

CONGRATULATIONS to our LV+ Leaders from 2013 who were “super star sellers” and had the highest PC recruiting and retention rate on our team! Let’s learn:

SUPER STAR SELLER LV LEADER LAUREN WHITTAKER:

Best practices on getting PCs: I always ask my happy customers to host an event for me , in exchange for free product. I offer them the opportunity to join me in the business at some point too. I call, text, or Facebook message them telling them about my discount, the consultant program, and ask them to hop on a call to learn more.

Best practices on keeping PCs: I send my customers a welcome email when their order is placed. Once they receive their order I communicate, as well as 7 days prior to their autoship. I recognize my customers around the holidays with a free gift too. These tips keep my PSL1V high monthly!

SUPER STAR SELLER LV LEADER AMY HOFER:

Best practices on getting PCs: I talk to everyone with skin! I share the business first (lead with the business) and if they aren’t interested, I share the product (default on the product!) I leverage Facebook a lot to share before and afters, testimonials, product knowledge, etc. And last but not least—in home events (BBLs!)

Best practices on keeping PCs: I provide excellent customer service and communication, and am in touch before auto-ships to help them manage their orders. Call them with new product news, specials, launches, etc!

SUPER STAR SELLER PREMIERE LV AMY WHITE:

Best practices on getting PCs: I tell someone about the business, and if they aren’t interested I share our products! When I have down time, I get my kids school directory, church directory, etc and start writing down names of the parents in my and start calling them. I tell them what I am doing, ask if they have ever heard of R+F and if they have a skin care regimen they are absolutely in love with. Share RF!

Best practices on keeping PCs: I do appointments with my preferred customers, doing the solution tool (recommending the right product), and place their orders FOR them, so I can help manage their accounts later. I place all orders as Preferred Customer (PC Perks orders) explaining they will get 10% off on all their orders, plus free shipping which can be pricey! I stay in touch before each auto-ship to help them manage their order, see what they are out of, and offer suggestions for more products they may be interested in (the solution tool gives you the option for “more product” recommendations so save each consultation). I send “referral rewards” (Starbucks cards & cash) to those who give me referrals and now I have people who I don’t know, randomly text me about the products. Because I take such good care of my PCs I never have them cancel!

SUPER STAR SELLER PREMIERE LV DIANE WILMOT:

Best practices on getting PCs: I circle back with loyal customers, and ask if they will host an event for me. I also ask them for 2 names of people who may be interested in the products, and achieving the same results that they have. I get a lot of referrals.

Best practices on keeping PCs: I provide great customers service, checking in before each autoship, see how they are doing, what they are out of, suggesting products that they may like to try this time, and really show an interest in them!

SUPER STAR SELLER LV NICOLE SEANOR

Best practices on getting PCs: I send a lot of emails to my peers, but follow each email with an individual call, sharing my enthusiasm for Rodan + Fields. I host a lot of BBLs and had my family and friends host events for me. Being a “product of the product” is super helpful, as people compliment me about my skin all the time!

Best practices on keeping PCs: Communication! Stay in touch after each order, and before each auto-shipment, and help them manage their auto-ship orders!

SUPER STAR SELLER LV LAUREN MESCON

Best practices on getting PCs: Talk to everyone with skin!!! Ask what they do—tell them what you do, and then listen and let them talk about their skin! Offer a virtual consultation with the doctors who created Proactiv (on the “solution tool” on your .com site!) Invite them to launch events (BBLs). I host a lot of them so I always have an event to invite people to! I also do the “sample pack approach” when prospecting. After giving out microderm sample packs, set a time to follow up. Offer to do a skincare consultation with the solution tool, and converse about what they need!

Best practices on keeping PCs: send a hand-written thank you card upon ordering. Check in often—if ever there’s a concern, that is when you will find out! Compliment them on their skin, and look for reasons to say “thank you”—like on your “Rodanniversary” where you can send them a Starbucks card, and thank them for keeping your business “brewing” (I learned this from you, Sarah!) If you get notice of a failed order, then call them immediately. Most of the time, they didn't get around to responding to a corporate email that their card expired or they got a new one, etc. And I have had a couple that did not even realize there was an issue with their card until I notified them. That is greatly appreciated by the customer!

