



# New Consultant Guide





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With the Arbonne Advantage, every day you'll reap the rewards of reaching out to others — helping them feel healthy, look beautiful, and be passionate about making Arbonne part of their lives as well.

It's your time to go for it ... and get more out of life.

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# Step 1

## Become a Product of the Product



You use and love Arbonne's superior, botanically based products — and it shows! Now that you've experienced the Arbonne Advantage, it's time to share it with others.

### When You're "In the Know," It Shows

Testimonials, such as word-of-mouth, are the best form of advertising. We call this becoming a product of the product. It's for this reason that Arbonne offers new Independent Consultants several opportunities in their Start Month, plus the following month, to purchase products at special savings. This way, you can experience the products for yourself, use them for demonstrations, or sell them for a generous retail commission. The natural act of sharing what you love builds your Arbonne business through more product sales.

Sharing your personal experience about the Arbonne product lines is the foundation for success in your business. The more you use Arbonne products, the more your confidence in the company will grow as you see and feel long-term results.

### Earn an Income

While you remain active in the business and maintain your Consultant rank:\*

- Enjoy a 35% discount off the Suggested Retail Price (SRP) on all products.
- Receive a 35% retail commission on all orders you sell to Clients at SRP.
- Receive a 15% commission on the Retail Volume (RV), excluding Right Start Value Packs (RSVPs), placed by your personally sponsored Preferred Clients.

*\*To maintain Consultant rank, you must have a minimum of 1,200 Personal Retail Volume (PRV) in each rolling 12-month period to remain a Consultant. Please see the Arbonne SuccessPlan for full details.*

*Sharing your personal experience about the Arbonne product lines is the foundation for success in your business.*



## Consultant Monthly Promotions & Product Specials\*

To help you become a product of the product, while propelling your business-building efforts forward, Arbonne provides product specials to help you generate sales. Monthly Promotions reward you for taking your business to the next level.

### Monthly Promotions

Reach Monthly Promotion benchmarks and earn special Arbonne rewards, logo items and/or Business Aids for achieving your personal sales and sponsoring goals.

### Product Specials

To help you achieve the highest product sales possible, Arbonne offers a variety of specials, including:

#### **New Consultant Free Product**

Enjoy a free product, up to \$100 SRP value, when you accumulate 150 PRV in your first month, or Start Month, with Arbonne.

#### **Right Start Value Pack (RSVP)**

Arbonnize your home with the RSVP. Take advantage of the RSVP by selecting up to \$700 SRP of products for \$350 in your Start Month or the next month. Achieve 1,000 PRV in your Start Month, plus your next month, and qualify to earn the RSVP2 — an additional \$700 SRP of products for an additional \$350, also available in your Start Month or the next month. And remember — helping others Arbonnize their homes comes with rewards! When you personally sign up a new Consultant or Preferred Client who purchases an RSVP, you earn a \$50 bonus. The upline District Manager will simultaneously earn a \$25 bonus (if you are the upline District Manager, then you will earn \$75). RSVP purchases carry 350 RV.

### Twice as Nice

Receive a complimentary product from a list of Arbonne favorites when you accumulate 150 PRV on your second order, in your Start Month or the next month.

### Purchase with Purchase (PwP)

Save up to 60% on special product offers.

### The Ultimate Reward — \$100/\$20

Enjoy up to \$100 SRP of products for \$20 with every 250 RV qualifying product order increment.

### Arbonne Special Delivery™ Voucher

Sign up for Arbonne Special Delivery and receive your favorite Arbonne products shipped to you automatically each month! Plus, consistent Arbonne Special Delivery orders are rewarded every six orders with vouchers good toward product.

*\*PwP, The Ultimate Reward — \$100/\$20, and Monthly Promotions do not carry RV and therefore are not included in the volume used to calculate commissions and overrides, maintenance or qualification requirements. For more details on Preferred Client benefits, please refer to the Benefits Flyer in your new Consultant Starter Kit.*

*The Arbonne products have never been better ... and the opportunity to sell them can result in a better life for anyone who chooses to join Arbonne. This is the Arbonne Advantage!*



## Order Your Products

Take advantage of the great product offers and monthly promotions designed to help build your business.

### Use the Arbonne Your Home Flyer at Your Group Presentations and One-on-One Meetings

It explains how Arbonne products fit into each part of your prospect's life. This flyer is available in your new Consultant Starter Kit.

