PRESCRIPTION FOR SUCCESS
Congratulations on your decision to join Rodan + Fields® Dermatologists!

The Rodan + Fields Business System offers independent business owners a proven, replicating business model that maximizes effort and expedites success. We offer unlimited earning potential by delivering clinically-tested products to an enormous untapped consumer market. We are committed to provide you with success-proven training, support tools, guidance, and state-of-the-art technology needed to rapidly build your business. The Prescription for Success System is the operations manual, the map to your success. Commit to it, invest in it, and you can reap the rewards.

As you begin your business we challenge you to develop a solid belief in your own success. You are now the CEO of your Rodan + Fields business and with Prescription for Success and other support tools available to you online and elsewhere, you have the means to develop a large, successful organization. Believe in yourself, unleash the power of Prescription for Success, and let your business take off.

Best wishes in all your endeavors,

The Rodan + Fields Corporate Team
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Executive Team Contact Information

CONSULTANT ID NUMBER: ______________________________
CONSULTANT SUPPORT: (415) 273–8000

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Focus on the System: Prescription for Success

One of the remarkable aspects of this business is that there is a proven, successful system of activities that anyone can learn to master. When the system is the focus, everyone starts on the same even playing field and everyone does the same successful activities. Your Rodan + Fields business stays simple when you keep your focus on the system so don’t waste time trying to reinvent the wheel. Be a student of Prescription for Success and then teach it to others. That’s the key to your success – duplication!

How to use this guide:
This Prescription for Success guide was written to help you grow your organization as quickly as possible. Take note of the **bolded key terms** and complete all the interactive activities. You’ll notice that some information is pulled out in individual boxes to make the learning process clear and simple. Each callout box denotes a specific icon to let you know how it relates to the training. Take note of each icon and their meaning:

- **TIP**
- **IMPORTANT**
- **EXAMPLE**
- **REMEMBER**

The Power of Duplication

Duplication refers to the astounding results we can achieve when groups of people all do the same success-oriented activities. Through the power of duplication, Rodan + Fields Consultants can quickly build large organizations that provide long-term residual income!

Duplication is a double-edged sword. Your team will duplicate your behavior—good or bad. People are watching everything you do in building your business, wondering if they can do it too. That’s why it’s so important to keep things simple by following the system. The example you set for your team is the most powerful statement you make. Make sure it’s the right one.

**Exponential Growth**

Would you rather have $1 million right now or a penny today that doubles in value every day for the next thirty days? Many may chose to take the $1 million right away, but look what happens to the penny that doubles by the end of the thirty days…that’s the power of duplication.

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Circle of Success

The speed of the leader is the speed of the team. Everything you do to build your business will duplicate. Commit to Prescription for Success and watch your group grow quickly and successfully.

1. Work with your Sponsor
2. Focus on Prescription for Success
3. Take daily action
4. As new Consultants join your team, teach them to do the same
COMPLETE THE GETTING STARTED CHECKLIST

There are some simple activities that support getting your business off to a fast start. Follow the Getting Started Checklist to get your business going and use it to help your new Consultants get started:

**DURING ENROLLMENT**

- Complete new Consultant enrollment process online or with paper application
  - Purchase a Business Kit
  - Enroll in the Consultant Auto-Ship Program
  - Enroll in Direct Deposit
  - Sign & mail in a hard copy of your completed Consultant Application
- Connect Online
  - Get acquainted with Personal Website Service (PWS) and back office systems
  - Read through the latest Insider Scoop and check out the training webinars
- Order customized business cards and any other sales aids from www.RFMall.biz
- Download the Prescription for Success guide and listen to the companion audio file
  - Use the Contact List* to identify the quality people you want to join your Executive Team
- **Start prospecting immediately!** Take advantage of your early excitement and talk to people right away.