SUPER STAR SELLER PREMIERE LV LEADER LAURA WILLIAMS

Best practices on getting PCs: Everybody I know uses skin care, and I’m not shy about letting them know that when they’re ready to try R+F to call me. Always use the solution tool. People are impressed with it. Even if I feel certain that someone needs a certain regimen, I always insist by saying, “The doctors have created a nifty

tool which creates your prescription. They're the Stanford trained medical experts, not I." Always be on computer with them and guide them through the solution tool process. Never send them to the website to just take a look. Offer to enroll them as PCs. Assign the same password for each PC so you can easily help manage their account, and autoship orders.

Best practices on keeping PCs: Always send handwritten notes and include the password in that note. I tell them that I look forward to hearing about their great skin and the compliments they're going to receive. Always follow up by phone within 2 weeks . . .I want to make certain they're using the regimen and also make certain they're using correctly. I always tell them I appreciate them and their business. Their names and re-order dates are on my calendar. I phone them within 10 days to say they're going to be getting an email from the company, so I'm letting them know that I'll be happy to help them with the order or suggest other products that they might like to try. I keep in touch by sending holiday cards, Valentines cards, and even invite them to spring brunches and events I host.

SUPER STAR SELLER LV LEADER PAULA SCHUMACHER

Best practices on getting PCS: I reach out to a ton of people and offer the business first but then default to the product. Don't prejudge anyone! My team participates in many vendor booths which allows us to get the word out there about R+F. I try to make the conversation all about them and develop a relationship with the pc.

Best practices on keeping PCS: I help manage about 90% of my customers autoships which I believe is an invaluable service. Frequently checking in on them, informing them of specials and gifting them with a thank you and a small R+F product makes them feel appreciated.

SUPER STAR SELLER PREMIERE LV ALI SPITSBERGEN

Best practices on getting PCs: I had 7 BBL's in 3 cities to start building a strong customer base from the start, had everyone do the Solution tool and get products on their face! I used the UV light (sold on the "consultants only" tab when you log into your product site) which helped people see how much sun damage they really had (so you can recommend Reverse to brighten the skin)---now they can "roll" with Reverse too! Really helped build quick having so many events and getting in front of so many different networks.

I joined RF through a friend because of her posting RF before and afters pictures on FB. I wanted to try out the Reverse Regimen and ended up joining the business (why not join & get the products at our discount!) Because of this, I know the power of Social Media!

I started my own regular business opportunity meetings in Santa Cruz with Laura Edens. At first it was a few people and some nights it's just two of us! BUT, I have gotten two Consultants so far and very loyal PC's from being consistent! I also host Spa nights at my house once a month or so for women in my bible study group and stroller strides group. That helps get the products on them and also bless them with a relaxing night out!

I always lead with the business and default to products. I reach out to 2 new people a day and always ask "if there is one thing you would change about your skin, what would it be?" I have even taught my mom this language to share with people when they compliment her on her skin... (she's 67 and has been asked if she got a face lift after using RF for 10 months) "Thank you. I'm in love with the Rodan + Fields line. Give me your number and my daughter will call you and give you a free skin care consultation. She's a RN that works with the Doctors who created Proactiv!" I ALWAYS send sample packs as thank you's to friends and family when they listen to an opportunity call or come to event. I also hand them out to people that are interested in business.

