New Consultant Training Guide

January 2015

Contents

Welcome to the Team

Congratulations on your new business and welcome to the Powered by You Team!

Whether you've jumped in to grow college, retirement or travel funds; to replace a job you've lost, walked away from or want to walk away from; or to completely transform your life, we're thrilled to have you.

This guide is designed to help you launch and grow the Rodan + Fields business of your dreams. When used in concert with your business partner's coaching, this step-by-step training guide provides everything you need to get a strong start to your business. Ultimately, however, your success depends on YOU. You must be coachable, commit to consistent income-producing activity and have faith in the company, the products, the system and – most of all – faith in yourself.

We're so excited to share with you how we've consistently added Consultants and Preferred Customers and helped our team do the same. With consistent business-building activities, we've been able to design the life of our dreams. Now it's your turn.

We are two professionals (Romi was a lawyer-turned PR exec; John is a doctor) who have been able to escape the fee-for-service model and design the life of our dreams because of Rodan + Fields. When we heard about R+F from one of Romi's PR clients in June 2009, we both agreed that Romi could fit this into her already full plate, which included being mom to 6-month old Bebe and three-year-old Nate, a thriving PR consultancy, volunteering and trying to lose baby weight.

She was coachable and consistent and did the very things that this guide coaches you to do, including talking to everyone with skin. In her first year she was named the Top Recruiter and was inducted into the R+F Hall of Fame. Less than two-and-a-half years later, John was able to walk away from his clinical practice to focus his own entrepreneurial dreams of building a dietary supplement company. In less than three years, less time than it took her to get through law school, Romi had earned a million dollars. In August 2013, with his company requiring less of his time, John decided he could have the greatest impact on people by working alongside Romi in the profession we had both come to love.

We're thrilled to have you among the tens of thousands of visionary team members who are dreaming bigger. We know it's possible to build this business into whatever you want it to be, even if you want to go faster than we ever did (because people on the team are doing it)! Here's to dreaming bigger, daring to believe that you can have it all, and to creating the life of your dreams.

Here's to YOU!

Romi & John

First Things First

Here are a few things for you to do **right away**. And by "right away," we mean in your first 24-48 hours.

- ✓ Please have your direct business partner add you to the ***Powered by You Networking Team*** Facebook group page (aka, the PBYou Page). This team page is designed to support your growing business through shared ideas and best business practices, give shout outs to one another, and get info and tools from us to help you grow. The PBYou page is the single best way for us to communicate with our team. You won't be able to add yourself since the settings are set to "secret".

- ✓ Get your **Facebook** account ready for your announcement post by your upline. Your biz partner will be announcing you by tagging you from her personal wall, and then also sharing that announcement with the team pages you're a part of to drive traffic and visibility to your post.

  - While you should keep your Facebook privacy settings to meet your comfort level, business launch and promotion announcement posts will be much better business-building tools for you if the settings for those tagged posts are set to Public. That way fellow consultants can Like, Comment and see them to raise the visibility among your friends.

  - Here's how to make that happen. Under **Settings > Timeline > Tagging**, you'll see "Who can see posts you've been tagged in on your timeline?" Please edit it to "**Everyone**".

  - Once you do this, let your biz partner know so she can make your announcement.

- ✓ Order your business cards from www.rfmall.biz.

- ✓ Take Before and After pictures of your face. You'll want these for your own marketing, and if Corporate uses yours, they'll send you a free regimen. Visit www.rodanandfieldsresults.com and scroll down to the tips on taking the best pics. This is the same site for submitting your before and afters. Please note: you'll want the same lighting and poses in all your pics. And don't smile or it will create wrinkles. You want a "resting" face.

✓ Watch and listen to the **PBYou Getting Started Training**. You'll click through a Slide Deck while listening to a recorded, comprehensive first training by Romi. The training lasts an hour and fifteen minutes, so grab the beverage of your choice and a notebook, and get comfy with your laptop or iPad. http://tinyurl.com/PBYouGettingStartedDeck

  Dial: 712-775-7089; **Code:** 137753# or via the link: http://tinyurl.com/PBYouGettingStartedCall

The training will have you doing some homework:
- getting crystal clear on **your Why**
- drafting your **short story**
- scheduling your **hours of operation**
- making **your list** of everyone you know on the planet with skin

Complete your homework and send it to your sponsor before your training session with your upline, which should have been scheduled for 24-48 hours after your enrollment. But remember, this is "First Things First," so you'll want to do this within the first 24-48 hours to get off to the strongest possible start.

During the **Getting Started Training** Romi refers to important resources and templates to help you grow your business. These are conveniently included in the Resources and Templates section of this guide, starting on page 18, and include:

- Conversation Flow Chart
- Prospecting language
- How to kick off a 3-way conference call with your prospect
- More information email
- Referral email
- How to explain our compensation plan
- Important team resources
- Important phone numbers and emails
- More helpful tools

- ✓ Mark your calendar for our team's weekly training call.
  The POWERCall
  Sundays at 6:00 pm PT (7 MT, 8 CT, 9 ET)
  Hosted by Romi Neustadt with trainings by team leaders

  Dial in Live: (805) 399-1000; Code: 411750#
  Replay for one week: (805) 399-1099 (same code).
  Links to past calls are saved in the Files on the PBYou Facebook page.

- ✓ **Stay off Pulse.** Aimlessly exploring Pulse can be a black hole of non-income producing activity. Once you have a couple of Preferred Customers and at least one Consultant, your upline will give you a tour of the parts of Pulse that are relevant to your business. As your organization grows, you'll learn more valuable tools on Pulse to help you monitor and grow your business.

Your First 2 Weeks

The most efficient and effective way to grow your business is to consistently reach out to people on your list and bring 3-way calls to your upline to help you close Preferred Customers (PCs) and Consultants.

You and your upline will be in close contact during this time to role play how to reach out to people on your list, answer your questions and keep you moving forward. Your upline should also be helping you enroll your first couple PCs and your first Consultant on conference calls, which is an important part of your training.

