

Your 30 Second "What Do You Do?" Commercial

Goal – to get someone to ask, “What do you do?”

- Build rapport, be interested – not interesting
 - How long have you worked here
 - Do you come here often
 - Is this where you usually shop
- I notice things like that in my business

- 1) I'm in the anti-aging business. (they will ask you WHAT kind of anti-aging)
- 2) I'm marketing a high end line of skincare that women are so excited about.
- 3) I partner with a company that offers _____.
- 4) I have my own business I love it and business is booming.
- 5) I'm having so much fun working with a Swiss skin care product that people absolutely love.

The Formula: You know how _____, well I _____

- a. You know how so many people are concerned about this challenging economy, well, I figured out a way to create an income from home and (1) business is booming (2) I'm having a lot of success.
- b. You know how so many people are wanting more time and more money, well, I have my own business that allows me to have both.

Next Step - Give them your card or sample:

- 1) *I'd love to give you my business card (hand them a sample – that can be your business card)*
- 2) *I'm with Arbonne International – have you heard of us? I'd love to (see below)*
 - a) *give you a sample to try for a few days – your skin will love you. Give me your name and number and the best time to call, and I'd like to follow up to get your feedback and tell you why our products are so amazing.*
 - b) *get some information to you to tell you about my company, have you ever thought of having your own business? You'd be great at my business. Here's my card, why don't you give me your name and your number and address. I'll send you some information and then we can get together for a cup of coffee and I can tell you a little bit more about my business.*

ROLE PLAY - your own 30 second commercial

Get Feedback!

Practice over and over until you are comfortable with it.