



STEP 1

Make Money TODAY

ORIFLAME
SWEDEN

**Congratulations
on joining Oriflame!**



AGENDA

ADVANTAGES
OF BEING AN
ORIFLAME
CONSULTANT

PRODUCT
PORTFOLIO
AND
CATALOGUE

PROSPECTING
AND FINDING
CUSTOMERS

SELLING
TOOLS,
METHODS
AND TIPS

1

BEING AN
ORIFLAME
CONSULTANT



WITH US, IT'S ALL ABOUT YOU

- Great quality beauty and wellness products
- Earning opportunity
- Fulfil your dreams
- Make new friends, travel the world
- Largest European direct selling beauty company



BENEFITS FROM BUYING AND SELLING PRODUCTS

IMMEDIATE SAVING/PROFIT

UP TO 25%

WELCOME PROGRAMME

**IN 3 MONTHS CHOOSE
FROM 12 OPTIONS OF
PRODUCT SETS**

BUSINESS & SUPER BUSINESS CLASS

- 40% Discount on 2 Products
- 40% Discount on 3 Products

PERFORMANCE DISCOUNTS

UP TO 21%

IMMEDIATE PROFIT

INR
500



Catalogue price = 2500
Consultant price = 2000

INR
2500



Sell the product to 5 friends and
earn 5 times more

2

OUR
PRODUCTS



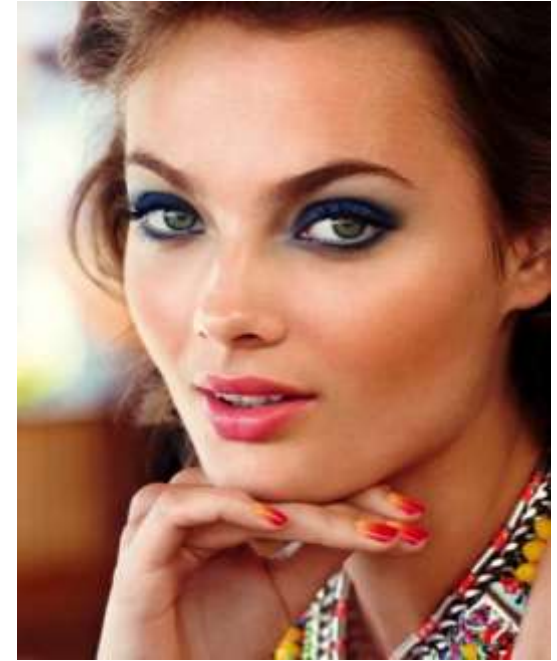
WITH THE BEST OF...



Nature



Science



Trends

NATURE

- Ingredients from nature
- Inspiration from nature
- Respect for nature

SCIENCE

- Almost 50 years experience
- Own RND facilities and SRI
- Latest innovation, technologies and new ingredients

TRENDS

- Hundreds of new products launched every year
- Inspired by latest trends
- Collaboration with beauty and trend experts

SKIN CARE

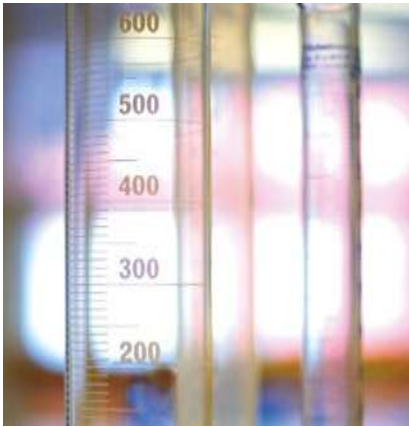


YOU CAN INFLUENCE

80%

OF YOUR SKIN'S AGEING

WHY ORIFLAME SKIN CARE?



Scientifically
proven results



Natural active
ingredients



Swedish quality
standards



Personal
recommendation

BUILD WITH SKIN CARE EXPERTS



Holly Greenfell
DERMATO-COSMETIC
SCIENTIST EUROPEAN
SAFETY ASSESSOR

Dr. Alain Mavon
SKIN RESEARCH
INSTITUTE DIRECTOR

Dr. Emma Kearney
PRINCIPAL SCIENTIST
OF CLINICAL TESTING

CHOOSE YOUR SKIN CARE BRAND



Advanced performing



Performing



Basic


NOVAGE

ECOLLAGEN

- 10 years of research
- Unique plant stem cells technology boosts collagen production by 200%*
- Paraben Free

33%

wrinkle reduction
in just 3 months

**Clinically tested using day and night cream
Plant Stem Cell extract tested in vitro*



Diamond Cellular



Formulated with:

Diamond Elixir™, a micronized diamond active powder and precious White truffle extracts

Eternal Beauty Complex™, a combination of state of the art ingredients increases cell longevity bringing back the skin its firmness, smoothing away wrinkles

Claims:

Brighten's Complexion **76%** effectiveness*

Reduces fine lines and wrinkles **67%** effectiveness*

Skin looks as if lifted **69%** effectiveness*

Optimals

Engineered with Ground breaking antioxidant Lingon **50:50™**

Customized to skin need technology has been incorporated in the **LingonLeaf™**

World exclusive patented technology based on a 50:50 combination of the Lingonberry fruit and leaf that has been clinically proven to have powerful anti-oxidant activity



Age Group : All Ages



Skin-lightening complex

LEARN THE SALES TOOLS

PRINTED SKIN CARE GUIDE

Presentation of Advanced Performing category and brands

Presentation of Youth Enhancing Skin Care Routine

Instructions for how to reach a recommendation by following “4 questions – one recommendation”





DEMONSTRATION SKIN CARE PRODUCTS

COLOUR





COLOUR

Easy to buy – easy to recommend

- Wide portfolio
- 200 new products per year
- Seasonable and giftable
- Impulse purchase
- Latest trends

Colour Cosmetics brands



- Luxury
- Perfection
- Sophistication



- Fashion Trendy
- Innovative
- Expertise



- Freshness
- Playfulness
- Originality



- Great colour
- Great value



ONE
THE

YOUR ONE
STOP BEAUTY
AND FASHION
DESTINATION



Pure Colour



PURE COLOUR

Simply Colour

Low Cost, varied range of colours

Entry Level products in our Color portfolio

The main benefit of this range is affordable colour

VERY ME

For young generation who want to Explore different facets of life

Experimenting

Very Me is slightly highly priced than Pure Colour



THE ONE

Makeup Brand that reflects every facet of you:

Latest in Fashion and trends

High Performnace Products

Easy to follow beauty advice



High Impact Everyday Beauty Long Wear



GIORDANI GOLD

Premium quality brand

Affordable Italian luxury

Indulgence

Anti-ageing benefits

Giftable

For Elegant lady who Indulges in small luxuries to Look charming and feminine

LEARN ABOUT MAKE-UP

Four simple steps for a beautiful complexion



Step 1: Concealer

Step 2: Foundation

Step 3: Powder

Step 4: Blush

Always follow your Skin Care Routine of **CTEBM** before applying Make-up

LEARN ABOUT MAKE-UP

Enhance your eyes
expression in an
easy way



Step 1: Eye shadow

Step 2: Eyeliner



Step 3: Mascara

Step 4: Eye brow definer

LEARN ABOUT MAKE-UP

Dress up your lips for a glamorous touch



Step 1: Lip liner



Step 2: Lipstick



Step 3: Lip gloss

THE ONE

5-IN-1 WONDERLASH MASCARA

The 5 benefits in one:

1. Lengthens
2. Curls
3. Volumises
4. Great separation and even coverage
5. Conditions and hydrates





DO YOU DREAM OF...

- Look like someone who appreciates the finer things in life?
- Someone who seeks only the best?





THE ART OF BEAUTIFUL LIVING





GIORDANI GOLD BRONZING PEARLS

Best seller and the most
loved GG product all
around the world!



PERSONAL & HAIR CARE



PERSONAL & HAIR CARE

Easy to buy – easy recommend

- For the whole family
- Daily personal care and hygiene needs
- Ingredients from nature
- Experts recommend
- Easy to attract new customers
- Giftable





HAIR X - HAIR CARE SYSTEM

- High quality ingredients (such as Argan Oil and Keratin Complex, etc.)
- For all types and needs
- 6-Gingerol
- Clear color coding differentiation



MILK & HONEY GOLD

Hand & Body Cream

- Rich, creamy blend of natural ingredients
- Organically sourced milk and honey extract
- Nourishing and softening to prevent water loss from the skin
- Leaves skin luxuriously soft and smooth

FRAGRANCE

FRAGRANCE

Easy to buy – easy to recommend

- Wide portfolio
- 60 new products per year
- Created by famous perfumers
- High earning opportunities