Here are some other things for you to do to successfully and efficiently start your business. If it's not on this list, ignore it for now.

Get to know the products

Great news! You don't have to become a product expert. We're certainly not, and we've been incredibly successful and helped a whole lot of people get the best skin of their lives. Please don't think you have to study the product line and the ingredients before you start talking to people about Rodan + Fields. Here's a simple checklist for you to complete that will get you familiar enough with our products to talk about them.

- ✓ Review the products on your website and in the Product Guide that comes in your kit.
- ✓ Click through the Solution Tool, entering in different info each time to see how the Doctors make recommendations based on skin concerns. You'll see that sometimes the Doctors recommend using a part of a regimen with another regimen.
- ✓ Start using the products when your kit comes – become a product of the product!
- ✓ Your biz partner will be sending you the most up-to-date pricing sheet that lists all the different prices for all our products. Don't worry about memorizing them. You don't have to. Simply print out a copy and keep it with you for an easy reference.

Here's a really simple way for you to think about the Doctors' philosophy on skincare. The Doctors don't believe that one product or one ingredient is going to magically transform skin. It takes a multi-step, Multi-Med® approach. That's why the Doctors have created regimens for the skin concerns most people have: aging, sun damage, acne and sensitive skin. To get the same results that clinical study participants did, you must use the entire regimen.

- Start your customers on a regimen to address their concerns. And the Doctors recommend that every human should be using our REDEFINE Multi-Function Eye Cream. It's a triple threat against lines, puffiness and dark circles.

- If they want to accelerate their results with REDEFINE and REVERSE, they should also be using the AMP MD. And since we can roll our lips, if they'd like to restore theirs to the full, juicy, defined ones of their youth, they should add the REDEFINE Lip Serum.

- If they'd like to get microdermabrasion-like results at home to clear away 5 million dead skin cells in 5 minutes a week, and they don't have sensitive skin or cystic acne, they should add the MACRO Exfoliator (MACRO E).

- If they have expression lines they want to fill, they should add Acute Care.

And remember to remind your prospects that every time they bundle a regimen with the MACRO E and the AMP MD, they save 20%!

While the Solution Tool provides recommendations for most skin types, here are a few situations where the Solution Tool won't help you:

- If the prospect has really oily skin, the REDEFINE day and night cream can cause too much shine. Instead, here's a terrific routine for oil slicks (like Romi) who want to Fight Father Time:
    - For daytime, REDEFINE Step 1 and 2 and the UNBLEMISH or SOOTHE sunscreen
    - At night, REDEFINE Night Serum Caps (used with the AMP MD or alone).

- Really oily skin can also find the REVERSE SPF 50 Sunscreen makes them too shiny. But this product is an exceptional sunscreen that can be used on the neck and chest, which are often neglected daily. We suggest adding UNBLEMISH SPF 20 Oil Control Sunscreen or SOOTHE SPF 30 Mineral Sunscreen to the order for daily face use.

- If the customer is getting a regimen with a toner (all regimen except SOOTHE come with a toner), recommend adding a 2-month supply of our gauze pads to their order. Tell your customer NOT to use cotton pads with the toner. It will soak too much up, wasting the product.

Understand the value of our PC Perks Program

The Preferred Customer program, called PC Perks, is the bedrock of our customer sales. Our PCs get 10% off, free shipping and the ability to replenish what they need or want every other month with complete flexibility (our products come in 2-month supplies). PC Perks allows for cancellation without penalty, and all our products come with a 60-day guarantee.

With PC Perks, customers save a lot of money and get a flexible program with great customer service. That's why so few people buy our products at retail (we've only had 3 in more than five years). And PC volume feeds into your Personally Sponsored Qualifying Volume (PSQV), which helps you and your team promote in title to Executive Consultant (EC) and beyond!

Bring the first few product prospects to 3-way calls with your upline, just like you do with those interested in learning more about the business. This is the best way for you to learn how to go through the process and answer any questions. Simply tell your product prospect, "*I'll be so thrilled to have you as my first (one of my first) Preferred Customer(s). Since I'm still training, I want to loop my business partner into the conversation so she can show me how this is done and make sure you get exactly what you need.*" Then either conference in your upline if you know she'll be available, or get two times, ideally within the next 24 hours, when your PC prospect is available to talk and confirm it with your upline.

After the new customer has decided what they'd like to purchase, here's how to present the Preferred Customer Program:

"*Now that we know what you need, let me tell you about our Preferred Customer Program. You're going to love it. You'll save 10% and get free shipping, and have the opportunity to replenish your products at the same discount every other month (our products come in 2-month supplies). Before every shipment you'll have the opportunity to choose only the products you need and want in your cart. It's completely customizable, requires only $80 in purchases every other month and you can cancel at any time without penalty. There's a one-time membership fee of $19.95 – I think of it like a lifetime Costco membership – but even with this first order you'll be saving more than that. It will take just a few minutes to collect the info to get your account all set up and your products on their way!*"

Here is an incredibly helpful **PC Perks Best Practices Checklist** from Corporate to follow:
https://www.rodanandfields.com/images/Archives/PC_Perks_Best_Practices_Checklist.pdf

TIP: When a PC orders an AMP MD, email them a thank you, along with this instructional video: http://youtu.be/10Qb1o9Il-Y
When a PC orders a MACRO E, email them a thank you, along with this instructional video: http://youtu.be/73Hyp6xAaGQ

Set the dates and send out invitations for your BBLs

An essential part of launching your business is to do a couple launch events. We call them **Big Business Launches** (more commonly referred to as **BBLs**), and they're designed to bring together local people you know to share about the products and the business. This one event can produce several Preferred Customers and a couple new Consultants, so they're an efficient way to build. They're also a great way to continue getting more comfortable talking about the business and the products.

