

How to Reach Out to People About R+F

Here are some great ways to approach people about our business. The most important thing you can do is BE YOU! Honest, about them and their needs, and offering to be a resource. If they'd like info, you'll give it to them vs. an ambush. Use this as a guide, but always personalize and write in your own voice. It MUST sound like how you speak and be real and authentic. Do not copy and paste. **Pro tip:** using Voice memo is even better, people can hear the genuine nature of your tone.

Remember, we ASK first. Don't vomit R+F on people 😊 Once they say yes to more info, then we will share. If they say no, don't worry! Carry on your conversation socially and authentically. Most customers and new BPs require 5-12 touches before they join or buy.

Most of the "Initial Asks" lead with the business, simply because it's kinder to offer someone a job than it is to point out their skin flaws 😊 But also because, if someone said no to your products, they're certainly not going to say yes to the business. But someone might say no to the business, but be interested in buying your products. It's easier to transition from business to products over time. Additionally, many times, asking if someone is open to the business results in a reply like this: "no thanks, but i would be interested in buying your products!"

Xo

Your Fearless Leaders ❤️

The Initial Ask

1. The Opportunity Card highlights - perfect for someone who has taken the solution tool or is already a customer

Are you interested in joining our Consultant Community? You will get the best value on products that work, have fun working with an amazing community, and have the opportunity to earn income and rewards with a company that was founded with such passion and purpose.

2. Short and sweet with a lot of punch

I'm working w R+F (same doctors who created Proactiv), we're looking for more consultants to meet the demand for our products. Is adding a virtual business that works within your busy life something you've considered before?

3. This is good when you know the person well or have a reason to feel they'd be a great fit:

Hi Suzy Q! Hope all is well. I am (thrilled) that I started my R+F business. *It's done incredible things for my family. We're looking for more consultants to meet the demand for our products. I truly believe that it could be a great fit for you as well. END with a question**

*IF YOU DON'T HAVE SUCCESS TO SHARE YET: "there are so many people on my team whose lives have been changed, I can't wait to see what this business does for me." Sharing something intriguing for that person is even better! Like "these women on my team just earned a trip to Napa! I'm so excited to work with a company like this!"

(Things that might excite others: trip to Napa; lots of promotion opportunities - ask a friend or upline how many times they've been promoted! Once or twice is more than most people see in their jobs!; Bonuses; gifts; the Benz; a community that supports each other and helps each other grow; income that helps pay bills, realize dreams, do charitable work; partnership with prescription for change which helps underserved communities as we sell skincare; etc)

**End with a question, like:

If i sent you some info on teaming up with r+f, would you look at it?

How fun would it be to do this together!?

Have you ever considered a side gig?

Have you ever considered teaming up with r+f?

4. Another way I love, that is very short and the point, offers a jumping off point to start a conversation rather than just seek an answer:

Hi Jess! I hope don't think I'm crazy lol, but has teaming up with Rodan+Fields ever crossed your mind?

OR

Have you ever considered teaming up with r+f?

5. Here's another style for when you know they are looking for something more:

Hi Suzy, I thought of you today. I remember you mentioning to me you're looking for (more income, more community, more fun, more personal growth, the ability to work less, the ability to work remotely...) I am loving my work with r+f, and have found it to be (insert what they're looking for like "lucrative for the time I'm putting in.") We're looking for more consultants to meet the demand for our products. Would you be open to some info? If it's for you too, you could work from the couch like I do and (insert benefit: "ultimately cut back on your other job" or "meet some wonderful people while you do!" etc).

6. With someone you meet out and about, perhaps a wonderful server at your restaurant:

I know this is out of left field, but are you open to other sources of income so long as they don't interfere with your work here?

7. Or maybe there's someone you know or met that it's just not the right conversation yet to ask them about the business - try this!

"You did such a great job taking care of us today, I run my own skincare business and just wanted to gift you a little treat on me. If you'd enjoy a quick pampering, I'd love to give you this." Make sure to include your card!! And if they say yes, give it to them and say, "i can't wait to hear what you think! I know we just met, but i'd love to stay in touch! Are you on IG?" (Or FB, or do you want to exchange emails? Or whatever you're comfortable with - that way you have their info, it's not just them having yours, and you can follow up in a few days to hear what they thought!)