**FIRST 48 HOURS**

- Develop your Reason Why*
- Build your business image: Start using your personal regimen as soon as it arrives and develop your product testimonials
  - Visit the Solution Tool
  - Meet the RF Connection: your exclusive service for skincare and product questions
  - Take a ‘before’ picture of your skin to support your product results story
- Schedule an Initial Training Session with your Sponsor as soon as possible either in person or by phone if long distance
- Build your Business Plan
  - Set up your Hours of Operation*
  - Set up your System of Operation*
  - In preparation for your Initial Training Session, review the Four Critical Activities in Prescription for Success: Prospecting, The Interview, Training, and Meetings/Events
- When your Business Portfolio arrives:
  - Review the materials and watch the DVDs
**FIRST WEEK**

- Attend your Initial Training Session
  - Bring your calendar/day timer and initial Contact List
- Start Prospecting (40% of your time)
  - Use Prospecting Language* and Value Proposition
- Schedule Interviews with your prospects (20% of your time)
  - Use the Interview Language*
  - Ask for referrals
- Schedule and attend local Meetings/Events (10% of your time) and Trainings (30% of your time)
- Schedule your See the Light business launch

**FIRST MONTH**

- Focus on the Power of 2x2 and be sure to enroll 2 new Consultants who each enroll 2 new Consultants in your first month. This will catapult your business exponentially
- Set a goal to promote in Leadership title
- Keep prospecting!

*Handout
When you enroll as a Consultant with Rodan + Fields, you enjoy 25% savings off all products, have the opportunity to earn retail profit, commissions, and executive payout, and are eligible to participate in exciting bonus and incentive programs.

It’s important to follow the Getting Started Checklist activities listed below and teach your team to do the same. Existing Consultants will find it valuable to review these steps personally, and to coach them to their new Consultants. Never underestimate the significance of getting your new Executive Team off to a fast start.

- **Complete Online or Paper Application Process and Sign Up for Direct Deposit**

- **Choose a Business Kit**

  Along with our Business Portfolio*, Rodan + Fields offers convenient Business Kits to help you get your business started:

  - **Leadership Express Business Kit – “Everything you need to go fast!”**
    
    Your Price: $695

  - **Jumpstart Business Kit – “Just enough product to get you started.”**

    Your Price: $395

  Talk to your Sponsor and refer to our training about the simple 2x2 system that can help you earn back the cost of your kit in your first 30 days in business.

*The only requirement to become a Rodan + Fields Consultant
Enroll in the Popular Consultant Auto-Ship Program*

With the Rodan + Fields Consultant Auto-Ship Program, you enjoy the convenience of 30 day delivery on your Rodan + Fields products, you meet monthly Sales Volume (SV) minimums, and you earn complimentary products.

Connect Online

Rodan + Fields offers a variety of online programs and tools to help you grow your business. For example, with the Personal Website Service (PWS), your online store is immediately open for business 24/7 so you can conveniently and rapidly expand your business. Staying connected online is a critical part of business success. Talk to your Sponsor and get plugged in.

*Enrollment in this program is optional.
Develop Your Reason Why

You decided to start a Rodan + Fields business for a reason. Imagine what a successful business will do for your life and your family’s future. Answer the following questions to develop your Reason Why and review with your Sponsor:

1. What do I want my Rodan + Fields business to provide me and my family?

___________________________________________________________________________________
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2. Why is this important to me?

___________________________________________________________________________________
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3. What challenges will I have to overcome?

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4. Whose help and support do I need?

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5. How much do I want to earn per month?

___________________________________________________________________________________
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6. How soon do I want that income?

___________________________________________________________________________________
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7. How many hours a week will I commit to my business?

___________________________________________________________________________________
**Build Your Business Image**

You attract what you are and who you are. An important step in building a successful Rodan + Fields business is getting started on your personal regimen. You will strengthen your credibility and integrity as a business owner by developing your personal product testimonials. As you see results in your own skin, you build your business image. People will notice the difference in your appearance and you will feel more confident sharing your personal experience and results.

As your product knowledge develops, you increase your ability to professionally speak to potential customers and Consultants. An important note: you don’t have to become a product expert. Keep it simple by presenting key features and benefits. Share your stories and stories of others you know.

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Dr. Rodan and Dr. Fields want you to always feel comfortable using and presenting their products, which is why they created the **RF Connection**, a one-of-a-kind service available exclusively to Rodan + Fields customers and Consultants. You really don’t have to be the expert - leave that to the **RF Connection**. The **RF Connection** personnel are dermatological Nurses and highly trained professionals who are conveniently accessible by email and phone to answer your product and skin related questions. Email them anytime at RFConnection@rodanandfields.com or call (415) 273-8000 and receive a response within 24-48 hours.

