THIS IS BUSINESS... Redefined

WHAT’S IN IT FOR ME?

FIRST 6 MONTHS
Building blocks for your Rodan + Fields business

LEVEL I - LEVEL IV
Refine your skill set and jumpstart your team members

LEVEL V+
Refresh your skills and maintain momentum
IDENTIFYING YOUR WHY

1) Write it down.

2) Share it.

3) Make it visible. How will you make your WHY visible?

Your WHY can always be more specific.
Within the first week of completing your Business Redefined Training, revisit your WHY. Read your WHY out loud and ask yourself WHY again.

Share your WHY.
Share with your Sponsor and/or team.

Bring your WHY to life!
Seeing your WHY every day will help you stay focused. Create a vision board, a Pinterest page or change your screensaver on your phone to make your WHY visible to you every day.
PRODUCT STORY AND PERSONAL STORY

Tips for a successful Product Story:
• **Integrity**: speak to the clinical results and the brand
• **Innovation**: explain how the products surpass expectations
• **Emotional Connection**: share success stories and our incredible Before and After photos

Start to develop your Product Story here:

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*Challenge: Try developing a Product Story for all R+F Products. The more you practice telling Product Stories, the easier it becomes.*

KEY RESOURCES:
• Regimen Brochures: rodanandfields.com/getstarted/us/3-launch-your-business/product-details
• RF Connection: rodanandfields.com/rfconnection
• Derm RF: dermrf.com
• YouTube Product Playlist: youtube.com/user/RodanFields/featured
• iRF Facebook page: facebook.com/rodanandfieldsiRF
• Redefine Your Future Blog: redefine.rodanandfields.com
Segment your story:
- Who you are, your personal and professional journey
- Why you were looking
- How you found Rodan + Fields
- What impressed you
- The best part
Consider how your story changes based on your audience.

**Start to develop your Personal Story here:**


Practice your story by recording it again and again. Watch and provide yourself feedback. Keep practicing and share with your Sponsor or accountability partner.

**CONNECTING TO YOUR NETWORK**

**CREATE A SYSTEM**
What is the benefit of a system?  

*Examples: list in your phone, post-it notes, recipe box, spreadsheet or paper address book.*

**BUILD YOUR LIST**
Using the Memory Jogger on page 14 of this guide, begin to create your list using the table below.

Who can you reach out to? Examples: teachers, your most outgoing friends, people that live on your street, your busiest friends, etc.

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<th>NAMES</th>
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OVERCOMING OBJECTIONS

OBJECTION = QUESTION WITH CONCERN

1) Time
2) Don’t want to bug my friends
3) Products are too expensive
4) Don’t know enough people
5) Pyramid
6) Not a salesperson
7) All natural products
8) Market saturation

Tips for Addressing Objections:

• **Acknowledge Concerns** – Listen and validate. You don’t need to agree, but be sure the person actually feels like they’re being heard.

• **Shift the Perspective** – Find a bridge between their viewpoint and a different way to look at the situation. Avoid using words like *but*. Instead, use *and*. “I’m hearing that you are concerned with the cost of starting your new business and R+F has thought of everything. I’m happy to show you how you can earn back your initial investment.”

• **Have a Clear Message** – Practice words that work. Prepare a tried and true message that delivers your point of view by the use of facts and sharing personal stories.

• **Use Feel, Felt, Found** – I hear how you feel. I felt that way, too. I found that… This technique shows that you understand and that you are listening.

List additional objections that you may have heard or even used yourself before starting your Rodan + Fields Business. How did you handle these objections? What was the outcome?
Tips for Building Relationships through Inviting Language:

- Inviting people is the key to this business. It’s about your LANGUAGE + BELIEF + CONFIDENCE + CONSISTENCY
- Remember your WHY and develop your Short Story
- Practice what to say. Prepare with structure—don’t wing it
- Be your natural, authentic self

Invite Prospects to one of the following:

- Big Business Launch (BBL)*
- Business Presentations*
- Road to RFx Car Event*
- Coffee
- Social Event
- Product Demo*
- Virtual Event*
- 3-Way Call
- Solution Tool*

*Be sure to check out all of the resources available on the Pulse Business Development Library for these launch events, and rely on your upline leadership for additional support.
PRACTICE YOUR INVITING SKILLS

Tip: Always make your invitation specific to that person. Every call or connection should be tailored and personal.
Write down the name of one person from your list:
Keep this person in mind when you write your invitation in the box below.

How did you feel when you made the call today? What did you do well? What can you do better?