Best practices for keeping PCs: I ALWAYS write them a hand written note right away as well as a thank you email. I check in with them their first week to make sure they are using products as directed. I also check back in 10 days before their auto ship too. I sent them all sample packs with chocolates and ornaments as a thank you for Christmas. Those who have had 4 or more autoships, I send them something from Essentials line or a product I know they would love. I keep them updated on our little 1 pound miracle daughter and her milestones and THANK them for making it possible for me to be home with them. A lot of my PC's are family and friends and they really appreciate that (this is a great way to "drip" about the business)

SUPER STAR SELLER LV LEADER AMY KEARNY:

Best practices for getting PCs: Talk with EVERYONE you know and constantly ask your existing customer base for referrals by enticing them with special promos you might do like a free gift etc. Have sample packets with you all the time along with your business cards so you can share with a prospect. Then set up that time you will be calling them to see what they think etc. and then sharing about the business 1st and then going in for that sale!

Best practices for keeping PCs: Always staying in contact via email, text or phone to ensure they are happy with their products and always having a reason to share new products or upgrade them on their existing products. MAKING SURE YOUR CUSTOMERS ARE HAPPY MEANS MORE BUSINESS FOR PC'S AND BUSINESS PARTNERS! Always send them a hand written note with a microderm paste packet and biz card, thanking them for their business. Make sure you immediately follow-up with them after the receive there products to ensure they know how to use them etc. and if there are any questions. People love that extra touch!!!!

SUPER STAR SELLER HOLLY REED:

Best practices for getting PCs: I've found that the best way to add a PC is to take the lead and guide them through the process FROM THE CONSULTATION TO THE CONFIRMATION! After listening to their skincare needs & completing the solution tool, I say "Well, let's get you started right away" and lead them to the PC enrollment saying, "I'd like to help you enroll you as a Preferred Customer so that you can get the benefits of free shipping & 10% off" I discuss what it means to be a PC, assuring them that it's a flexible program and that they are in control & that I'm happy to help with future ordering, etc. (On occasion, I'll offer to cover the cost of enrollment as a gift or incentive in the form of a personal check-that I immediately add to their thank you note!) At that point, I either take their information and enroll them myself or I walk them through the PC enrollment on my PWS-clear to that confirmation! I assure them that we have a wonderful team of Dermatological nurses that will guide us through this journey to their best skin and I'm available to them at anytime!

Best practices for keeping PCs: While in conversation & in future convos-I LISTEN to my PC's. I'm listening for upcoming Birthdays or Anniversaries-big moves or surgeries, and I take notes so that I remember to recognize or ask about those specific occurrences. I "pop in" without talking R+F-just to talk to them. I also like to send an RF "thank you" gift once a year! One summer, I sent the R+F towel. Last Christmas, a lip shield with a note that said "Merry KISSMAS & CHAPPY New Year! This year, I sent a Valentine with silver chocolate coins & a Starbux card reading, "Just a TOKEN of my appreciation! Thank you for keeping business BREWING!" (Thank u, Sarah, for the "brew" steal!)I also send an autoship reminder suggesting seasonal favorites to add to their order. I truly appreciate my Customers-they are walking billboards & testimonials for me!

SUPER STAR SELLER LV SARAH BOWMAN

Best practices for getting PCs: I get PCs by reaching out. I have learned to put away my fear of rejection, ignore any preconceived notions I have about a person, and go for it! For example, I have been wanting to reach out to my doctor since I began building my RF business. We are members of the same community, church, and have children the same age so I see her out and about. I hesitated, however, because she is a DOCTOR! Two weeks ago when I went in for an appointment I brought her a mini facial sample pack. The first words out of her mouth were, "Oh! I love face products! And I used to use Proactiv!" We are meeting for coffee next week, and she has already been checking out my website!

Best practices for keeping PCs: I feel that customer service is vital. I handle the auto-shipments for my customers that prefer it that way. Each auto-shipment they get either an email directly from me, a text, or a phone call... depending on which method of communication they prefer. I ALWAYS include info on products they

have not tried yet. Favorites like: eye cream, serums, and microdermabrasion paste! I also like to run specials for my PCs. One special I have run twice is to offer 1/2 off (cash back) any new product they try. This has been very successful in getting my PCs trying and loving even more RF products!