The **RF Connection** can also walk you through a variety of product related programs and training materials such as the **Solution Tool**, an in-depth skin questionnaire that gives you a customized skincare routine of Rodan + Fields products.
Identify and Invest in the Right People for Your Executive Team

The Rodan + Fields Business System gives you the ability to expand and multiply your efforts by creating teams of people who duplicate and implement the same business model, the same system. You earn commissions on the volume created by the people that you sponsor as well as on the volume created by their teams and downline network. Identify the people you want to join your Executive Team. This is an important investment in your business. Maximize this investment by sponsoring people who:

- Are quality individuals
- Align with your business goals
- Will make a commitment
- Use the Contact List on the following pages to help you further develop your Executive Team.

Set Up Hours of Operation

Equally important to your success is how you invest your time. One of the most important first steps is to work with your Sponsor and schedule consistent Hours of Operation for your business by:

- Identifying the number of hours a week you will commit
- Highlighting the time frames you have available on your weekly calendar
- Communicating your Hours of Operation with your team

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Learn the Four Critical Activities

There are Four Critical Activities for building your business that, given consistent attention and focus, can create rapid growth and success. Successful organizations spend the following amount of time on each activity:

1. **PROSPECTING: 40%**
   - Working your Contact List

2. **THE INTERVIEW: 20%**
   - Creating your Executive Team

3. **TRAINING: 30%**
   - Supporting your organization

4. **MEETINGS/EVENTS: 10%**
   - Business Presentations & See The Light events
**Set Up Your System of Operation**

Your **System of Operation** is the combination of your **Hours of Operation** and the **Four Critical Activities**. Work with your Sponsor and schedule time for these activities as they support rapid growth and business development. This allows you to maximize your business hours and leverage the **Prescription for Success**.

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PROSPECTING
40% of your time

Create Your Contact List

As you begin to create your Contact List, remember you are looking for executive leadership. Use the Contact List provided to help you efficiently list both prospects and referrals. Work with your Sponsor to ensure that you are utilizing this tool effectively. Use the memory jogger provided below to help you make a list of the people you know. Continue to build an ever growing list of names. The longer the list and the more people you talk to, the faster you will build.

Memory Jogger

- Friends
- Spouses and parents friends
- Immediate and extended family members and their friends
- Neighbors and past neighbors
- Coworkers and past coworkers
- Fellow members to societies, clubs, organizations, boards
- Classmates: school, gym, seminars, etc.
- Fellow church members
- Doctor, dentist, accountant, repairman
- Childrens’ friends, parents, and school teachers, faculty, etc.
- Anyone on your holiday card list or wedding invitation list (or childrens’ wedding list)
- Use the telephone book to look through names- as you read each name think of the people you know associated with that name.

…and Don’t Prejudge

Experienced Consultants know that success comes from sharing the Rodan + Fields products and business with as many people as possible and allowing them to decide if the interest is there and the timing is right.

My Contact List

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<td>10</td>
<td>x</td>
<td>Brent</td>
<td>3412 S. Anystreet, Dallas, TX 79625</td>
<td>214-555-5555</td>
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<td>3</td>
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R: Rating from 1 - 10 1 = less probable 10 = most probable
Y: Yes. Going to join Executive Team
N: No. Not going to join Executive Team
M: Maybe. Reconnect in 3 months
Observations: make notes about person’s level of interest, when you plan on meeting, etc.
Work Your Contact List

Prospecting continues with creating and maintaining the Value Proposition, defined as:
- Acknowledging how unique, valuable, and exceptional your prospect is
- Giving value to your business by mentioning how you teamed up with the Doctors who created Proactiv® Solution, and
- Your commitment to develop an Executive Team of people you value and trust

A proven way to create the Value Proposition is to use the Prospecting Language. Review and practice the script with your Sponsor and any fear or discomfort in making calls can be eliminated. Allow the system to work for you.

Prospecting Language

“[Name], first of all, I’d like to congratulate you because I’ve always considered you an **exceptional person** who [**positive trait** i.e., works hard, has a positive attitude, etc.]” or “[Name], I’d like to begin by saying how much I respect you and how I consider you to be an **exceptional person** who [**positive trait** i.e., works hard, has a positive attitude, etc.]”

“The reason for my call is that I’ve teamed up with the creators of Proactiv® Solution, one of the fastest and strongest growing companies today that is expanding into [**city, region** i.e., the Detroit area, the Hispanic Market, etc.]”

“I am building my Executive Team and I immediately thought of you because I am seeking and interviewing **quality** people that I can **trust**. I would like to spend a few minutes with you [or interview you] to see if this is a fit and if you have an interest in being part of my team.”