We recommend waiting to do your first BBL for at least 2-3 weeks after you enroll. This gives you time to start reaching out by phone—the primary way we build our businesses—and start adding biz partners and PCs. By the time your BBL date comes, you can have team members and PCs participating, which makes it even more powerful. We recommend doing your second BBL in the next calendar month to provide you with PCs taking replenishment orders each month. Keep in mind, not everyone will be able to make your first date, so this also gives you another shot at their availability.

For example, let's say you enroll on February 4. Set your first BBL for sometime between Feb.18-27. Then schedule another one for March. Imagine how many more local team members you could have to use your second BBL to grow their businesses, too. That's efficient!

Full training on how to execute the best BBL will come from your upline and the **PBYou Events Guide**, which your biz partner will share with you 7-10 days before your first BBL. But for now, here's what you want to do:

- ✓ Choose the dates and locations for your first and second BBLs (most people do them in their home). If you want your upline involved (whether in-person or virtually), make sure to sync with their calendar.

- ✓ Send out invites for your first BBL at least a week before your event, and invite more people than you think you need to. Please don't use Facebook invites or Evite. We are all inundated with these types of invites all the time, and they get ignored. You want this to be special, so send the invites via snail mail for those whose addresses you have. If you don't have addresses, reach out via text or direct message and simply write, "*I'd love to get your mailing address so I can send you an invitation to a fun event. Would love to have you there!*" Or if they're really business-minded, like a Realtor, insurance agent or financial planner you know, tell them you're inviting them to "*a fun networking event*."

For free invite flyers, visit the Rodan + Fields Communications Corner: http://communications.rodanandfields.com

Another option is Big Team Tools, a Rodan + Fields authorized third-party vendor. All the professionally designed Skinvitations™ have been approved by R+F. Invites are $20 per design. www.bigteamtools.com

Your goal should be 8-16 people attending (more or less is fine, but this is a great goal), so you should invite between 50-75 people to hit these numbers. If you want to invite 100 (which should yield 15-20 people in the room), do it! As we'll teach you in the PBYou Events Guide, the invite is a great excuse to have conversations with people, even if they can't come to your event.

And please refrain from calling your launch event – or any R+F event – "a party." We're not a party plan (our revenue model is not dependent upon us throwing parties or having others host parties for us). We do launch events and business events as tools in our business building toolkit, and they are really fun. But they represent a small part of our business building. Let's not confuse anyone by using "party."

Start handing out "Give It A Glow" sample packs

Handing out samples of our "instant gratification" products is another powerful tool in your toolkit. It's a great way to help people experience how amazing their skin can look and feel with our products.

Our samples packs are called "Give It A Glow" and include:

- REDEFINE Night Renewing Serum
- REDEFINE Lip Serum
- ENHANCEMENTS Microdermabrasion Paste

You can customize and print out a Give It A Glow flyer in the Communications Corner at http://communications.rodanandfields.com/templates/231/index.php

These samples can be used three ways:

1) **When you run into someone you know**, tell them what's new (your new biz), and that you can hook them up with some samples. Pull this fab little bundle out of your bag and say, "*Ok, here are some of my favorite products, but you have to promise me you'll use them and tell me what you think. Today's Monday, so let's set a time on Wednesday for us to talk so you can tell me how much you love them. What they are and how to use them is included on that little flyer. You'll use the blue and the silver tonight and then the paste in the morning.*" Then pull out your calendar and set the appointment to follow up.

   When you follow up, talk about the products and what they should be using to reach their skincare goals, and then transition to the business by saying, "*I can hook you up with these products, but I also want to tell you about the business side, too. Even if it's not for you, I bet you'll know a few people who would be perfect.*"

2) **If someone local says they must try the products first before they can possibly enroll as a Consultant**, give them the Give it a Glow flyer with the samples and say, "*Perfect. Read the directions on the flyer, and use the silver and the blue tonight and the paste in the morning. You'll be in love by 9 a.m.! So let's schedule a time to pick your business kit and get you started tomorrow.*"

3) Some Consultants like to **offer these goodies through Facebook posts**, using images like the one on the next page. This starts conversations with Facebook friends and also gets your friends to share about your products for you.

   For example, *"It's FREEBIE FRIDAY!!! Comment below that you want one! Then like and share the post and you'll receive a sample of 3 products that beauty editors LOVE!! I love them too!! My skin feels super soft and my lips are young and juicy!"*

Then you send the samples with your Give It a Glow Flyer, in a padded envelope (if you don't use padded, they will get smashed), and write FRAGILE on the outside. This is key: book the follow up call to find out how much they love the products when you secure their mailing address!

This image is available to download in the saved files on the PBYou Facebook page. The file is called "How To Offer Samples Through a FB Post."

The Next 30 Days

You'll be reaching out to new people every day, talking about the business and the products. You'll still be in close contact with your upline, bringing her multiple 3-way calls a week. As you continue to add new Consultants and PCs, here are some additional activities and tools for you to get to Level II by the end of your first full month and LV in 5 months.

Keep adding to your List

Your list is a living document that you should add to all the time. In fact, think of it like a bank account. Every time you make a "withdrawal" of a name and put that person into your funnel, you want to make a "deposit" of someone new to your list. This can be someone you hadn't thought of before or someone you've just met. Make it a goal to make new friends all the time and "get their digits" (which simply means get their full name, phone number and email) and add them as a Facebook friend.

In this business, your list is your life. So pay attention to it every day, and make sure it's a long one.

Facebook Direct Message Challenge

FB friends are a valuable part of our network. Here's a simple and efficient way to get them in your funnel. The challenge, if you choose to accept it: send out 200 direct messages to your FB friends in the next month. And, do it again the next month!

Here are two different samples for you to use (tweak to be authentic to you and the person you're reaching out to; but remember, less is more).