SUPER STAR SELLER KAREN O HOLLAREN

Best practices for getting PCs: I am a believer in doing many different things to help increase my PC's. From starting with a BBL event to increase PC's, then follow up after your BBL. Just because someone can't attend many times they would still like to learn about the products so I called most of the people I invited after to see if they would be interested in hearing more about the products. In the process I share the businesses. If not interested in starting the business I use the language given by so many on the team calls—"No problem if the timing isn't right for the business then let's go ahead and find the perfect product regimen for you by doing a quick consultation". I do this over the phone or in person. The solution tool is a great way to start a conversation about someone's skin while building a better relationship based on their needs. Have them email the results to themselves so we both get an email copy to know their specific product of recommendation. This helps me have a record of the other items they could add to their existing regimen the next time. I always put their order in the system myself and follow up with an email explaining exactly how to log in and change their order in the future. I also suggest taking before and after photos so they can see the results for themselves. Follow-up with a thank you card! I also hand out sample packs and tell people I will be following up in a few days to see what they loved best about the products. When I follow up I asked them what they love and begin the consultation discussion I mentioned above to find the best regimen for their skin concerns or needs.

BEST PRACTICES FOR KEEPING PCs: Most important thing for me is follow up. If someone is interested in products then you have to follow up! Most of the time people aren't going to call you so you have to follow up and give them the best customer service you can to make them feel they are getting something for their business. I try to keep the excitement going through FB and my newsletter. I have a monthly newsletter I send to my pc's to talk about different skin issues that our products treat, video's and before and after photos. I also mention my referral program. I host events several times a year to celebrate my pc's when we have new products , for holidays, etc. I have give-aways and "bring a friend give aways."

SUPER STAR SELLER LV LEADER CINDY RUTHERFORD

Best practices for getting PCS: I call a minimum of 2 people every day and usually either email or face book message 3 or 4 people each day. I talk to them about the business, products and get referrals. I think picking up the phone and calling is far more effective, but I do have face book friends whom I do not yet have a phone number. For some people I want to build a relationship first before I ask them for their number and call them. Daily Activity is critical

I post on social media and truly believe more people are watching you than you realize! I will get random messages from people who have been watching and all of a sudden would like to order. They may have seen a post in October but respond in February when they see another post. So continue to post but don't over do it!

I bring my card and mini-facials in my pocket and purse wherever I go. If someone has waited on me or provided me with some type of service I will reward them with a mini- facial packet, and set a time to follow up. ("thanks for your great service today, I would love to leave you with this gift. If you promise me you'll use it, I promise you I'll follow up"! When you follow up you can also share the business -- "thanks for your great service yesterday. We are looking for people like you for our business. Mind if I tell you more, and who we are looking for?")

Whenever we have a special coming out I email friends and family who are not yet PCs and let them know that now is a good time to order. I revisit often but I do keep track of the date when I last contacted each person so I don't overdo it. If they don't ask me to stop or tell me they are not interested at all... I keep on revisiting them.

I try to get out a few times a week and have coffee or go out for lunch so I can meet new people or see people I may have not seen in awhile. Again, I share what I am doing and give them a business card, ask for their information and tell them I will give them a call in a few days.

I take part in events going on in my area. I sign up for festivals, health expos, winter fairs, spring flings and whatever public events I can partake in just to get my business and products out in the public view. I usually have some type of drawing for a basket of products and in doing this; I can get more names as prospects. HOST EVENTS- I try to hold at least one product event in my house each month. The topics are taken from previous years, other people sharing their ideas on the weekly training calls, and from our Communications Corner in Pulse.

I volunteer for events and donate to many organizations. Volunteering gets me out and I can prospect while I am doing something good for the community. I donate gift baskets and gift certificates to many fundraisers and have gained many pcs that way.