IF THEY ASK “WHAT IS IT?”…

“The company is Rodan + Fields Dermatologists. I’ve teamed up with the Doctors who created Proactiv® Solution. You’re welcome to visit my website, www.___________myRandF.com. But I want you to understand I am calling because I’m looking for **quality** people I can **trust** to join my Executive Team. I’m not calling about the products or the company, I’m building my Executive Team and thought of you because…. (return to the Value Proposition)”
Prospecting Language cont.

IF THERE IS NO INTEREST…

“[Name], I appreciate your time today. As I mentioned earlier, my business is growing rapidly and it’s urgent for me to bring together my Executive Team.” “Who do you know? I’m searching for quality people like you.”

Referral Philosophy

If you have given significant value to both the person you called (why you chose them) and to your business needs, (your desire to develop an Executive Team) it is very probable you will get a referral from your prospect. When the Value Proposition is clear, regardless of their personal interest, they may feel as if they are doing a favor for the person they refer. If your Value Proposition is based on the product or a business opportunity, they may not be as willing to offer referrals.

If there is interest…schedule the interview. If the answer is Yes...
- Make the appointment
- Never ask “When is it convenient for you”
- Offer two options for a date and time:
  - During lunch time- everyone eats
  - After work- early evenings
- If the times you propose are not convenient, make the appointment for the following week in accordance with your Hours of Operation
- Try to never give the impression that you are willing to change your schedule to accommodate him/her because you destroy the perception of value.

Understand the Power of 2 x 2

When you consistently enroll at least 2 new Consultants every 30 days and each of those Consultants enroll 2 new Consultants, your organization will grow at a rapid speed. If you maintain this activity for a 6 month period you’ll have the opportunity to reach the top of the Rodan + Fields Compensation Plan as a Level V Executive Consultant.

This is the activity you want to perform and promote.

Talk to your Sponsor about how to consistently enroll 2 new Consultants and how to teach them to do the same. Review the simple plan to Accelerate Your Earnings and earn back the cost of your Business Kit in your first 30 days as a Consultant.
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THE INTERVIEW

20% of your time

The interview should be brief...15-30 minutes. There are 4 components to a successful interview:

1. **Value Proposition**

Remind them why you are interested in them. Reinforce why they are unique or special. Share why you think they would be a terrific addition to your **Executive Team**.

“[Name], I’ve always admired your [positive trait i.e., professionalism, experience, attitude]”

“[Name], the people I’m looking for have at least 10 hours a week to commit to their business. Together, we will establish your Hours of Operation and I will train you on a System of Operation to work within those hours.”
2. The Commitment

Review what you are looking for and what you expect

“I will train you for 30 days and at the end of that period, you will be able to run your own organization.”

3. Review your Business Goals

“My goals are to establish a strong presence here in [city, region i.e., Southern California, Rhode Island, etc.] but I am also looking for leadership to support our national growth and ultimately, our international expansion.”
4. Identify Mutual Alignment

Let your prospect answer the following questions and take notes while you hear their comments:

“How do you see yourself fitting into this strategy?”

“What are your goals for the next 3-5 years?”

“If you were to join my Executive Team, what values are important to you that you’d bring to the business?”

“It’s really important to me that we are aligned as you are going to play an integral role on my Executive Team.”

**IF THEY ARE NOT INTERESTED, ASK FOR A REFERRAL…**

“[Name ], I appreciate your time today. I mentioned that my business is growing rapidly and I need to fill these positions on my Executive Team. Who do you know who might be the right fit?”
Offer the opportunity to save on Rodan + Fields products as a Preferred Customer. Use the Rodan + Fields marketing and sales aids to identify interest in the products.

**IF YOU BELIEVE THEY HAVE POTENTIAL FOR YOUR LEADERSHIP TEAM…**

“[Name], I believe you would be a great addition to my Executive Team. I feel very good about the possibility of us working together. However, I have some other interviews scheduled that I must honor. Please allow me a couple of days to meet with these individuals and make a decision. I am very excited about the possibility of working together.”

**IF THEY ARE A PERFECT FIT, CALL THEM WITHIN 24-48 HOURS OF THE INTERVIEW…**

“[Name], I want to congratulate you! Out of the people I’ve interviewed, I believe you’d be a great addition to my Executive Team. I am very excited to be working with you. When can we get started?”
**TRAININGS**

30% of your time

- **Commit to a 30 Day Program:**

  The Rodan + Fields *Prescription for Success* system has been designed to help you and your new Consultants get off to a fast start. The first 30 days in business are the most important and is the time to focus on mastering *Prescription for Success*, establishing the correct and consistent activities, and learning how to develop an organization. Remember that the pace and speed in which you start your business will duplicate to your team. **Don't delay.** Take action quickly and teach your team to do the same.

