope you're doing well.

Debbie, I'm calling you today for a reason. I'm in between appointments but you've been on my mind and I want to talk to you, do you have just a minute?

Great, I wanted to first start by saying how much I respect you.

The reason for my call is that I've teamed up with the creators of Proactiv Solutions, one of the fastest and strongest growing companies today that is now expanding into (*their city) Atlanta! They are now doing for aging what they did for acne. Have you heard of Proactiv?

(Let them interact.)

As I mentioned, I am building my business there and I immediately thought of you because I am looking for dynamic people to support us in our expansion-I know this may or may not be a good fit for you, but I am confident that you may be able to lead me to the right person. I am looking for referrals. Do you have a few minutes so I can share more?”

SHARE YOUR STORY (why you got involved)

SHARE THE COMPANY STORY (5 Ps-See Below)

Then, Schedule a 3 Way Call With Your Business Partner

Presenting- Sharing The Rodan + Fields Story – The 5 Ps

(Share this information in 5 minutes, in your own words, naturally)

*Presence of the Doctors

- You can partner with two of the world's most successful dermatologists
- Proven leadership in both the skincare and in business
- Legacy of success, strong name brand recognition
- What they did for acne with Proactiv, they are now doing for aging

*Products that create results

- First started in high-end retail and became the #1 clinical brand in Nordstrom.
- Clinically proven, award winning (in the magazines regularly), transformative!
- Consumable products allow the potential for residual income.
- Our target market: everyone with skin! Aging=almost \$5BIL just in the US!

*Profit Potential

- Whether you're looking for a vacation fund, to replace a salary, or build a huge business, our compensation plan makes that possible
- We have 3 ways to earn: upfront bonuses like cash with Fast Start & iPads with iStart, commissions and retail profits on products sold through our team, and incentives like luxury trips & a free Lexus
- People are leveraging these programs to exceed their goals of a potential 6-figure income. Our first 6-figure MONTHLY earner is a 29 year old teacher!(*share Sarah's story- a former teacher, now earning a 7 figure annual residual income, in 3 years!)
- Upfront bonuses make it possible to recoup your investment in your 1st full month

*Programs

- The doctors chose direct selling as a business model because they are committed to help others own their own business.
- The company provides everything we need to be successful—from customer care, state of the art technology, product and business training.
- We just have to talk to people! This is turn-key entrepreneurship!

*Positioning

- People can position themselves to take the lead as we expand across the US
- When I heard about Rodan + Fields and how I could be one of the first here in <city> to bring the business to the market, I couldn't get going fast enough!

Create Urgency:

- You can only be first once! Can you imagine if we were invited to partner with them when they created Proactiv? Where would we be today?
 - In spite of the recent recession, we have grown in triple digits for the past 3 years. I consider Rodan + Fields to be recession proof. And this exciting growth has directly affected my personal business, which is why I am looking for people in <city> to support this expansion. Who do you know this may be great for?
- (*If interested in hearing more, send info, and set 3-way call with your sponsor)

PRE- THREE- WAY CALL

Send them an email confirmation with the time of the call.

Send them a link to the Doctors video: <http://youtu.be/s27SL3xug6w>

And my video (or another leaders): <http://youtu.be/GFhQ-jgXpzE>

Closing- The 3-Way Call

New Consultant introduces prospect and the upline leader, and passes the call over to the upline leader conducting the call.

Upline leader: “Thank you for taking time to talk with me today! Tell me more about yourself, and what intrigues you most about the opportunity” (guest shares)

I would love to share with you my story as it relates to Rodan + Fields (Leader Shares their R+F Story) As you can see, I’m very passionate about my business. If you have a few minutes I’d love to quickly review the Rodan + Fields story with you.

Leader Quickly Reviews The 5 P’s

“There is a lot going on here with Rodan + Fields. But I have promised to keep this brief. We’re looking for people to partner with in business to change their financial future, people to try the products and get the best skin of their life, and also those to provide referrals.

What excites you most about what I’ve shared with you?

On a scale from 1-10 how interested are YOU in the opportunity?

What would make you a 10? (answer questions, handle objections)

Do you know anyone this would be great for?”

Next steps

- Set an enrollment appointment if they are ready to get started!
- Need more information? Send them information. Schedule Follow Up
- Personal interest in product? Get them on the solution tool. Sign as PC
- Providing referral? Get name, #. Send them a referral email to pass on
- No interest? Thank them for their time! Add them to your newsletter

Post Call

If the consultant is interested in the opportunity and is not ready to set an enrollment appointment, set a follow up call before you hang up. Send them an email with your website links, current start up kits and bonuses attached—along with a confirmation of the follow up call time. Have them review the information, and come prepared for questions for the closing call. Use your upline leader for a closing call to answer their questions, handle objections, and set the enrollment appointment.

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