Best practices for keeping PCs: Every month I call my customers about 7 days before their order ships. I want to reach out to them before they get their reminder from corporate. I believe that if I check in with them and remind them about their order I am building a relationship of trust. I usually visit with them about how the skincare is working and if they have any concerns or questions. Sometimes I even get to recommend something new to try. Another thing I do if I can't get a hold of my pcs by phone or if they work full time, is to send them a quick text or email reminding them of their pending order. I offer to adjust their order if they would like me to

because I understand how busy they are. I offer suggestions on products to try if they only need one or two items from their regimen.

I have customer appreciation events where I invite my pcs to come enjoy some snacks and beverages. We share how the products are working, tips we have found while using our regimens and any frustrations or concerns we may have. Other customer events may include bringing a friend and introducing them to the products. I usually have a drawing for any pc that brings a guest and they win a free product.

SUPER STAR SELLER LV LEADER EMILY PINIATOGLOU

Best practices on getting PCS: I find most come to me through slow dripping on FB with before/after pics, "specials" (such as free full size product to the next 2 people who place an order), following up with people who have expressed interest in the past or who have "tried" a product (ie eye cream that I put on my CRP order). I also have enrolled PCs at our winery events-inviting new people each time and if they can't come, following up with them afterwards. (Imagine doing a "leave the aging to wine and cheese event" with your team monthly—at a winery or at a home!) I have also done the "freebie friday" post on FB where I send out the mini facial to the first X number of people who message me with their address—be sure to follow up!

Best practices on keeping PCs: I think people just really like the products so most stick with them. I do occasionally send out a flyer (often created/adapted from others on FB) to my PCs, or an email thanking them and offering free product if they respond back with their choice. It also allows me to then respond back to them letting them know about my referral rewards program and if they know anyone who may be interested in products (or business) I will reward them. In the past I have created a little poem/thank you note, printed it out on photo paper and sent a small free product along with it (in the summer I sent lip serum and chap stick; in the winter I sent body lotion). With the Lead the Way program, I have used that as a good reminder (for me) to reach out to my current PCs. I look at pending orders on Pulse, reach out to them if I haven't in a while to touch base, make sure they are happy with what they are using, see if they have questions or are interested in trying new/other products/regimens. Looking at the pending orders, I can also see whose orders have failed to process (ie...last order MONTHS ago)-this is a good opportunity to reach out, make sure they know how to update their credit card (exp date changes causes orders to fail if they don't go in and change it which many forget to do). I can see how many PC orders I expect to have this month from reorders and place that against my monthly goal and see how many new orders I'm shooting for to leverage "Lead the Way".

SUPER STAR SELLER PREMIERE LV ANDREA SIMS

Best practices on getting PCS: I do a lot of networking groups. Some of which include lunches that give us the opportunity to share our 1 min commercial. In addition to

my commercial, I hand around the before and after photo flip book for people to look at while I talk or while others are sharing about their business. People make comments about the products, saying, "oh I need to talk with you because of X". I grab their contact information and at the end of the event schedule a time to continue the conversation. During the follow-up, I learn more about their business and then share more about ours. If the business isn't a fit for them, I ask for referrals, and then take them to the solution to determine which regimen is the best fit for them. I then explain how the product will benefit them, the 60 day \$ back guarantee, the PC Perks program and the flexibility of the program with the option to postpone at any time. I guarantee that not only will the company send them an email to remind them, but that they will get a personal call from me as well to help them with their order.

I share RF with everyone I meet. If the business is not for them, I will ask them if they are loving what they are currently using and getting the results they are looking for. If not, I take them immediately through the solution tool and follow the same steps as above. If they do love what they are using, I find out what it is, then mention the tools we have (Macro E, Amp MD) or ancillary products (eye cream etc) that can enhance their current regimen. To me a no is not a no unless it meets 3 criteria, no to the business, no to referrals, and no to the product.

I ask my PC's for referrals and give them free product or \$\$\$ for the referral. I hand out samples and set follow-up dates with them immediately to hear what they think about the sample (a same without a name is money down the drain!)