For someone with whom you interact a lot on Facebook:
"*Jennifer, I'd love to pick your brain for my new biz. We're growing like crazy in* (state where they live)*, and I'd love to chat with you about who I'm looking for. You might even be interested, but even if you're not, I bet you'll know some people who might be a great fit. I'm available to talk tomorrow at 10 a.m. or 8:30 p.m. PT. Let me know which one works for you and the best number to reach you at. Thanks so much in advance!"*

For someone you don't know that well:
"*Jennifer, looks like your real estate biz is going great for you, and I loved seeing your recent pics of your daughter's missing teeth. We've had lots of visits from the tooth fairy lately, too! I'm reaching out to pick your brain for my business. I work with Rodan + Fields, the latest company by the Doctors who created Proactiv. I'm getting the best skin of my life and growing a business of my own in*

flexible part-time hours. It's allowing me to never miss another event with my kids, take family vacations and give back helping families in need (include the things that you think might be relevant to whomever you're writing). *We're growing in TX, so it's a great time to take a look. Would you like to get great skin or earn great money? If neither, I'd still love to chat with you briefly about who I'm looking for because it may be someone you know. Please send me a couple times when you're free for a short call tomorrow or Wednesday and your number. Looking forward to talking!*"

Not everyone will respond. Don't take it personally. We've had people join our team even when months or years earlier there were crickets following a message we sent! If you don't get a response, give it a few days and send another message simply saying, "*Not sure if you saw my message from earlier in the week. Would love to connect!*" If you don't hear after that, give it a month and then loop back with a specific "hook" – you've heard of a teacher like her who just earned a free Lexus; you saw them complain on Facebook about their skin; your latest team member who just earned a huge promotion is a former Corporate powerhouse who stepped out to raise kids just like her; there's an event coming up in her neck of the woods; etc.

Get even better at talking to people about your business

With every conversation you have, you'll find it gets easier and more comfortable to share about your business. Now that you've had a couple weeks of talking under your belt, we encourage you to listen to this recorded training by Romi: "**How I Talked My Way into the Million Dollar Circle.**" It may give you greater insights on how to lead with What's In It for Them and how to efficiently move through the Conversation Flow Chart. Here's the link to the call: http://tinyurl.com/RomiHowToTalk

Learn how to handle objections

People will offer objections as to why they don't think the business is right for them. But there are really only a handful of objections we get, and once you're comfortable handling them, you can confidently help your personal prospects and those brought to you on 3-way calls make educated decisions as to whether they want to join us.

While we want our prospects to feel heard, it's our job to explain why they shouldn't worry about their concerns. An effective format for your answers is with feel-felt-found:

"*I understand how you **feel** about ______. I **felt** that way before, but here's what I've **found***..."

What follows are the most common objections and how you can effectively respond.

I don't think I have enough time to do this
"*I'm looking for busy people because I've learned that busy people get things done. I understand how you feel, I wasn't sure how I was going to fit this in, but most of us work this business in very part time hours around everything else on our plates. It requires consistent efforts of doing a little bit each day and working it into your everyday life and conversations. And let's be honest, we can find time for the things that are a priority; the things that we really want*."

Dig in further what your prospect would like to do with this. "*So you're telling me you'd want to build an exit strategy from your job/be able to afford big family vacations every year/ pay for your kids' college. In 10-15 hours a week – 10 minutes here, 20 minutes here, half hour there, you can invest your time in achieving those goals. Are you willing to invest that time toward* (repeat their why)*? This business can end up rewarding you much more time flexibility than you currently have. But you've got to want it*."

I don't have the money to do this
"*What if I can teach you how to make the money back by adding Preferred Customers and team members and capitalize on the fast start bonuses? I will keep you laser focused on the income-producing activity that will get you a return on your investment*." If they say they need time to get the money together, schedule an enrollment appointment so they have a deadline to work toward, and assign them the homework of their Why, List and Hours of Operation. This will give them a head start and see how serious they are. If they ultimately don't join us, they'll have their referral list ready to hand over to you.

I don't want to bother friends
"*Great because that's not what we do. We share products that can change skin and a business that can enhance or change lives. If you're coming across like you're bugging someone, you're not being coachable and you're not following the system. We'll teach you how to casually and conversationally talk to people you know and people you're referred to. And look, not everyone will want your products or want to join your business. But that's ok*."

I don't know enough people
"*I know it seems that way, but here's what I've found. We all know several hundred people. And we'll help you jog your memory to identify your dream team. One of the many things I love about this this business is that it's not necessarily who you know, but the contacts of those that you do know. Plus, this business is a great way to get to know new people as well. We'll teach you how. And*

remember, don't prejudge what someone else is looking for. You never know who doesn't love what they see in their mirror or on their bank statement."

I'm not a salesperson
"That's great because I'm not looking for sales people. I'm looking for passionate people who love to share about things they love. And I'm also looking for people who enjoy helping others. Does this sound like you? If it does, we can teach you how we do what we do."

The timing just isn't right for me to start a business
Make sure you know why. Don't be afraid to ask, "*What's going on in your life that's challenging right now?"*

Then say, *"I'd still love to tell you about our business. Even if it's not a good time for you now, you may know someone who might be perfect for this. And, once you hear what we do and how we do it, you might actually find that it is the right time to start."* (If they still say not right now, ask your prospect if you may contact them at a later date.)

Is this a pyramid?
"What do you mean by pyramid?" Pause and let them answer. If they answer referencing a "pyramid scheme" then continue, *"Pyramid schemes are illegal. With pyramids there is no selling of product. We have an amazing product and a very loyal and huge customer base. We're also members of the DSA (Direct Selling Association) who has awarded us their highest honors. And you know what I love? Doctors Rodan and Fields still have Proactiv, their clinical practices and adjunct professorships at Stanford. I love that they wouldn't do anything to jeopardize their reputations or their fortunes. What other questions do you have?"*

If they answer, *"What do you mean by Pyramid?"* with reference to "one of those things where you build a team and the team makes you money" then continue, *"If you're asking if this is the network marketing model, yes, absolutely. I wouldn't be doing it if it weren't. We get to build an organization of team members and Preferred Customers, and we teach others to do the same thing. And we earn commissions on our organization that can grow exponentially every month. Instead of just getting paid because of my efforts, I get to earn based on the success of my whole team. And unlike most jobs, where we'd never expect to earn more than our boss, it's not uncommon for someone to earn even more than the person who invited them into the business. What other questions do you have?"*

Once you've handled all their questions and objections, then say, *"Do you have any other questions or are you ready to pick your business building kit and get* *started?"* If your prospect still says no, simply ask, *"You're hesitating; what's behind that?"* In their answer lies the objection that they haven't shared.