8. Perhaps you have someone who watched your IG/FB stories about eye cream all the way through, and you added them to your Lead List.

Here are four routes you can go!

1. Hi friend! Thanks for watching my stories, it means a lot to me. You know you'd be such a great fit at what we do, have you ever considered teaming up with R+F also?

2. Hi Sarah! Thanks for watching my stories, it means a lot to me. I noticed you saw my eye cream one, have you ever tried it before? I just love it! How are you, my friend?!

3. Hi Jane! Your name popped up in my IG stories today and I realized I haven't spoken to you in so long! How are you?!

4. Hi Annie! Thanks for watching my stories and answering my polls, it means so much to me. Would you like to try a sample of that Microderm paste I was talking about? On me! It's a quick 2-minute pampering. I think it's phenomenal and would love to treat you to it if you'd like it! If so, just give me your address ❤️ How are you?

9. For someone you'd like to connect with, but don't feel you want to work with them, but you want to introduce our products to, ask for a referral! You can send them samples to try and ask if they'll introduce you to people in their network looking for great skincare or for a wonderful work opportunity. You never know... they might even become a customer to you from the experience!

10. For people you haven't spoken to in a long time and want to build rapport:

Hi ____! I saw your post pop up on IG/FB. It's been such a long time! I've been busy enjoying my business, but I'd love to catch up! How have you been?

11. For people who've been commenting on your posts (rf or non-rf):

Hi ____! Thanks for your kind words on my posts. I don't know if you've noticed but I have my own skincare business. I love the quality of the products. May I share some info with you? (Or, may I send you some samples to pamper yourself with? Or, have you ever considered teaming up with us too? ... etc)

So glad we're in touch. I love keeping up with your posts too. Your family is adorable. How are you doing?

12. Genuine compliment

Have I told you lately that I would love to do this with you? You just radiate positivity and that is so attractive. I look for that quality in people I get to mentor and work with. Can I tell you more?

13. Perfect for initial reach out or follow up

Invite them to an event!

PRO TIPS:

- ending with a question solicits a response better than starting with one! That's why I like ending with the "how are you?"
- make sure to comment and like their posts too! Show interest in others' lives - authentically!

Follow-Up Ideas!

AFTER SENDING SAMPLES

HII OK, SAMPLES ARE SENT!
DO YOU WANT TO FACETIME WITH ME
(THIS WEEKEND / NEXT WEEK / ETC),
WE CAN CATCH UP,
HAVE A (GLASS OF WINE / SELTZER / COFFEE),
AND DO THE FACIALS TOGETHER!

**SET UP A TIME.
ENJOY IT!
ASK QUESTIONS,
DRIP IN NUGGETS ABOUT THE
PRODUCTS AND BUSINESS,
BUT MOSTLY KEEP IT FUN!**

FOLLOW UP THE NEXT DAY
-HOW MUCH FUN YOU HAD
-REFER TO POINTS YOU LEARNED IN THE CONVO
AND OFFER BUSINESS OR PRODUCTS
AS A SOLUTION FOR SOMETHING THEY TOLD YOU
OR
ASK FOR REFERRALS!

AFTER GETTING A YES TO MORE INFO: BIZ

GREAT! YOU WANT TO CHAT
(SOME TIME TOMORROW /
THIS WEEKEND / ETC.)?

**THEY REPLY. PINPOINT A SPECIFIC TIME.
LIKE IF THEY SAY TOMORROW, YOU SAY,
"I'M FREE AFTER 7. WHEN IS GOOD FOR YOU?"
MAKE AN ACTUAL APPT.**

"I CAN SEND YOU SOMETHING TO
LOOK AT IN THE MEANTIME IF YOU
WANT, BUT CAN'T WAIT TO CHAT!
WANT TO FACETIME WITH WINE?
OR JUST PHONE?"

AFTER GETTING A YES TO MORE INFO: PRODUCTS

GREAT!
TELL ME A BIT ABOUT YOUR SKIN.
ACNE? SENSITIVE?

WAIT FOR REPLY.
WHAT WOULD YOU CHANGE IF YOU COULD?