### Have Products Available for Sampling and Demonstration

Whether you are demonstrating products at a Group Presentation, sitting down with a prospect at a One-on-One Meeting or simply handing out a product sample to someone you meet, prospects love to feel, smell and see what they buy. Walk your prospects through the product benefits and always follow up!

*Prospects love to feel,  
smell and see what they buy.*

**With your Arbonne ID and Personal Identification Number (PIN) in hand, you have access to the following:**

- Business Aids — forms, sample packs, product line sell sheets and more
- The Place — business cards, personalized labels, logo merchandise and more
- Products

### Three ways to order with Arbonne

#### 1. Shop Online

Log on to [arbonne.com](http://arbonne.com) > Shop Online to select products, Business Aids and/or The Place.\* Place your order using any of the following:

- Quick Shop
- Search (by item name or product name)
- Browse the online catalogue

#### 2. Call

- Dial one of our Customer Service Representatives to place an order. 1.800.ARNONE (1.800.272.6663)

#### 3. Fax

- Complete the Product Order Form and fax it directly to the Customer Service Department at 1.866.634.1151. All orders are processed within 24 hours!

*\*The Place orders are processed separately from product and Business Aid orders placed through [arbonne.com](http://arbonne.com).*





## Arbonne Special Delivery™

It's the best in Arbonne convenience. Arbonne Special Delivery (ASD) ships all of your favorite Arbonne products to your doorstep every 30, 45, 60 or 90 days — and you don't have to lift a finger!

### Arbonne Special Delivery offers ...

#### Flexibility

Choose to have your favorite Arbonne products shipped every 30, 45, 60 or 90 days. Plus easily manage your ASD orders online 24/7.

#### Convenience

ASD ships your Arbonne products to your door and to your Clients and Preferred Clients, without the worry of having to reorder.

#### Rewards

##### 1. Free Shipping\*

Preferred Clients receive free shipping on Arbonne Special Delivery orders of \$150 SRP or more.

##### 2. Virtual Product Vouchers\*\*

Independent Consultants earn virtual product vouchers for every six consecutive ASD orders in one frequency that are \$125+, \$250+ or \$500+ SRP.

##### 3. PwP — Arbonne Special Delivery-only Purchase with Purchase

##### 4. \$250 RV special — \$100 SRP for \$20

For every \$250 RV increment, Independent Consultants receive \$100 SRP of product for \$20.

To learn more visit [arbonne.com](http://arbonne.com) > Internet Consultants > Features > Arbonne Special Delivery.

*\*Preferred Clients receive free shipping on each Arbonne Special Delivery order of \$150 SRP or more. Each order must equal or exceed \$150 SRP to qualify for free shipping. Orders less than \$150 SRP cannot be combined with any other orders to qualify for free shipping. This promotion is offered for a limited time, but Preferred Clients who take advantage of this promotion now will receive free shipping, even after the promotion ends, as long as their ASD order remains \$150 SRP or more.*

*\*\*Earn a virtual product voucher with every six orders in one frequency. Order cycle begins the month your Arbonne Special Delivery order reaches \$125+. Arbonne product vouchers are nonoverrideable and cannot be applied to shipping fees. Vouchers are valid for six months from issue date. Vouchers are tracked by Arbonne ID number, are nontransferable and have no cash value. Voucher is virtual and must be redeemed through Shop Online. Voucher is not redeemable through ASD. Qualifying orders will be notified online or by phone operator; an actual voucher will not be received.*

*The Arbonne Special Delivery Program delivers all your favorite Arbonne products to your doorstep!*





# Step 2

## Set Up Your Office

### Open for Business

An organized workspace in your home will help your business grow. Consider the following business needs as you organize your workspace.

- **Order personalized business-building tools**, including your business cards and stationery, at The Place (look for the coupon code found in your Starter Kit on the inside of the business folder).
- **Establish a separate bank account** and perhaps a separate credit card account — consider the Arbonne Success MasterCard®. This will make it easy to track your Arbonne orders and business expenses once tax time rolls around.
- **Set up your voice mail** to reflect your new business. Consider establishing a phone line just for your business. If you do use your home line, be sure to have a professional message. For example: *“Hi, you have reached the Jones family and Lisa, Arbonne Independent Consultant...”*

A computer is another important asset to your business. Familiarize yourself with the Arbonne website at [arbonne.com](http://arbonne.com), especially the Internet Consultant section. It has many business-building benefits, including:

- Arbonne WebStats to track your orders and sales volume
- Arbonne University online training and Arbonne Learn & Burn™ weekly audio training
- The MyArbonne.com Website Program — available only to those at Consultant rank or above. In addition to selling products and sponsoring online, you'll get an email account.