Learn how to pull people through your funnel

There will be people who get stuck in your funnel. They don't say yes, they don't say no. They just sit there. How do you pull them through? In "**She's Just Not That Into You…Or Is She?**" Romi teaches you how to pull those suckers through, once and for all. Here's the link to the recorded training.
http://tinyurl.com/RomiIsSheIntoYou

Remind yourself how to go fast and why you want to

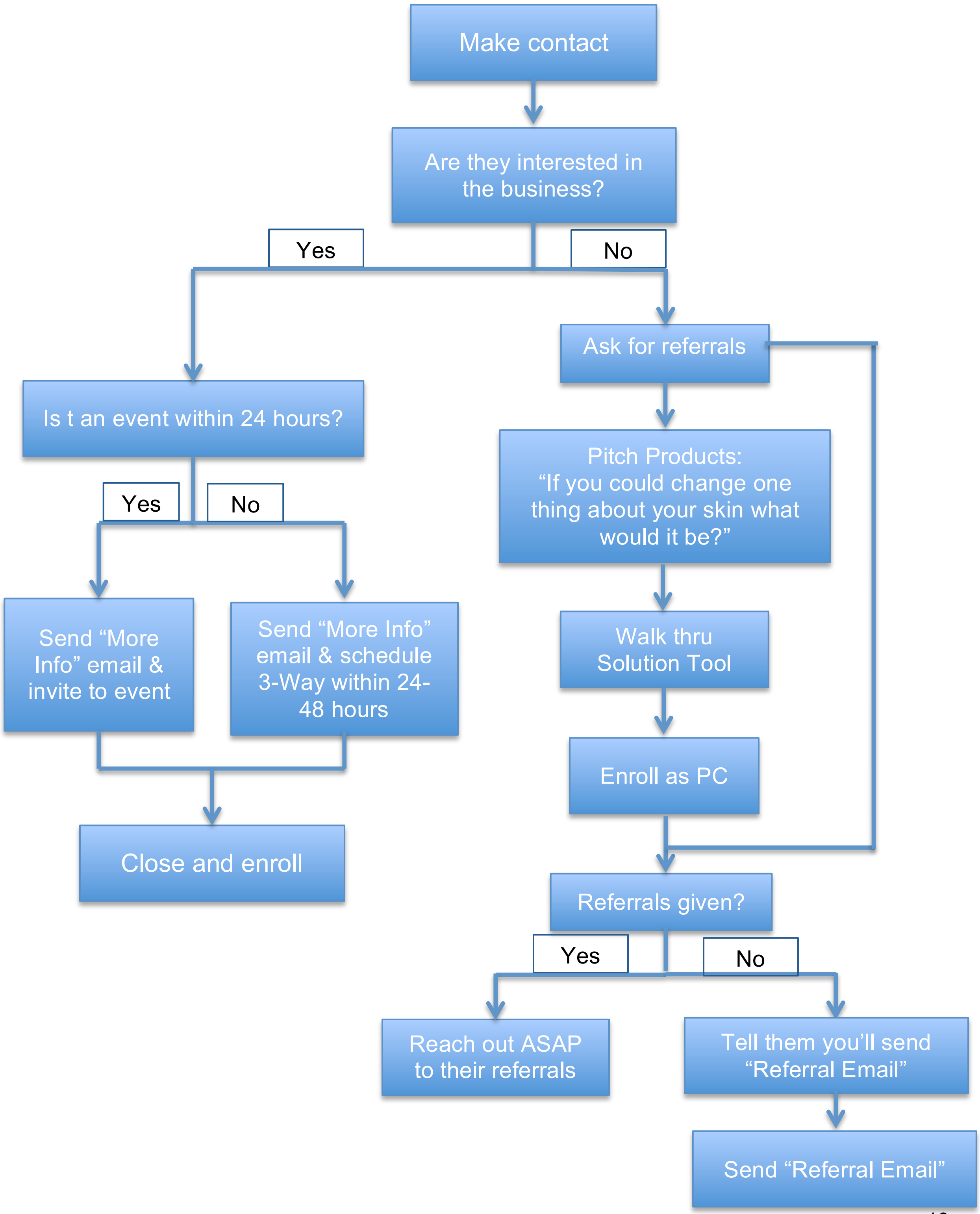
By the end of your first few weeks, it's always helpful to revisit your goals with your upline and check in on your progress. Are you working your business consistently? Are you following the system completely? Where can you make adjustments to increase the consistency and coachability?

Listen to Romi's recorded training "**Why You Want Speed**."
http://tinyurl.com/PBYouSpeed

Resources and Templates

The following resources and templates can help you stay focused on income-producing activities. There's no need to reinvent the wheel and create your own, because we've already done the work for you. You'll want to customize templates for your individual needs, depending on the prospect you're reaching out to.

Conversation Flow Chart



Prospecting language

This section gives an example of how you can implement the Conversation Flow Chart (on the previous page) to build your business. As the flow chart illustrates, we lead with the business. It's simply much more effective to lead with a business discussion and pivot to referrals and products, than to lead with products first. When a prospect enters your funnel, it's important to remember to work from appointment to appointment (usually no more than 24-48 hours apart), as you guide her through the process of determining how she'll fit into your business right now – as a Consultant, a PC and/or referral source. Setting the next appointment during your current touch point will make for a much more efficient and enjoyable process for both you and your prospects.

Here's simple language to use when reaching out to your network. (*If you get voicemail, simply say*, "Jane, this is Romi, sorry I missed you. I'd love to pick your brain about something. I'm available to chat tonight at XX or tomorrow morning at XX. Give me a call. And if I don't hear from you, I'll give you a jingle tomorrow. Thanks! Talk soon!")