- **Initial Training Session**

  Schedule an initial one to two hour training session with your new Consultant as soon as possible. This can be done in person when you sponsor locally or over the phone if you sponsor long distance. Instruct your new Consultant to bring his/her weekly calendar/day timer and his/her filled out initial Contact List. Rely on following the fundamental methods:
  - Review the **Value Proposition:** express your enthusiasm to have him/her on your Executive Team
  - Review his/her **Reason Why:** remind them of their immediate and long range goals
  - Work through the **Getting Started Checklist**
  - Explain the importance of the **Contact List** and help them expand their list
  - Identify their **Hours of Operation** and highlight the available time on their weekly calendar
  - Establish their **System of Operation** and schedule the **Four Critical Activities**
  - Schedule a **See the Light Event** for the following week and discuss who he/she will invite
  - Teach and emphasize the **Power of 2 x 2**
  - Review **Prospecting Language**
  - Begin making his/her first **prospecting calls** together
  - Schedule **interviews** with interested prospects for the following week

- **Weekly Training**

  As part of the **System of Operation** you identified weekly training time. After the **Initial Session** continue to train on the fundamental methods and keep them as simple as possible. Remember, repetition builds skills, confidence, and duplication.
  - **Assist** your new Consultants with their initial prospecting calls
  - Work their list with them until they are **comfortable** with their own style and script
  - **Listen** to their prospecting calls. **Praise** them for all the things they are doing right and **coach** them in areas where they struggle
  - **Invite** them to **join you** on interviews and/or assist them with their interviews so they can **observe** how to conduct an interview briefly and effectively
  - Make sure they **take part** in your weekly Business Presentation **meeting** and bring guests to it
  - **Help them** conduct their first **See the Light Event**
Ongoing Training

As you continue to work with your growing Executive Team, the objective is to develop leaders who can run their own organizations. Work closely with your leaders (up to 5 every month). Focus on the system. During their first 4 weeks, coach the strategies and skills that develop leadership.

- When training, use the Prescription for Success presentation to reinforce the system
- Invite your trained and established leaders to work together during weekly training sessions so they can support each other and learn from one another
- Invite leaders to participate in the training to expedite the development of leaders
- Include stories at all trainings. Hearing how the system creates success reinforces the system and provides an opportunity for recognition
As part of the System of Operation you scheduled time for meetings/events.

Meetings: Top leaders agree that consistent meetings are the driving force behind all successful organizations. Two of the more popular are Business Presentations and See the Light Events. Stay connected online to find a variety of tools in support of your ongoing meetings and events.

- **Weekly Business Presentation**

  Choose a location and day of the week that is most convenient for your team and schedule a weekly Business Presentation meeting. These meetings should be about 45 minutes and should consist of a brief welcome/introduction followed by presenting the 3 Modules in the Rodan + Fields Business System DVD:
  - Module 1: The Doctors
  - Module 2: The Compensation Plan
  - Module 3: The Products

  Depending on the interest of your guests, you can spend more time talking about module 2 or module 3. Close the meeting with an invitation to join the Doctors in their mission to change lives across the U.S. by getting together with the individual that invited them there. This meeting should not be longer than an hour! The more concise and well run your meetings are, the more comfortable your team will be in inviting and bringing guests.

- **See the Light Events**

  Rodan + Fields offers Consultants a special tool called the Spot Light which offers you the chance to not only identify and understand sun damage, but it allows you to share the experience with others while growing your business. You can use the Spot Light to hold a See the Light Event, a highly effective way to launch and build your business. Go online to get more information on how to create ongoing product sales and business recruitment by holding a See the Light event.
The Rodan + Fields Spot Light uses special technology, similar to what dermatologists use in their practices with a wood’s lamp, to show skin blotchiness and pigment changes that are not necessarily visible to the naked eye. This under-the-surface damage causes your outer complexion to look dull, lifeless, and sallow. With the help of the Spot Light, you will learn how ‘it’s not what you see, it’s what you don’t see’ that is causing your skin to lose its youthful radiance. You can share this demonstration with others to grow your business.