### Organize Your Arbonne Home-based Business

- Arbonne offers a variety of Business Aids to help keep your business on track.
- Set aside an area for assembling product orders for distribution. Everyone organizes differently — just be sure you can locate everything you need, when you need it. Having a separate and organized area to manage your business will keep your business on track! Ask your Sponsor and upline leaders for helpful hints about setting up an office at home.





# Step 3

## Take Your Business to the Next Level

### Ready to Take Your Business to a New Level?

At Arbonne, we provide you with the tools, training and confidence necessary to grow your business.

Take advantage of the Strong Start Program, business-building monthly promotions, online training programs and events to get your business off to the right start. You've got what it takes, and we've got the tools you need to make it happen.

### arbonne.com

Log in with your Arbonne ID and PIN to access everything arbonne.com has to offer.

#### Your Arbonne ID and PIN allow you to:

- Log on to the Internet Consultant section of the website
- Purchase product and Business Aids
- Sign up for all Arbonne events
- Download forms
- Sign up new Clients, Preferred Clients and Consultants
- Take advantage of tools and trainings
- Access product knowledge information
- View WebStats

Your Arbonne ID and PIN are the keys to the online world of Arbonne. Make sure to keep them handy at all times!



# Forms

Used for ordering products to sponsoring, forms are an essential part of building a business. Be prepared for your best possible start by ordering or downloading necessary forms at arbonne.com.

## #9076 Arbonne Independent Consultant Application & Agreement

Starting a new business can be both exciting and challenging. Fortunately, the Arbonne Independent Consultant Application & Agreement has outlined the next few steps to getting started in an easy-to-use application and distribution agreement form, so you can sponsor Preferred Clients and Consultants anytime, anywhere!



## #6366 Retail Order Worksheet

Be prepared to take orders with the Retail Order Worksheet. This triplicate, easy-to-use form provides your Clients with a receipt when they order products, and features information about Arbonne's product guarantee and return policies. (Only forms purchased online in 10 packs are triplicate.)



## #9034 Product Order Form

The Product Order Form is used to purchase and receive Arbonne products for yourself. The form is divided into two sections — the top portion for ordering product, the second half for ordering specials, such as PwP items, RSVPs and Business Aids. Each line gives a description for completing the shipping, tax and discount information, to determine the total amount due.



**#9065  
Product Return Form**

Need to return or exchange a product? No problem! If your Client is not completely satisfied, simply fill out the Product Return Form within 45 days of purchase, and refunds will be processed within 4–6 weeks.



The form is titled "ARBONNE Product Return Form | U.S.". It includes a "PRODUCTS RETURNED TO ARBONNE" table with columns for "Qty", "Item #", "Description", "Retail Price", "Purchase Price", "Refund", and "Status". Below the table, there are sections for "CONSULTANT & CLIENT INFORMATION" and "PRODUCTS RETURNED TO ARBONNE".

**#9033  
Business Entity Registration Form**

If you plan to conduct your Arbonne business through a business entity, such as a limited liability company or corporation, you'll need to complete the Business Entity Registration Form and provide the requested documentation. Your state may require additional information.



The form is titled "ARBONNE Business Entity Registration Form | U.S.". It contains a large section for "BUSINESS ENTITY INFORMATION" with many lines for text entry. Below this, there are sections for "BUSINESS ENTITY TYPE" and "BUSINESS ENTITY ADDRESS".

**#2174  
Business Aids Price List**

Give your business the professional look and feel it deserves with Business Aids from Arbonne. Simply download and print out the Business Aids Price List, submit your order — and you'll be ready to present prospects everything Arbonne has to offer.



The form is titled "ARBONNE Business Aids Price List | U.S.". It is a detailed price list with columns for "Item #", "Description", "Retail Price", and "Purchase Price". It lists various business aids such as "Business Aids Kit", "Business Aids Kit (10-pack)", etc.