When you get someone on the line, here's what you can say:

> Hi, Jane, I'd love to talk to you about what I'm up to. Do you have 5 minutes? (*If yes, keep going. If no, set a specific time to talk.*)
>
> I've started a side-business and I think you should take a look at it, too. I don't know if this will be a good fit for you, but I think it could be a great way for you to (fill your kids' college funds, pay for all your kids' activities, build an exit strategy from that job you hate, cut down shifts at the hospital; etc). I'd love to fill you in and see if you have any interest. Sound good?
>
> I'm working with Rodan + Fields, the latest company by the Doctors who created Proactiv. You've heard of Proactiv, right? (*pause*) What they did for acne they're now doing for aging skin and sun damage. These products used to be a top-selling clinical brand in stores like Nordstrom, but the Drs. learned they were selling like crazy because of word of mouth, through people's networks. So they decided to completely pull out of brick-and-mortar stores and allow people like you and me to build part-time, turnkey businesses of our own.
>
> It's been a huge success so far. We're the fastest-growing prestige skincare line, and we're not even in stores. Monthly sales dwarf what the Doctors were doing in an entire year in high-end retail. And business press – from Fortune to Forbes to Fox Business News – are touting the

power of going direct to consumer and they're putting Rodan + Fields at the center of that conversation. People like me are benefiting in big ways. Have you ever wondered what your income could be if you could share in the profits of a global company?

But none of this would be happening if our products didn't produce real results. Do you have a product graveyard of stuff you bought that didn't work? I did. The Doctors' clinically proven products actually do what they say they're going to do and they address everyday skin concerns like sun damage, acne, sensitive skin and the biggest piece of the skincare pie – aging. Talk about a huge market – it's everyone with skin! And our latest product is our most exciting. Tell me, do you have smile lines or frown lines or lines from sleeping on your side or face? (*wait for answer*) And we all know people who do, too, right? (*wait for answer*) Well the Doctors created a product specifically for our expression lines -- it fills our wrinkles while we sleep, no needle or appointment required. Beauty editors love this alternative to painful and expensive injections. With this breakthrough product and our global expansion into Canada, I'd love to help you explore whether Rodan + Fields might be a good fit for you.

You're on social media right? Have you told or asked your friends about a movie, or posted a photo that showed something you eat, own or want? It can be that simple. Anyone can start what's basically like having a franchise with the Doctors. But instead of a huge investment and infrastructure, this is like a virtual franchise using technology, social media and, of course, our networks. Rodan + Fields is helping people build everything from shameless shoe funds and vacation funds, to lucrative Plan Bs to six- and seven-figure incomes.

I decided to partner with the Doctors because (*share your short story*; e.g. I know this will be a great way for me to start building an exit strategy from my stressful job that keeps me from spending time with my family). I'm in the process of gathering my dream team and I'd love for you to be on it. Are you intrigued enough to want to learn more and explore whether this could be a good fit for you?

If Yes, then add:

Terrific. I'm going to send you an email with more info (*More Info Email*). I'll include links to the websites all Consultants get so you start to get an idea just how turnkey this is. I'll also send you a link to a video of the Doctors so you get to know them. And I'll include a detailed list of everything that comes in the business building kits. When the time is right, I'll help you figure out which one makes the most sense for you. Have a look at everything and write down any questions that come to mind. Let's set up a time to talk on the phone with my friend and business partner who will give you a good overview of what this is, get your questions answered and help you figure out if this is something you want to be a part of. Here are a few times that could work…..which one works for you?

If No, then add:

I totally understand if this isn't the right fit for you right now. But I'd love to pick your brain about who might be a good person for me to talk to. Maybe I can help someone in your network? Here's who I'm looking for:

- Successful professionals who might like to build a side business that could one day allow them to have more flexibility with as much or more income?
- Stay-at-home moms who would love interacting with grown ups and make some serious money of their own, without affecting their ability to be moms first.
- People in real estate or sales positions who might be tired of the ups and downs of the market or lack of job security, but love people and running after perks like free cars and trips.
- Teachers or social workers who love helping others, which is a huge part of this biz, but might want to earn what they're worth and have more time and energy for their loved ones.

So, who's coming to mind?

If no one comes to mind, add:

Would it be helpful if I sent you an email summarizing what we talked about and then you can forward it to anyone you think of, copying me? (Use the Referral Email Template on page 28 to send them an email asking for referrals.)

Then, segue to the Products:

Just one more thing. I'd love to help you get the best skin of your life. And with Rodan + Fields 60-day money back guarantee, there's nothing to lose but wrinkles, sun damage, acne or sensitive skin. If you could change one thing about your skin, what would it be? Well in just 20 seconds we can figure out what the Doctors recommend for your skin. (*Go to the Solution Tool on your website and ask them the questions; then email them the results and go straight to the PC Perks Program language.*)

Now that we know what you need, let me tell you about our Preferred Customer Program. You'll save 10% and get free shipping, and have the opportunity to replenish your products at the same discounts every other month since all our products come in two-month supplies. Before every shipment you'll have the opportunity to choose only the products you need and want in your cart. Completely customizable, and you can cancel at any time without penalty. There's a one-time membership fee of $19.95 – I think of it like a lifetime Costco membership – but even with this first order you'll be saving some really good money. It will take just a few minutes to collect the info to get your account all set up and your products on their way!

Take down the following info:

- Email and phone number they want tied to account
- An account password – or you can assign one
- Shipping and billing addresses – no P.O. Boxes on shipping in the U.S. only
- Name as it appears on their credit card
- Credit Card number and expiration date

If they don't have time to do the Solution Tool with you right then, tell them you'll send them the link and remind them to email themselves the results and it will shoot you a copy, too. And before you let them go, make an appointment to discuss the Doctors' recommendations and how they can get 10% off and free shipping.

How to kick off a 3-way conference call with your prospect

These calls are an essential tool to help prospects decide if they want to join you in business. They also:

- provide compelling third-party legitimization
- allow your upline to train you how to handle objections and bring a prospect to a close
- are the most efficient way to move a prospect through your funnel.

