



Host Coaching

Steps to Support a Successful Presentation

In Person or Virtual

Filling up your calendar with Presentations, spa parties, workshops, and virtual events takes time, planning and focus in order to achieve your monthly sales and sponsoring goals. Coaching your Host with proper tools and information ensures that your efforts deliver results. Effective Host coaching can help:

- Increase guest attendance
- Maximize sales
- Support referrals and future activity
- Support a rewarding event

Follow these tips to provide supportive coaching to your Host for a successful event.

- Prepare and deliver a Host packet by hand, through the mail, or within a file sharing website like Dropbox or WeTransfer.

This packet could include:

- Product Catalogue
- Host Brochure planner
- Several product order forms
- Host Rewards information
- Opportunity Brochure
- Several EOAs (find at success.arbonne.com) that could be meaningful to the Host based on age, profession, or lifestyle
- Samples
- Plan to meet with your Host virtually using conferencing tools like Facetime, Skype, or Zoom, or in person to review the materials to ensure they know what to expect, how you will support them, and what their responsibilities and rewards are.
- Create the event within My Office and set up the Host Portal.
 - If the event will be held virtually, you'll also need to create the event on Facebook, Zoom, or whichever platform you prefer to use.
- Walk your Host through the Host Portal to ensure they are prepared and understand how to manage guest invitations. If necessary, do this in person or via Zoom, WebEx, or another platform that allows you to share your screen with others. It is recommended to invite guests about two weeks prior to the event with an event reminder three days before, which is an automatic function within the Host Portal.
- If you prefer, ask your Host to give you all the guest names and phone numbers so you can personally manage the Host Portal, invitation and follow-up process.
- Send your Host a thank you note to acknowledge all of their effort to help make this event a success.
- Confirm your Host's product wish list. As you lead up to the event, emphasize the importance of good attendance so you can help them get everything on their list for the best possible cost.
- A week prior to the event, reach out to your Host to answer any questions, ensure that you have the most recent guest list, and to schedule a time, 3 days prior to the event, to connect again with your Host in person or virtually.



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- At the scheduled connect, 3 days before the event:
 - Review the flow of the event. If the event is in person, bring the products you will be using.
 - Review the products with your Host and ask them to use the samples for the next few days leading up to the Presentation. This will give the Host a chance to find what they really love, and develop personal product experiences to share during the event.
 - Gather the names and phone numbers of guests so you can introduce yourself to each of them prior to the workshop. Ensure that each guest receives your unique link to the Getting to Know You form found in the My Office Pro CRM. The information from this form will help you tailor your presentation to the guest's specific wants and needs. The following is a sample call for an in person event:
My name is Michele and I'm a friend of Tina's. I'm the Arbonne Independent Consultant hosting with Tina at her event tomorrow night. I just wanted to reach out to you, introduce myself, and make sure you are still planning on joining us. The event is at 7:00 p.m., and we would really like to start on time because I will have a hot footbath ready for you when you get there. I'm going to text you a link to a form that I'd love for you to fill out. This will help me get to know you better before the presentation and ensure I talk about products you'll be interested in. Looking forward to meeting you in person!
The following is a sample call for a virtual event:
My name is Michele and I'm a friend of Tina's. I'm the Arbonne Independent Consultant hosting with Tina at her event tomorrow night. I just wanted to reach out to you, introduce myself, and make sure you are still planning on joining us. The event is at 7:00 p.m., and we would really like to start on time. If you need any help joining the virtual presentation, feel free to reach out to me at any time. I'm going to text you a link to a form that I'd love for you to fill out. This will help me get to know you better before the presentation and ensure I talk about products you'll be interested in. I look forward to meeting you!
- Contact your Host, or access the Host Portal, one final time to double-check the guest count and answer any last-minute questions before the big day.

Call to Action

Identify your next host, choose the format of your event — in person or virtual — and use these tips to support a prosperous Presentation!

Follow these steps and you can hope to experience events with high attendance, a happy Host, incredible sales, and multiple bookings. Build your business, your network, and your sales success!

Arbonne makes no promises or guarantees that any Independent Consultant will be financially successful as each Independent Consultant's results are dependent on his or her own skill and effort. You should not rely on the results of other Arbonne Independent Consultant's as an indication of what you should expect to earn. Actual financial results of all Arbonne Independent Consultants for the preceding year are contained in Arbonne's Independent Consultant Compensation Summary (ICCS). You may view the Independent Consultant Compensation Summary on Arbonne's official website at arbonne.com. It is illegal for a promoter or a participant in a trading scheme to persuade anyone to make a payment by promising benefits from getting others to join a scheme. Do not be misled by claims that high earnings are easily achieved.