- Purchase in 10-packs at [arbonne.com](http://arbonne.com) > Internet Consultants > Shop Online > Business zAids.
- Visit [arbonne.com](http://arbonne.com) > Join Arbonne, to access the online Application and Agreement Form.
- ▲ Available at [arbonne.com](http://arbonne.com) > Internet Consultants > Tools > Printed Media > Download Forms.



# Education and motivation at your fingertips!

## Business Tools

Give your business a boost! Arbonne business tools provide information and assistance to improve productivity and enhance success. These tools will help you present the Arbonne opportunity and products to those you know and those you meet!

### Business Aids

Find forms, product literature, DVDs/CDs, product samples, bags, business tools, Presentation aids and much more at [arbonne.com](http://arbonne.com) > Internet Consultants > Shop Online > Business Aids.

### UpClose

Find the latest information on monthly promotions and Business Aids in the monthly *UpClose* online publication. Available online at [arbonne.com](http://arbonne.com) > Internet Consultants > UpClose Online.

### The Place

Your one-stop shop for all personalized business-building tools! The Place brings together a stylish selection of Arbonne promotional items designed to make a great impression and help you build a winning team. Items sold online at The Place include business cards, business supplies, invites, branded items and clothing, stationery and *Eye on Arbonne* success stories. Find these items and much more at [arbonne.com](http://arbonne.com) > Internet Consultants > Shop Online > The Place.

### MyArbonne.com

MyArbonne.com allows you to always be open for business! Create your very own website with MyArbonne.com! Automate your business by taking product orders 24 hours a day, 7 days a week, and sponsor new Clients, Preferred Clients and Consultants online. With your own personal website that links to the Arbonne site, you'll be able to use the Internet to market and promote your business online. Sign up today — in minutes, you'll take your business to the next level. Please note: The MyArbonne.com Consultant website is not available to Clients or Preferred Clients.

### Arbonne Success MasterCard® Credit Card

Enjoy the opportunity to earn points toward Arbonne products and experiences, as well as an exceptional selection of products and services offered by more than 200 affiliates. Learn more or apply for the card with exclusive benefits today at [arbonne.com](http://arbonne.com) > Internet Consultants > Tools > Arbonne Success MasterCard. This credit card program is issued and administered by FIA Card Services, N.A.

## WebStats

Available to every Arbonne Independent Consultant, this online tool features in-depth business information to help you manage your personal and team activity. Use it to track your Strong Start progress, PRV/RV, SuccessLine Volume, RSVPs, rank qualifications and maintenance. You can also keep track of your downline. WebStats provides data in an easy-to-use format, showing exactly how hard you and your team are working and how much you're achieving! Visit WebStats online by clicking to [arbonne.com](http://arbonne.com) > Internet Consultants > WebStats.

## Training

### Arbonne Learn & Burn™

Subscribe to the Arbonne Learn & Burn Audio-of-the-Week Program to learn valuable information brought to you by the most knowledgeable people within Arbonne, including insider tips and motivation from experts in the Field.



Subscribe online at [arbonne.com](http://arbonne.com) > Internet Consultants > Training > Arbonne Learn & Burn > Subscriptions, to receive valuable training on CDs for only \$5 a month; or download the audios online, for free, at [arbonne.com](http://arbonne.com) > Internet Consultants > Training > Learn & Burn; or listen by dialing 1.732.463.6380, box 180.

### Arbonne University (AU)

Arbonne University (AU) was created to bring you the best in training. Enroll with no additional charge at [arbonne.com](http://arbonne.com) > Internet Consultants > Training > Arbonne University, and complete each training module. Once you have completed each course, you will be more skilled as you grow your business.



### Key Areas of Focus

Training for each stage of your business! Complete courses in each of these categories:

- Basic Consultant Training
- Stepping Up to Management
- Leadership Training
- The Arbonne Way
- Product Knowledge
- Personal Growth & Development
- Arbonne University Electives



# Step 4 Get Connected and Stay Connected

## Keep in Touch with Your Sponsor and Upline

Your upline is your support in helping you reach your goals! That's why it's important to keep in touch with your sponsor, and with others in your organization. Get connected and stay connected with others who are doing exactly what you are doing.

Be sure to share your goals and/or any obstacles you may have encountered. Learn from them and teach others what you have learned. Your network will be there to support you, just as you'll be there to support others.