It's always good to confirm the call time with your prospect the day before the call via text or email. When it's time for the 3-way call, get your prospect on the phone first, then conference in your upline. Obviously, you'll want to practice the conference-call feature on your phone first if you're not familiar with it.

Once everyone's on the line, introduce your prospect and your upline to each other. This short introduction should be no more than a minute. You can say:

> **"Romi, I wanted to introduce you to my friend Jane.** (*Then include how you know Jane and an authentic compliment*). **Jane and I used to work together at a hospital in Chicago and she's one of the most well-connected people I know. So I'm really excited for her to learn more about Rodan + Fields and how this could fit into her life."** *If you know some other specifics, add them like "Jane has two little ones at home but still wants to earn money around her busy schedule*."
>
> **"Jane, I'm thrilled you get the chance to talk with my friend, Romi. She'll give you a full view of Rodan + Fields and answer any questions you have. Romi, I'll let you take it from here**."

Once you finish the introduction, you simply stop talking. Let your upline take if from there and run the call. The upline greets the guest and asks a couple questions based on what the Consultant just told you. In this example, your upline might say something like, **"Jane, are you still in Chicago and still working in health care?"** The point is to get her talking a bit about her. Then she might ask the prospect, **"I know you've talked to Suzy Q a bit about this and seen some info in an email she sent you. Based on what you've learned so far, what's intriguing you most about Rodan + Fields?"**

Then the upline segues to her short story. "**Well I'm thrilled to be able to talk to you about Rodan + Fields. Let me tell you why I decided to work with the Doctors and a little more about what we've been up to. Then I want to get all your questions answered and talk about how this could fit into your life to help you meet your goals. Sound good?"**

The upline answers all questions and objections and then brings the call to a close by doing one of the following:

- helping to enroll the prospect right then or scheduling the enrollment appointment
- requesting referrals and discussing the products and enrolling the prospect as a PC
- suggesting the next steps for the prospect to further explore Rodan + Fields, including scheduling the next time you and your prospect will talk.

More information email

Here’s an idea of an email to send when your prospect is exploring if Rodan + Fields is a good fit for her. When you tell the prospect you’re sending this email, also set up a time for a 3-way call with your upline.

The key is to provide enough information to get them excited and give them a good overview of the business without overwhelming them. You may decide to cut some of this out, but other than adding a relevant success story or link to a Redefine Your Future Blog (disussed in the Resources and Templates section, on page 18), we don’t recommend sending more.

> Beth:
>
> I'm excited to continue our discussion about Rodan + Fields. This could be the perfect way for you to grow a business of your own around your nursing job and your kids. I would love to help you fill those college funds (be able to stop taking night shifts/pay for all your kids’ activities/etc.). Please take a look at the following and write down all your questions. We'll get them all answered when we talk next on Tuesday at 4:30 p.m. MT.
>
> First, please take 3 minutes and watch the Doctors' story as only they can tell it. http://youtu.be/9qrVAe8HmNM
>
> I also want you to see how the Doctors are REDEFINING how we age, whether we’re 20-something or 80-something. In addition to the rest of our anti-aging arsenal, the Doctors created Acute Care Skincare for Expression Lines (AC). We can now fill a wrinkle, while we sleep, no needles required. I would love to help you grab a piece of that market. In this video, Dr. Katie Rodan and Dr. Kathy Fields talk about AC, along with a few success stories: http://youtu.be/Wb0jsR_NAsw. Beauty editors are loving this alternative to painful and expensive injections. With this breakthrough product and our expansion into Canada, this is the perfect time to explore whether an R+F business of your own could be a good fit for you.
>
> I also think you should take a look at the Doctors’ interview with Maria Bartiromo on Fox Business News: bit.ly/DrsOnFoxNews. It’s just one example of how business experts are touting the power of leaving brick-and-mortar stores to go direct to consumer, and they’re putting Rodan + Fields at the center of the conversation. R+F has been featured as a Harvard Business School case study, in Fortune and Forbes, and also won an America Business Association Stevie Award for top consumer

products company. Rodan + Fields is the fourth largest and fastest-growing prestige skincare line, and we're not even in stores!

Next, look at our two web sites. The one for potential business partners is (*link to business PWS*); for customers is (*link to product PWS*). These sites are part of our award-winning business management tool, PULSE Pro, that allows you to see everything going on in your business wherever, whenever (even on your phone).

Here's the link to the Getting Started Options for business kits. If we determine this is a good fit for you, we'll talk about which business building kit makes the most sense for you. Either way, we keep you focused on income-producing activity to get you a quick return on your investment.
https://www.rodanandfields.com/images/Archives/Getting_Started_Standard_072014.pdf
(Check with your upline to make sure this is the most up-to-date link for the Getting Started Options.)

Looking forward to talking on Tuesday. If you do decide you want to jump in, it makes sense for you to fully leverage Resolution Season, the new product launch and all the buzz with our global expansion. (*End with whatever urgency message we have at that time*.)

Please confirm receipt!

All the best,

Referral email

Here's an idea of an email to send when your prospect has no personal interest in the business, but has agreed to think of people in his or her network who might be a great fit.

Beth:

Thanks so much for taking the time to talk with me today. I appreciate your willingness to connect me to people in your network who might be a good fit for my business.

As we discussed, I'm now working with the Doctors who created Proactiv on their latest company, Rodan + Fields. What they did for acne, they're now doing for aging (the biggest piece of the skincare pie). These clinically proven products were formerly top sellers in high-end department stores like Nordstrom, but the Doctors changed the business model a few years ago to allow turnkey entrepreneurship in the multi-billion dollar anti-aging skincare market.

It's been a huge success so far. We are now the fourth largest and fastest-growing prestige skincare line, and we're not even in stores. And business press – from Fortune to Forbes to Fox Business News – are touting the power of going direct to consumer and they're putting Rodan + Fields at the center of that conversation, and we are all benefiting in big ways.