Corporate Events

Don’t underestimate the importance of corporate events as they help evoke a sense of culture, excitement, and belief. Never miss a corporately sponsored event and always bring your team. The most important event is always the next event.
FIRST MONTH

- **Focus on the Power of 2x2**
  
  When you consistently enroll at least 2 new Consultants every 30 days and each of those Consultants enroll 2 new Consultants, your organization will grow at a rapid speed. If you maintain this activity for a 6 month period you’ll have the opportunity to reach the top of the Rodan + Fields Compensation Plan as a Level V Executive Consultant. This is the activity you want to perform and promote. Talk to your Sponsor about the 2x2 plan to **Accelerate Your Earnings** and earn back the cost of your Business Kit in your first 30 days as a Consultant.

- **Set a goal to promote in Leadership title**
  
  Advancing through the leadership titles ensures you are continually recruiting and developing leaders…two proven activities for success. Work with your Sponsor to promote in title, and teach your team to do the same. As your Executive Team grows, so does your ability to maximize the compensation plan.

- **Keep prospecting!**
  
  Identifying the right people for your Executive Team is priority one! Consistency is the key. Use the system, work your contact list and keep prospecting. Successful leaders understand the importance of, and never stop…prospecting, recruiting and developing new leaders.
**SUPPORT STRATEGIES**

**Effective Prospecting Tools**

Use the tools specially created for you by the Rodan + Fields corporate team to help you build your business. **Tools are available both on and offline.** Remember to always keep it simple by not reinventing the wheel.

**The 2 Minute Presentation**

The 2 Minute Presentation can be described as a ‘napkin’ presentation because you can share the Rodan + Fields message simply and in just a few minutes by making brief notes that can fit on a napkin.

**The RF Mall**

The RF Mall is your one-stop-shop for business support tools. Go to www.RFMall.biz to look at all the materials available to you: customizable business cards, address labels, brochures, catalogs, DVDs, apparel, and more.

**Three-way Calling**

An effective way your Sponsor can support you is with three-way calling. It is a brief and professional method to share Rodan + Fields with your prospects. Before you begin making calls, your Sponsor can review how to conduct a three-way call as well as the simple script available online.

**Benefits Of Three-Way Calling**

- **Develops your language skills and knowledge**
- **Effectively uses your time:** You don’t have to wait to build your business until you feel you know it all. Your Sponsor can help you get started right away
- **Respects your prospects’ time:** They hear a brief, professional message that helps them make an informed decision
- **Presents a highly duplicatable activity:** Your Sponsor will use three-way calls to help you get off to a fast start and, in turn, you will help your Consultants do the same
- **Validates the message:** The best thing about three-way calling is there’s magic in third-party validation. Something magical happens when your prospect hears another voice echoing your sentiments about Rodan + Fields. It’s this characteristic of the three-way call that makes it a successful, duplicatable activity
Packaged Stories

As you develop your Rodan + Fields business, you will be talking to many people. Some will have an interest in the business and you will add them to your Executive Team. Some will have an interest in the products, and you will sign them up as Preferred Customers. Take some time to work with your Sponsor and package both your product and business stories to use as prospecting tools. With well-packaged stories, you can share your personal results briefly and effectively.

Sharing your personal stories allows you to speak with integrity and create interest. Here are some helpful hints:

**Be Clear**
- Mention the results you’ve achieved
- Express yourself like you naturally talk to a friend
- Be casual and real

**Be Concise**
- Shoot for 30-60 seconds
- Don’t elaborate or provide too much history

**Be Enthusiastic**
- Express yourself like you are talking to a friend
- Let your personality shine
- Practice and memorize

**Example Of A Well-Packaged Story:**
“I’ve been a nurse for many years and my husband has always had a good job in the auto industry, but over the last five years we felt he could lose his job at any time. We just didn’t have job security. I needed to find something I could do part time that could replace his income should the worst happen. When my friend told me about Rodan + Fields I knew I could fit this into my busy schedule. The timing couldn’t have been better. With this extra income, we feel more secure than we have in years. I couldn’t be more excited about my future with Rodan + Fields.”

**Help others package their stories**
When you sponsor someone into your team, help them package their story. Practice with them and let them be your sounding board.

**Learn others stories**
Capture stories from other members of your team and in other organizations. Rodan + Fields promotes many Consultant stories online so be sure to always check for updates and additions.