You can find your sponsor's contact information in the Welcome to Arbonne letter you receive via email, along with your Arbonne ID number.

### Review With Your Upline:

- Strong Start Incentive and Training Program
- Setting and reaching your goals
- Scheduling your income-producing activities
- Getting connected and staying connected
- Arbonne Business Aids

Even though you'll be working for yourself, you're not alone in Arbonne — you have the support of an entire upline to help you get your business off to a strong start!

## Strong Start Program

Participate in the Strong Start Program by achieving 1,000 PRV in your Start Month or Advance Month, or the month after, and our system will automatically opt you in. Review your Strong Start Workbook (located on your Strong Start Flash drive) with your Sponsor and upline. This is your opportunity to learn from your upline's Arbonne experience, tailor a plan that works for you, and hit the ground running.

## Attend Local, Regional and National Meetings

At [arbonne.com](http://arbonne.com) > Internet Consultants > Events > Field Meetings, you'll find a list of local meetings across the country. Attend as many in your area as you can, or start one of your own! Consider attending Regional meetings, as well as Arbonne's annual Global Training Celebration (GTC) to learn from others and gain encouragement and motivation.

## Arbonne-sponsored Events

With live training, plus instruction from top Field Leaders and leading industry experts, these events are the perfect place to learn everything you need to know about the company, how you can build a successful business right away, and how to share the Arbonne products and opportunity with everyone. Check out all Arbonne events at [arbonne.com](http://arbonne.com) > Internet Consultants > Events.

*Keep in touch and stay informed  
by attending events.*



# Congratulations!

## Now You've Got What It Takes!

### Next 4 Steps to Keep Your Business Going and Growing

1. Stay in **activity**. Scheduling, selling and sponsoring grows a healthy business.
2. Create your **action plan**. Set daily, weekly and monthly goals.
3. Stick to the **plan**. Work to reach your goals by scheduling and staying in income-producing activity.
4. Stay **involved**. Get connected and stay connected.

### Important Facts About the Arbonne Opportunity

*To become an Arbonne Independent Consultant, the only financial requirement is a registration fee. Arbonne recognizes the need for Arbonne Independent Consultants to purchase products for demonstration purposes when launching an Arbonne business; however, "inventory loading" is strictly prohibited and against Arbonne policies. Inventory loading is the practice of purchasing large product orders and acquiring large amounts of inventory that an Arbonne Independent Consultant is unlikely to be able to sell or use within a reasonable time period. Each Arbonne Independent Consultant should work with his or her sponsor or upline to develop an appropriate plan of action for the use of demonstration products.*

*Arbonne International, LLC is a member of the Direct Selling Association. The idea to provide skin care products unparalleled in quality and effectiveness developed in Switzerland in 1975, when one man, Petter Mørck, together with a group of chemists, biologists and herbalists, fulfilled his vision and founded Arbonne. Arbonne's skin care products, based on botanical principles, became a reality in the United States in 1980 and are now shared throughout the world through Arbonne's network of Independent Consultants. Building on these same founding principles, Arbonne's product line has since grown to include both inner and outer health and beauty products that are unparalleled in quality, safety, value, benefits and results!*

*Arbonne offers its Independent Consultants the opportunity to build a profitable Arbonne business. The success or failure of each Arbonne Independent Consultant, like any other business, depends on each Arbonne Independent Consultant's own skills and personal effort. Owning your own independent Arbonne business requires hard work, dedication, skill and the ability to be self-motivated. Your success as an Arbonne Independent Consultant depends on how well you exercise these qualities — and while Arbonne does not guarantee your success, it can be achieved!*

*To ensure prospective Arbonne Independent Consultants are informed of the annual financial success rates achieved by all Arbonne Independent Consultants, and not just the highly compensated, Arbonne posts its annual Independent Consultant Compensation Summary (ICCS) at [arbonne.com](http://arbonne.com). The ICCS can also be ordered by calling 1.800.ARNONE.*

*While owning your own business presents the opportunity for business-related tax deductions under proper circumstances, you should consult with a tax professional to determine which, if any, deductions your business may qualify for.*

*All currency is represented in U.S. dollars.*





Arbonne is the most fun you'll  
have earning a living!

Change your life and the lives of  
others by sharing extraordinary  
products and an exciting  
business opportunity with them.



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