Best practices for keeping PCs: Every month I run a report in Pulse – Autoship – PC Perks – Pending – I export it to excel and order it from beginning of the month to end of the month. I look at their current order to determine whether they have made any edits to their account. If not, I reach out with a quick voice message. "Hey this is Andrea with Rodan + Fields. I was just providing you with a courtesy call to remind you to update your order prior to X, as the next shipment will go out on Y and I want to make sure you are getting exactly what you want. As you know, you have complete flexibility with your account, we've got a great body line if you aren't familiar, it's under our Essentials category. If you need me to, I can help tweak your order for you. Just give me a quick call. Thank you again for your continued support." With permission, I manage a number of my PC accounts for those who are busy. I have a common password for most customers, or they provide me their password so that I can make the edits for them with their permission. I make calls to every customer about 5 days before their order goes out, giving them time to make the edits.

SUPER SELLER LV CHERYLANNE RADLOFF

Best practices on getting and keeping PCs: The tips that I highly recommend and implement on a daily basis are building relationships with prospects and preferred customers. I recommend products to them, and let them know how thankful I am

that they have chosen me to be their personal skin care consultant and that I am there to help them achieve the healthiest skin of their life and to serve them. Because my passion and the enthusiasm for the product is such an ingrained part of me, it comes through to them as well. Trust is a huge factor as well. If they know that you truly have their best interest at heart, they'll be your preferred customer for life.

SUPER STAR SELLERS LVs JODI AND HOWARD FIDLER

Best practices on getting PCs: I talk about the product everywhere I go. Whether in the am at the yoga studio, the nail salon, Target, or my daughter's dance studio, I make it a point to make new friends and find a way to bring up the fact that I work from home and I represent a line of Anti-aging skincare products. I carry mini-facial samples and hand them out. Howie brings up the products with friends, athletes, patients and new people that he meets. Every time he flies he chats with the flight attendants and whoever he sits next to. He makes it his rule not to leave the plane without digits. Host skincare clinics and conduct skincare consultation, and Post before/after photos on social media!

Best practices on keeping PCs: Give them VIP Service! Fully explain how the program works in advance so they know they can modify or postpone orders. Contact them (via email, text or phone) about upcoming replenishment orders and make product recommendations. Send a thank-you note along with small gift when they refer others. Keep them in the loop when new products launch or when R+F offers specials

SUPER STAR SELLER LV LEADER GEORGIA DAUGHDRILL

Best practices for getting PCs: I am extremely passionate about our products. I make sure it shows! I talk to everyone- I don't know of anyone- Male or Female that wants to look old!! I do a ton of one on one's—people are very busy- I consult over the phone. (if you don't know them have them snap a picture and send it to you.) It's easier to discuss their needs and the solution tool if you can see their skin.

Invite, invite, invite to an event. Fortune is in the follow up- they may not have ordered today as the timing and \$ might not have been right, so follow up later!

Make sure that after you offer someone the business first - if they don't jump at it- go for the products!!! Tell them about your "Referral program" - I offer my friends, family, Existing Pc's etc- incentives if they refer someone to me.

I pass out a lot of mini-facial packets. Get an appointment time to follow up & contact info. Follow up! Do the solution tool to recommend a regimen, and tell them about your business, and ask if they have interest in learning more!

I offer incentives to people that want to have events for me (sometimes they decide to become consultants because they don't want to let that much \$\$ pass through

there fingers....Before you input the orders, ask the host “are these orders going in under me or you? You should join me now!!!) Smile, Smile, Smile- I love people- I wake up happy every day. It's contagious...people want to do business with people that they like and that they trust.

Best practices for keeping PCs: Exceptional customer service - I take care of most of my older , non- techie customers by helping them to manage their accounts. I send freebies with hand written Thank You notes randomly. This Valentines day I am sending cards with chocolate to share my “love” for their loyalty! I offer personal incentives for my PC's when they refer a friend or friends!!

When corporate runs a special - I email, text & call all of my customers. I have had several Rodaniversary events for my customers. I hired a massage therapist to do chair massages , aesthetician to do facials & eye brow threading. We had tons of hors d'oeuvres and wine. Plus, lots of giveaways and fellowship.

