

Your Big Business Launch (BBL)- SIMPLIFIED ☺

Business launch events are one of the most powerful ways to launch your business strong! This is the perfect opportunity for family and friends to hear what you are doing--all at once-- before they hear about it from someone else! :) You, and your new consultants should always aim to do this event your first month in business! :) Ongoing events (even regularly monthly or weekly team events) are a great way to build a BIG team, faster! Keep this simple, share your excitement, and HAVE FUN!

Here's how to prepare:

1) Inviting: Invite EVERYONE with skin! :) Seriously, over-invite (10% typically show). Invite friends, family, neighbors, coworkers, church friends, people on Facebook, in your address book, phone contacts, on invitations lists, etc. Send out invitations about 2 weeks before your event (hard copies work best). You can print them at: communications.rodanandfields.com

After you send the invites, call to personally invite people (this improves attendance): *"I wanted to follow up and be sure you received my invitation. I wanted to personally invite you because your being here, would mean the world to me!"*

And be sure to message the night before to remind them, which will minimize last minute cancellations: *"Just popping in to remind you of my event tomorrow! Can't wait to see you!"*

2) Set up: Set up your products in whatever place you will be playing your 2 short video clips. You may want to set up an ordering station with order forms, the skincare solution tool accessible, pens, your business cards. Business cards can be found at rfmall.biz.

US order forms:

https://www.rodanandfields.com/images/Archives/PC_Perks_Enrollment_Form_072014.pdf

CANADA FORMS:

https://www.rodanandfields.com/images/Archives/PC_Perks_Enrollment_Form_CANADA.pdf

3) The flow (presentation should be 30 minutes tops!)

Allow people to mix and mingle. Once everyone arrives, call people to find a seat.

Welcome & Open up with your "short story" (**you can email yours to your sponsor for feedback)...this is a one minute story where you share: 1) Who you are, 2) Why you were looking for R+F, 3) How you found it, 4) Why you are SO excited and What impresses you the most about R+F, and end with 5) what the "best part is" (what you hope it will provide to you/ others).

Then, introduce your "senior partners" the doctors who created Proactiv, and our founders of Rodan + Fields, Dr Katie Rodan + Dr Kathy Fields to share their story and more about R+F story. Play this clip: <http://youtu.be/epLsrDQe6Kc>

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Then, Introduce the doctors to share the story about their products:

<https://www.youtube.com/watch?v=J1h9WMzCWxo>

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You can feel free to print and pass around press on the product while they are talking about each regimen or tool (found on rodanandfields.com--under each regimen if you click on "media" you can find magazine mentions for that particular line. Find a few that impress you--print them in color and have them ready to pass).

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Talk about the tools: *"For best results for all regimen orders, add in our Macro Exfoliator or our Amp MD Tool. The Macro E removes dry, dead skin, and provides proper exfoliation and evens out your skin texture and tone removing 5 million dead skin cells in 5 minutes, exposing radiant, youthful skin. The Amp MD was seen on the Today Show nicknamed "the best spent minute in anti-aging!" It is our skin firming roller tool. If you are starting with the Reverse or Redefine, I recommend the Amp MD. If you are starting with Unblemish, I recommend the Macro E".* Demo the tools.

(In the US, you can share the Acute Care for Expression Lines—mention it as our new product & more about it & press it receives. Share it and show it!)

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Close with encouragement to try the product and/or join your team:

"I'm so excited to help get you on your journey to your best skin! Our regimens come with a 60-day empty bottle guarantee—that's how sure the doctors are that you'll see results! When we get you started, I recommend we start you on our popular PC Perks Program where you get 10% off & free shipping every 60 days, and that's perfect because that is about how long the regimens last. You also get perks at times too! It's flexible and fun! I'll tell you more about it, but for now I'm going to let you loose to try the products, and I will be around to give each of you your own consultation!"

Direct guests to mingle while you make a personal recommendation for each of them. Let them get food, and check out the product. You bring the order forms around on a clipboard and ask "Which regimen intrigued you the most?" Make a recommendation for them. Circle the proper regimen on the form & you can recommend a tool to go with it (the bundles offer greater savings on the regimen when purchased with a tool--you will see that on the order form). Hand them the order form, and confidently assume the sale and say: *"you just need to fill out the rest of the form with billing and shipping info and I will input this for you tonight and the products will be on the way!"* You could also ask *"I think you'd be great at the business. Does it pique your interest at all?"* If yes, mark it on the form, so you know to follow up with them later!

NOTE: I suggest you use something like Apple TV to project the computer monitor bigger onto a TV--alternatively you could use an HDMI cord.

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