List three more people that you plan to reach out to by the end of the day today.
MAINTAINING MOMENTUM

INTERACTIONS:

50% of people have given up

89% of people have given up

You are probably the only person with 8 contacts with this person

You are just now becoming a factor in your Prospect’s mind

Your Prospect gets to know you

You are earning top of mind awareness

Your follow-up actions should be income producing, which may include the following:

• Posting on social media
• Inviting to events
• 1:1 conversations
• Calls with business partners
• Following up
• Engaging with PCs
• Connecting with new people
• Sending the Solution Tool

Source: Microsoft

WHAT IS A 3-WAY-CALL?

What does each person do on the call?

You:

Your Prospect:

Your upline or Sponsor:

How do you invite your Prospect to a 3-way call?

You:

Your Prospect:

Your upline or Sponsor:
UNDERSTANDING COMPENSATION
Like in any business, it’s important to understand the basics of how you earn a commission. Independent Consultants who promote to Executive Consultant are maximizing their potential earnings.

Learn more about promoting to Executive Consultant (EC), and watch the Compensation Plan videos, all found in the Pulse Business Development Library.

Complete the My Monthly Plan sheet on page 12 and discuss your goals with your Sponsor or Accountability Partner. Remember, be sure your goals are SMART!

List 3 potential Accountability Partners:

1. 
2. 
3. 

SMART
SPECIFIC MEASURABLE ATTAINABLE REALISTIC TIME BOUND
MY MONTHLY PLAN

Working on a business plan is a strategy that can turn consistent activity into new growth and momentum.

MONTHLY GOAL: WAYS TO MEASURE BUSINESS GROWTH

Last month my Organizational Sales Volume was ___________________.
This month, I will increase my Organizational Sales Volume by ___________________%.

Last month ________________ Preferred Customers placed an order.
This month I will enroll ________________ new Preferred Customers.
Last month I had ________________ Consultants on my Personal Team.
This month I will enroll ________________ new Consultant(s).

Stretch Goal: _________________________________________________________________

DAILY ACTION: PLAN MY WORK AND WORK MY PLAN

I will add __________ new names to my list and call __________ new people each day.
I will follow up with _______________ potential Customers and Consultants each day.
I will connect with _______________ team members.

Stretch Goal: _________________________________________________________________

WEEKLY TARGETS: AREAS THAT GENERATE SALES VOLUME

I commit to devoting ______ hours to building my Rodan + Fields business each week.
I will invite __________ guests to an upcoming event, BBL or Business Presentation.
Each week, I will follow up with my Preferred Customers prior to their auto-shipments.
I will follow up with my new and existing Consultants to coach and develop their skills.

Stretch Goal: _________________________________________________________________

BASED ON MY ACTIVITY THIS MONTH, I WAS ABLE TO ACHIEVE THE FOLLOWING:

<table>
<thead>
<tr>
<th>CUSTOMER LOYALTY</th>
<th>TEAM BUILDING</th>
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<tr>
<td>I enrolled the following Preferred Customers:</td>
<td>I sponsored the following Consultants:</td>
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The following Preferred Customers placed an order:

| ___________________ | ___________________ |
| ___________________ | ___________________ |
| ___________________ | ___________________ |
| ___________________ | ___________________ |
| ___________________ | ___________________ |
CALL TO ACTION

Use this list to track your progress as you grow and build your business.

- Identify Your Why
- Define Your Story
- Develop Your Product Story
- Launch Your Business
- Build Your List
- Reach Out

PLEASE SEND US YOUR FEEDBACK!
www.surveymonkey.com/r/BRTHalfDay
Building and maintaining a robust list of people requires generating your own leads. If you think you don’t know anyone, think again.

Across the Street
Always Having Parties
Ambitious
Apartment Manager
Art Instructor
Attractive
Bald-Headed
Bank Tellers
Barber
Baseball Team
Basketball Team
Bearded
Best Dressed
Best Personality
Best Salesman
Best Smile
Blonde Hair
Boss
Bought Car from You
Bowling League
Brunette
Bus Driver
Car Repair
Carpenter
Cell Phone Contacts
Choir
Church
Coaches
Computer Tech
Confident People
Contractor
Co-Worker
Dance Class/Teacher
Day Care
Does Odd Jobs
Dry Cleaners
Editor
Electrician
Enthusiastic
Entrepreneurial
Eye Glasses
Fire Chief
Fireman
Florist
Former Boss
Former Church
Former Co-Worker
Former Roommate
Friends
Furniture Salesman
Garage Mechanic
Goal-Oriented People
Golf Pro
Grocery Store
Handsome
Has Expensive Taste
High Achievers