WAIT FOR REPLY.
OH WE CAN DEFINITELY HELP.
HERE, TAKE THIS QUICK QUIZ.
IT'LL REALLY HELP PINPOINT THE RIGHT
PRODUCTS FOR YOU AND THEN I CAN
GUIDE YOU FROM THERE.

**KEEP THE CONVO GOING!
INCLUDE SOCIAL BANTER AND IF POSSIBLE,
SHARE THE DOCTORS' PHILOSOPHY!**

AFTER GETTING GHOSTED

HEY! DID YOU GET MY LAST
MESSAGE? I'LL RESEND IF NOT.
OR, IF YOU'RE NOT INTERESTED,
YOU CAN JUST TELL ME! IT WOULD NOT
HURT MY FEELINGS EITHER WAY :)

I GET A RESPONSE 9/10 TIMES FROM THIS!

MOVING A NEW LEAD OR STUCK PROSPECT FORWARD

OFFER SAMPLE

INVITE TO AN EVENT

SHARE A THIRD PARTY RESOURCE
(B/A, SOMEONE'S STORY,
ARTICLE, VIDEO, ETC)

ASK A NEW QUESTION!
(IF THE CONVO WAS ABOUT PRODUCT,
HOW ABOUT THE BUSINESS THIS TIME?)

BE SOCIAL! JUST CHECK IN ON
THEM AND BE A GOOD FRIEND!

AFTER AN EVENT

THANK YOU FOR COMING! DID YOU ENJOY IT?

WHAT DID YOU ENJOY THE MOST?

**WAIT FOR REPLY. REALLY LISTEN. THEN...
(IDEAS FOR MOVING THE CONVO FORWARD)**

HAVE YOU EVER THOUGHT OF
TEAMING UP WITH R+F?

I SAW YOUR RESPONSE TO YOUR
BIGGEST SKIN CONCERN WAS YOUR PORES.
WE ACTUALLY HAVE 2 AMAZING
PRODUCTS FOR PORES AND A GREAT DISCOUNT.
I'M SUPER IMPRESSED WITH THE RESULTS.
WOULD YOU LIKE TO TAKE A LOOK?

Follow-Up Language

Any of the reach out ideas above can be fused with these follow-up ideas. I always love “we’re looking for more consultants to keep up with demand / innovations / new markets” if you haven’t said that yet.

5 Legitimate Business Reasons to have a Conversation. Phrases by leaders, Tested and proven! These can easily be combine with each other or other language you love.

1. “It makes sense for good people to meet”
 - This is to bring someone to 3-way call, event, or zoomway. It’s a Compliment, it elevates your 3rd party, and you can add specifics about why you think they’d connect well with another person - same career, both hard working, both social, etc
 - “I’d love to schedule a call for you to chat with my friend Floryn. She’s been doing this business successfully for many years. You have a lot in common and I know you’ll be able to relate to her experiences. Anyway, it always makes sense for good people to meet. She’s hosting a small Q&A tomorrow. Would you like to Zoom in with me?”
2. All good business is referral business
 - It’s a compliment to them, that you admire their opinion
 - It removes pressure that they have to buy or join you, but rather help make a connection or intro for you. In the meantime, they might become interested themselves
 - “I’d love to take you to lunch and tell you about my business. I know you’re not interested, but i’d so appreciate your ideas or introductions. After all, all good business is referral business.”
3. Life timing
 - Why it makes sense for them to have info on the business now:
 - “I know you said things are hectic right now and it’s not the time for you to start something new, but I’d love to send you some information anyway, so in 6 months or a year, if things change, i’m the first person you call!”
 - Gives them permission to say no, gives them an out, no pressure... but they will be open to listening. And... you can easily connect this one right back to “if it’s not right for you right now, maybe you could still help me? Make some introductions for me? After all, all good business is referral business.”

4. "Knowledge is never a disadvantage"
 - products, business, systems, ingredients, solution tool
 - There's no pressure. It's just info.
 - "Let's chat. If it's not for you, it's no sweat and you can tell me. But this way you'll know what it's all about! Knowledge is never a disadvantage, right?"
5. Crystal clear
 - "I get this is a no for you right now, understood. But since I think so highly of you for this business, would you humor me and let me tell you the parts you don't know? That way you're crystal clear on what you're saying no to, or perhaps you'll tell me i'm right and make my dreams of working with you come true! LOL. Just kidding, no pressure. (and here's where you can connect to the other 4!) But knowledge is never a disadvantage, right? And maybe you could connect me to someone else. All good business is referral business anyway."
 - Helping them to understand
 - Transparency

Other scenarios....