**Use Business Scripts**
It’s important to feel confident when talking to people about your Rodan + Fields business. We recommend you work with your Sponsor and utilize these additional Business Scripts for sharing your story, offering the benefits of the Preferred Customer(PC) program and asking for referrals.
TIP: Experience tells us that there’s magic in the phrase, “Who do you know?” It’s an open-ended question that initiates conversation. Compare this with a closed-ended question like, “Do you know anyone who...?” This is more likely to be answered with a direct “no.”
There are a variety of ways that you can reach out to your community and meet new people. The most impactful activity you can do in this business is talk to new people...consistently! Use these two proven methods of reaching out:

**3-Foot Rule**

According to the 3-Foot Rule, you want to talk with everyone who comes within three feet of you, the waitress at your favorite restaurant, your gym class teacher, etc. This means learning how to naturally engage people in conversation by sincerely listening to them and focusing on their needs. In doing so you will usually get the opportunity to share a story about how Rodan + Fields has changed your life. That’s the power of the 3-Foot Rule.

**Networking Groups**

A networking group consists of a variety of professionals who meet weekly with the sole purpose of supporting each other in business. These groups are very popular and tend to meet weekly, either for breakfast or lunch. They allow you the ability to develop your social and networking skills and can give you a wonderful referral network to consistently work with.

A few to consider:
- LeTip
- Leads Club
- BNI: Business Networking International
- Women’s business groups and organizations

Your Chamber of Commerce can be a resource in finding a local networking group and is also itself an effective place to network and meet new people.

**Social Networking**

Ten years ago Facebook didn’t exist. Ten years before that, the internet didn’t exist. Imagine using both of these modern tools to help you grow your modern business. Social networking through sites such as Facebook, MySpace, Twitter, and others can help you prospect all over the world.

Connect with those you know and beyond by creating a profile on these sites and use the features and functions available to you (wall posts, video sharing, status updates, etc.) to build your business. But remember, the **Four Critical Activities** should always be the core of your business. Don’t waste too much time ‘playing’ on these sites. Go to your profile once a day for 15 minutes at most to make any updates and then get back to undistracted work.
Empowering Personal Development

Rodan + Fields encourages you to focus on yourself, not just your job or business. Commit some time every day to filling your mind with positive information that will affect your life philosophy and impact how you respond to any challenges that happen during the day. One very respected Personal Development coach, Jim Rohn, uses the following concept, “The major value in life is not what you get. The major value in life is what you become.”

The importance of a goal is not the goal itself or even accomplishing it, but what you become along the way. With Rodan + Fields you have a tremendous vehicle to help you get where you want to go, and not just from a personal skincare standpoint, or a business standpoint, but from the perspective of your own personal development. Life is a wonderful journey and we encourage you to take full advantage of every aspect.

Some of the most successful development coaches in the world have recorded their insights on tapes and CDs to make it even easier to fit personal growth into your daily routine. Turn your car into a rolling university and both you and your business can benefit.

Here is a brief list of authors to consider as you begin your personal development journey. Once you begin looking into the works of these people, you’ll find yourself discovering even more.

- Ken Blanchard
- Barbara De Angelis
- Tony Robbins
- Sarah Ban Breathnach
- Wayne Dyer
- Jim Rohn
- Les Brown
- T. Harv Ecker
- Brian Tracy
- Jack Canfield
- Louise Hay
- John Wooden
- Dale Carnegie
- Mark Victor Hansen
- Marianne Williamson
- Napoleon Hill
- Gary Zukav
- Stephen Covey
- Og Mandino

☐ Be the Leader You’re Looking For!

Dr. Rodan, Dr. Fields, and the rest of the corporate team are excited you have made the commitment to develop your Rodan + Fields business and will always support your success. By following Prescription for Success and teaching others to do the same, you can set yourself on a path to personal fulfillment and professional success. Remember to take action in your business every day and let yourself be open to new ideas and information given to you by both Rodan + Fields and the world around you. Set the pace for accomplishing your goals, be the leader you’re looking for, and dream big!
Message from the Corporate Team

People just like you join Rodan + Fields every day. The benefits are numerous and varied. They range from financial, to lifestyle, to independence. Everything we do at Rodan + Fields is with one thing in mind… your success. We are committed to helping you build a business of your own and take control of your future.

Dr. Katie Rodan, Dr. Kathy Fields, and the entire corporate team are committed to your success and that of Rodan + Fields. If your goal is to create a large and successful organization, know that we are here to support you every step of the way. We look forward to celebrating your achievements.