High School
High School Reunion
High Self Esteem
Hockey Team
Holiday Card List
Home Address Book
In Another City
In Management
Interior Decorator
Just Had a Baby
Just Married
Lab Technician
Landlord
Librarian
Lifeguard
Likes Cards
Likes to Camp
Likes to Debate
Likes to Play Sports
Little League
Lives on Same Street
Manicurist
Mail Carrier
Military
Most Integrity
Most Likely to Succeed
Most Outgoing
Most Popular
Most Trustworthy
Motel Owner
Mustache
Music Lessons
Music Teacher
Natural Leaders
Notary Public
Office Manager
Office Skills
On a Diet
On the Corner
Optimistic
Out of State
Owens a Restaurant
Painted My House
Parent’s Friends
Pays Too Much in Taxes
Pilot/Airline Employee
Plays Card Games
Plays an Instrument
Police
Positive Thinker
Printer
Public Speaking Skills
Realtor
Recent Promotion
Red Head
Repairs Electronics
Rides the Bus

Runs a Beauty Shop
Salesperson
School Principal
School Reunions
Seamstress
Secretary
Self-Motivated People
Sells Business Clothes
Senior Citizen
Sheriff
Single Dad
Single Mom
Softball Mom
Sold You a Car
Son/Daughter
Spa or Health Club
Speech Class
Step Children
Student
Successful People
Surgeon
Taxi Driver
Teachable People
Teachers
Tells Jokes
Thrift
Track Team
Twins
Uncles/Aunts
Unemployed
University
University Coach
University Students
Vacationed with
Veteran
Waitress
Was in My Carpool
Web Designer
Wedding List
Wedding Photographer
Welder
Where You Grew Up
Who You Call for Help
Workout Partner
Workaholic
Works a Second Job
Works for the City
Works for the Government
Works Nights
Works Shifts
Works Weekends

MEDICAL:
Chiropractor
Dentist
Dietitian

Doctor
Family Doctor
Nurse
Orthodontist
Pediatrician
Surgeon

CLUBS:
Book Club
Golf Club or Group
Lions Club
Rotary Club
Toastmasters
YMCA
YWCA

FAMILY:
Brother
Cousin
Grandparents
Other Relatives
Parents
Sister
Uncle
In-Laws

WEDDING:
Attended
Best Man
Bridesmaids
Groomsman
Maid of Honor
Photographer

NETWORKING GROUPS:
Alumni Association
Facebook
LinkedIn
Twitter
Other Online Groups

PEOPLE WHO:
Are Out of Work
Are Self Employed
Are Underinsured
Are Uninsured
Have Organizational Skills
Like a Challenge
Like Helping Charities
Love People
Love to Learn
Own a Small Business
Want More for Family
Want to Retire
Fast Start LII EC Personal Advancement
Reach a Paid-As Level II EC title by Month 3 (includes enrollment month) and maintain title for the following month to receive an award equal to the Enrollment Kit purchased at the time of enrollment.* Bonus: Earn an invite to Level UP.

Fast Start LIII EC Personal Advancement
Reach a Paid-As Level III EC title by Month 6 (includes enrollment month) and maintain title for the following 2 months to receive an award equal to the Enrollment Kit purchased at the time of enrollment.*

Lead the Way
Earn Lead the Way miles for building customer loyalty, building a team or a balance of both. Team-building miles are earned through product sales from the Consultants on the team. As you teach your L1 team members to run for the Lead the Way Milestones, you will also be rewarded for their achievement through Leadership miles. With Lead the Way, you have the choice to select your rewards for each milestone earned.

Level UP
Level UP is a twelve (12) week, virtual program designed to help Consultants build depth in their organization. This is done by teaching the foundational business building behaviors that help build healthy organizations, and by introducing the leadership and coaching skills needed for continued success.

WHO IS ELIGIBLE?
Three Ways to Qualify for Level UP:
1. Fast Start LII EC Personal Advancement Achievers
2. Achieve a Paid-As title of Level III EC for the first time
3. Receive a Golden Ticket invite from a past LEVEL UP top achiever

WHAT ARE THE BENEFITS?
When comparing Level UP participants to non-participants we found, on average:
• Increased growth across PSQV, L1-L2, and L1-L6
• Increased title retention
• PLUS additional rewards for top achievers within the program

*The Business Portfolio is the only required purchase to enroll as a Consultant, except for residents of North Dakota, where the purchase is optional. All Business Kits and the Business Portfolio are eligible for reimbursement (sales tax is not included). For information regarding earnings under the Rodan + Fields Compensation Plan, see the Income Disclosure Statement.