1. Someone who has tried the products OR has had an intro long ago

Hi! I've been thinking about this a lot and I figure I might as well just mention it - I know you are LOVING every RF product you have tried (OR I know R+F is not new to you as you have attended an event OR I know you just came to mingle and have wine :) ... But I keep seeing you on insta and just having this nudge that you would be so good at the business side of it. You're so personable and relatable - the bonus is you already love the products and would get them at a discount!! Do you have any interest in hearing how the business side of it works? It's changed a lot since XXX was doing it! (Or since that event you came to, etc.)

Adds on-

As the world is opening up again I really think it's a fun time to start! I can help you organize a fun gathering..

2. SAMPLES

"I Just popped your samples in the mail!! Do you want to Facetime with wine this weekend and do facials together?!"

Conversation continues, OR, after you've done the Facetime:

"I literally think every single day you would be so good at this business - not only because you already said you love skincare but just your personality on instagram is so magnetic and authentic!! And that's literally the most important skill that you just can't teach people!! I know

you mentioned feeling weird about selling to friends and family but I promise you that's not what makes you successful. Being you makes you successful. Anyway, since you liked the samples, I thought we should talk so you know what the business looks like - even if it's not the right time for you then at least you get a little peek into my world in case a time does come up that would feel right."

Overcoming NO objection and getting to the real objection!!

3. I know you've expressed feeling hesitant about the business. Can you share why? You can be completely honest!
4. I know you weren't interested in RF the last time we talked. I'm realizing I never found out why it's a no-go for you. Will you share? Totally just curious and I of course appreciate your honesty!

<OBJECTION TIME >

See most common objections link. Don't stress because these conversations often happen over text or email or message anyway. You have time to look them up and organize your thoughts! If you're in person, and don't know how to handle, easy solution: validate their concern, say you don't have experience with that, but you're going to find out.

5. A RANDOM ON SOCIAL MEDIA YOU DON'T KNOW

Hey X, I know this is random. But I love following your feed and seeing your littles and I wanted to reach out to you about my business. This will sound crazy but sometimes I come across ppl on social media and I don't know how I know them or if I do at all but I just feel like we'd get along, which is how I feel about you lol. I do realize this sounds nuts!.But my business has made me the best version of myself, it has made me able to be the most present mom, while also have an income 4x what i made in my wealth management career, while also having something for ME to succeed at (which is amazing for those days when I feel defeated by children lol). Anyways, I started this business because a girl I barely knew messaged me, and I feel forever indebted to her. I feel like it's my duty to share with others I feel might have the same experience. I'd love to chat or send you some info if you wanna learn a little and see if it could be a good fit for you. I'm super against being pressurey or salesy so please know that, but for some reason I felt compelled and like I should share this with you.

COMPLIMENT AND SEE IF ANYTHING HAS CHANGED

6. "I think you are such an incredible person with a magnetic personality not to mention your motivation and drive and that's literally all it takes to succeed. I'd love to pick the

conversation up if now is a better time for you to look at it again.”

NEWS AND SEE IF ANYTHING CHANGED

7. “Hi! I know R+F wasn’t right for you in the fall, but [insert news here, like a promotion or new program or news...] and it made me think of you. It’s always a great time to team up with R+F when [news] because [reason/leverage]. What do you think?! You ready to be a CEO with me yet?!”

Show the support

8. “I will work closely with you and get you off to a quick start. If it's still not a good time, I get it. I will still always be here.”

Being a great friend

9. This isn’t language, but never underestimate the power of just being a great friend and supporter. Unrelated to your own business. Check in on them. Donate to their cause. Help them in some way. Cheer them on.

Moving from the Business Convo to the Product Convo

Someone who is a No to business... they’re a no right now, but that can change. So move into offering a sample. Taking the solution tool. The facetime date. And follow up with them about the products. Quite often, they will become a customer! Also awesome! And a happy customer will sometimes become a Consultant down the road.