(*Insert your own very short story*)
While I love my current job, I also fell in love with the idea of being able to build an extra lucrative stream of income around everything else in my life, and could one day give me an exit strategy from the stressful and demanding work at the law firm.

The Doctors have created skincare to address the most common conditions their patients would complain about: sun damage, acne, sensitive skin and wrinkles/loss of firmness. Drs. Rodan and Fields, who are still in clinical practice in the Bay Area and are adjunct professors at Stanford, believe that one product or one ingredient isn't going to magically transform your skin. It takes a multi-step, multi-med approach -- the right ingredients in the right order consistently used over time. You can learn more about our products here: (*your .com site*). Since we shower our referral sources with free product, you should see what the Drs recommend for your skin. The Solution Tool takes just 20 seconds;

remember to email yourself the results and it will shoot me a copy, too. (*insert link to the Solution Tool on your .com site*)

There has never been a better time to look at Rodan + Fields because of our new product specifically for expression lines -- it fills your wrinkles while you sleep, no needle required. Beauty editors are loving this alternative to painful and expensive injections (you can learn all about Acute Care in this short video: http://youtu.be/Wb0jsR_NAsw). With this new launch and the start of our global expansion with Canada, I'm committed to finding the right people to grow businesses of their very own.

This is like having a virtual franchise, but unlike a traditional franchise, there's no huge start-up cost, no long wait to get an ROI and no need to build any infrastructure whatsoever. We do what we do through the web and in-person and phone conversations and social media. We help people become turnkey entrepreneurs -- to start their own businesses. Our target customer is anyone with skin, and our ideal business partners are people who are:

1) Smart and savvy professionals who would love to have a fun and lucrative side business for shameless shoe funds, college or retirement funds, or to match or surpass full-time incomes to be able to be their own boss and own their own schedules.

2) In underpaid professions (teacher, nonprofits; etc) but love making a difference in people's lives and want to earn great money while doing it.

3) Stay-at-home moms who love being there for their kids whenever and wherever, but might really enjoy having something of their very own and contributing to the family finances.

Thanks in advance for connecting me with people who just might be a great fit. The next person I help might just be someone you know! It's super simple to pass this email to those you think of, copying me.

Looking forward to getting your Solution Tool results, and thanks for confirming receipt.

All the best,

How to explain our compensation plan

In Rodan + Fields, we get paid essentially 3 different ways. First, we get the **profits on all the products we personally sell** -- the difference between the Consultant price and the Preferred Customer price. We enjoy profits each month, many earning anywhere from a few hundred to several hundred dollars in product profits alone.

Second, the larger incomes come from growing a team of Consultants who sell product and also grow a team themselves. This earns us **commissions**. Here's how it works. For every Preferred Customer and Consultant you personally bring into the business, you earn up to 15% on all that volume. And for every Consultant and Preferred Customer on your entire team on levels 2-6 in perfect duplication, you get 5% on all that volume. Over time, you can imagine how your team, multiplying month over month, creates a considerable residual income. And, when you get to the very top of the pay plan, you'll get an extra 2.5% payout on your 7th level. In a mature organization, that little extra can mean a huge increase on your monthly check. The way to maximize our pay plan is to add Consultants and Preferred Customers and help your Consultants do the same, helping both you and your team members promote.

And third, there are **bonuses and incentives**. While you're building your commission base, Corporate also provides us with enticing incentives that include bonuses, trips and a free Lexus to keep moving fast along the road to the ultimate title of RFX!

Our training will keep you focused on maximizing the product profits, commissions and bonuses, to help you get you a fast return on your investment.

The full Compensation Plan Overview from Corporate and the most up-to-date Income Disclosure Statement can be found in Pulse.

Important team resources

Powered by You Facebook Page (aka PBYou Page):
Your upline will request you be added to our team's secret page. This page is for welcoming new Consultants, announcing promotions, asking business-building questions and sharing best business building practices. Please do not post product-related questions on the team page. Instead, use the Corporate resources below.

The POWERCall Weekly Team Training Call
Sundays at 6:00 pm PT (7 MT, 8 CT, 9 ET)
Hosted by Romi Neustadt with trainings by team leaders
Dial in Live: (805) 399-1000; Code: 411750#
Replay for one week: (805) 399-1099 (same code) or downloadable links of past calls saved in the files on the PBYou Facebook page.

Romi's Recorded R+F Info Call:
805-399-1099, Code: 313612

Important phone numbers and emails

Sales Support: 415-273-8000, option 1
For after-hours help, email prioritysevices@rodanandfields.com

Before you call Sales Support for help managing your online business, make sure to look at the Before You Call Sales Support document at
https://www.rodanandfields.com/images/Archives/RF_SalesSupport_CheatSheet.pdf

For product questions visit the RF Connection micro-site,
http://www.rodanandfields.com/rfconnection/
If you still can't find your answer, contact the team of trained nurses at the
RF Connection: 415-273-8000, option 3 or
rfconnection@rodanandfields.com

More helpful tools

For a PC Perks Best Practices Checklist, click or enter into your web browser: https://www.rodanandfields.com/images/Archives/PC_Perks_Best_Practices_Checklist.pdf**.**

Subscribe to the **Redefine Your Future** blog. It features inspiring stories of Independent Consultants. Use the search bar in the upper right side to find stories that your prospects might relate to. For example, if you're currently talking to a nurse or teacher about the business, search "nurse" or "teacher." We look forward to seeing you featured here one day! http://redefine.rodanandfields.com.

Visit the only **R+F-approved source for branded sales support items**, including business cards: http://www.rfmall.biz

There is no guarantee that Consultants participating in the Rodan + Fields program will generate any income. As with any business, each Consultant's business results may vary. Earnings depend on a number of factors, including the area in which you live, individual effort, business experience, diligence and leadership. For statistics based on actual Rodan + Fields Consultant earnings, please see https://www.rodanandfields.com/images/Archives/RF-Income-Disclosure-Statement.pdf.