PRODUCT TRAINING WITH PREMIERE V HEIDI BELLERJEAU:

<http://tinyurl.com/HeidiBProductTraining>

CUSTOMER TRAINING WITH PREMIERE V KERRI FITZGERALD:

<http://tinyurl.com/KerriFitzPCTraining2014>

SAMPLE PACK FLYER:

<http://communications.rodanandfields.com/templates/121/index.php>

TO MAKE EASY PRODUCT RECOMMENDATIONS:

Schedule “5 minute skincare consultations” by phone to walk people through the solution tool on your .com site. Ask them the questions and you click through the responses. Make the recommendation to them and email them the results. Take their order as a preferred customer so they can get 10% off, free shipping, and the best skin of their life!

FOR MORE PRODUCT QUESTIONS:

<http://www.rodanandfields.com/rfconnection/> for FAQs

If you cannot find answers to your FAQs on the site:

Product Support/RF Connection: (415)273-8000 option 3

rfconnection@rodanandfields.com

FOR MORE TRAINING:

Join Kris, Sarah, and Rodan + Fields Top Leaders Every Sunday:

The Rock Star Recruiting School National Training Call

For All Rodan + Fields Consultants

Sundays at 5:30 pm PT (6:30 MT, 7:30 CT, 8:30 ET)

Dial in Live: (712) 432-0075 code: 668998#

Playback available for one week: (712) 432-1085 (same code)

YOU'LL FIND MORE TRAINING ON OUR TEAM SITE:

teamrockinrobbins.com

username: team, password: team

CONNECT WITH OUR TEAM ON OUR FB GROUP:

<https://www.facebook.com/groups/146962725404939/>

FOR EVENT FLYERS AND PRODUCT FLYERS:

<http://communications.rodanandfields.com/>

FOR PRODUCT AND EVENT BROCHURES, ETC:

RFMall.Biz

For the iPad Bonus Program:

https://www.rodanandfields.com/images/Archives/iStart_Flyer_2013_Secured.pdf

https://www.rodanandfields.com/images/Archives/Fast_Start_Flyer_2013_Secured.pdf <= **For the Fast Start Cash Bonus Program**

For Lead the Way (PC and C) Incentive Program:

<https://www.rodanandfields.com/leadtheway/>

A note from Rodan + Fields #1 Earner Sarah Robbins:

Customers are a great source of residual income (as they re-order) and provide a fast way for you to promote to Executive Consultant (aka “EC” with 600 PSL1V sales), and a very easy way to maintain EC status. It’s recommended you build a solid base of PCs right away so you see instant results!

When someone expresses interest in the product, we suggest setting a “Five Minute Skin Consultation” with your customers because good customer service starts from the very beginning. During this appointment, pull up the “Solution Tool” on your .com website homepage (where it says “Let the Doctors recommend products specifically for you—customize your routine). Go through the questions with them, and then make the recommendation as suggested by the doctors. When finished, tell them you’d love to get them onto the journey of their best skin now, at a great discount! Take their order as a “preferred customer” so they can get 10% off, free shipping, and start their journey to the best skin of their life! (See below for language to use).

As you know, preferred customers are so important because:

- They count toward our executive consultant volume (retail do not)
- We make a higher commission on preferred customers.
- We get ongoing residual income, every 60 days with preferred customers.

They benefit from:

- 10% off.
- Free shipping on their regular orders.
- PC perks from time to time.

Here is language to secure their order as a preferred customer: "I am going to get you started as a preferred customer. This program is perfect for you, as you will receive 10% off, free shipping, and special rewards. You'll save \$___ on your order today! The products ship every 60 days, but that's perfect-as that is how long they last! Not to mention- it is a flexible program! You can change and edit your order anytime! Essentially you get what you want, when you want! My customers love this program! You will too! Let's get you started!"

Walk them through their order.