OUR GREATEST TALENTS MASTER PERFUMERS



FABRICE PELLIGRIN
France



JUST CAVALLI
Roberto Cavalli



NINA FANTASY
Nina Ricci



**1001 NIGHTS
AMBRE
D'ORIENT**
Armani Privé



**BLACK XS
POTION HIM**
Paco Rabanne



**GIORDANI
GOLD
ESSENZA**
Oriflame



PARADISE
Oriflame



ECLAT FEMME
Oriflame



VOLARE
Oriflame



**FLAMBOYANT
PRIVE**
Oriflame



MAURICE ROUCEL
France



ENVY
Gucci



L'INSTANT
Guerlain



**BE
DELICIOUS**
DKNY



POWER WOMAN
Oriflame



VOLARE MAGNOLIA
Oriflame



OLIVIER CRESP
France



I LOVE LOVE
Moschino



LIGHT BLUE
Dolce & Gabbana



**FLORA BY
GUCCI
GARDEN**
Gucci



**BLACK XS
LIVE SOUND**
Paco Rabanne



ANGEL
Thierry Mugler



HAPPYDISIAC
Oriflame

Tenderly *promise*

*The Fragrance...Inspired by a
Happy childhood!*

A joyful **top** of lemon sparkles, peach blossoms and pink peppercorns

In the **heart**, the *Royal White Lily*, as a jewel is complemented by the greener and fresher lily of the valley and peony

A very caressing and smooth **ending** with smooth sensual sandalwood and reassuring musks





GIORDANI GOLD ESSENZA

- The highest diffusivity
- The highest long lastingness
- The only PARFUM in Oriflame's fragrance portfolio
- Exclusive Orange blossom note created by Oriflame



WELLNESS





WELLNESS

Easy to buy

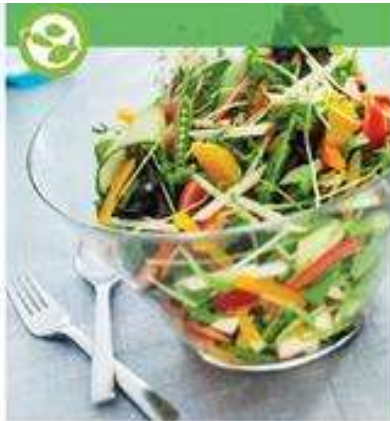
- Get more energy
- Lose or maintain weight
- Get the nutrients you and your family need
- Improve your skin, hair and nails

Easy to recommend

- Wellness products generate guaranteed testimonials
- Benefits of Wellness products are easy to share
- Highest BP's of all Oriflame products

We Offer & Promote an *Everlasting Health and Wellbeing Lifestyle!*

Nutrition



High quality supplements

Exercise



Wellbeing

Wellness products and lifestyle help you to

- Feel great
- Get more energy
- Lose or maintain weight
- Get the nutrients you and your family need
- Improve your skin, hair and nails
- Improved Mental Wellbeing

WELLNESS BEST SELLERS

Nutri Shake

- Made of natural nutritional ingredients
- 100% Vegetarian
- 8 years of research and development
- Produced to internationally accepted quality standards



More Product Highlights



OMEGA 3 FOR EVERYDAY HEALTH



- High quality **natural fish oil** containing omega 3 fatty acids
- Supports **brain function and heart health**
- **Smoothen skin** and increased moisture levels

Double Your BPs with Wellness



+



5 Nature Secret Talcum

2 Pure Color L/S

2 Very Me Lip Addict



+



+



+

1 Very Me Peach Me Perfect

2 Pure Color Pressed Powder

2 Pure Color Nail Paints



+



+



+

2 Tender Care

5 M&H Soap

= 1
NUTRISHAKE



50

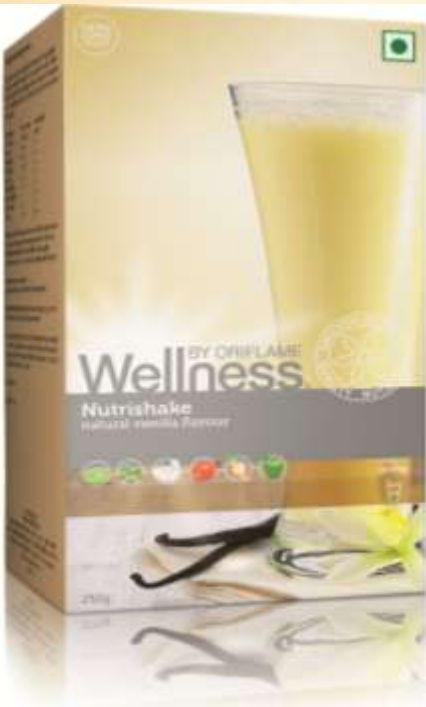
EASY BPS WITH WELLNESS

DRINK 1

SELL 1

+

= 100 BP



BEAUTY KNOWLEDGE

BEAUTY
ACADEMY

WELLNESS
ACADEMY

ORIFLAME
WEBSITE

CATALOGUE
LAUNCHES

OFFICIAL PAGE IN
SOCIAL MEDIA

BEAUTY
EVENTS

3

FIND
CUSTOMERS





Turn beauty into your business

- Own a successful business
- Indulge in life's extra luxuries



Selling:

- Earn up to 25% profit on customer orders
- A new product catalogue every month
- Sell simply by showing the catalogue



NAME BANK

Name Bank

Discover the Oriflame Opportunity and share it with your friends and family. Write the names of people (or friends) you know in your Name Bank. Remember to always ask for the referrals.

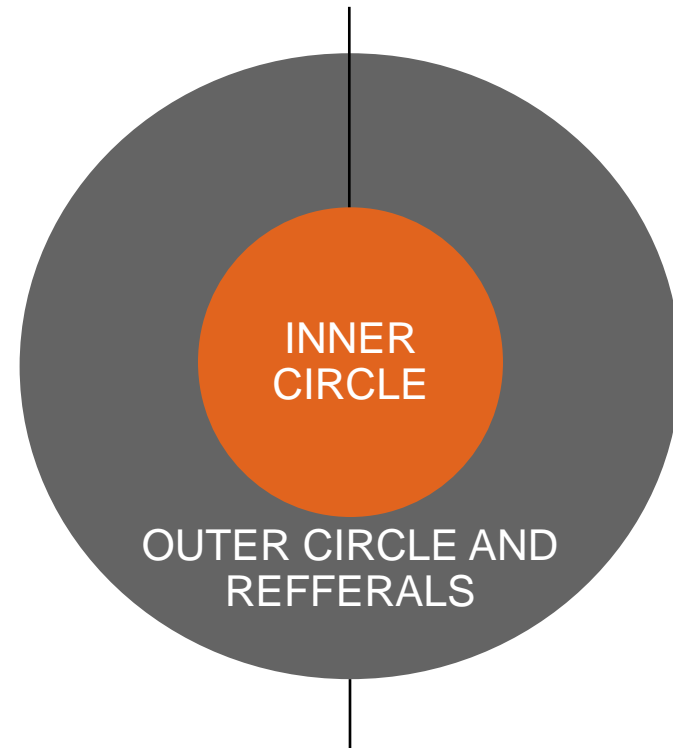
	Name	Phone	E-mail	Interested in Product	Interested in Business Opportunity	Comments
1.				X		
2.				X		
3.					X	
4.				X		
5.					X	
6.				X		
7.				X		
8.				X		
9.				X		
10.				X		
11.				X		
12.				X		
13.					X	
14.					X	
15.				X		
16.				X		
17.					X	
18.				X		
19.				X		
20.				X		
21.						
22.						
23.						
24.						
25.						
26.						
27.						
28.						

YOUR DREAMS - OUR INSPIRATION™

Talk with 3 people a day to:
SHOW CATALOGUE and recommend product
INVITE and bring people to meeting
ATTEND meetings, trainings, events

ORIFLAME
OPPORTUNITY

Close family, relatives & friends



Neighbors, colleagues, acquaintances



EXTENDING YOUR NAME BANK

“Who do you know that would like to see the new Oriflame catalogue and hear about the great income opportunities?”

TIPS!

Use the contact list in your mobile phone, photo albums & recommendations from friends

ROLE PLAY

CONTACTING PEOPLE IN YOUR NAME BANK

- Call by phone and set up the meeting



PREPARE TO MEET THE CUSTOMER

- Personal appearance
- Organise your bag
- Plan your diary, select a time
- Make it convenient to your customers
- Create a warm and friendly environment



ORGANIZE YOUR BAG



4

SELLING
METHODS



SELLING METHODS

1. Show the catalogue
2. Show the Skin Care routine and catalogue
3. Selling Wellness
4. Selling online



SELLING METHOD 1

SHOW THE CATALOGUE

New catalogue every Month:

- New products
- Great offers
- Inspiration
 - Product stories
 - Expert recommendations
 - Beauty tips

TIPS!

When you receive a new catalogue, you can learn about new products and offers. You will find the most attractive offers on the first pages, in the middle and on the cover.

FIND WHAT TO FOCUS ON IN THE CATALOGUE



Main new
products

ATTRACT ATTENTION



Skin Care

DAILY ROUTINE,
HIGH EARNING



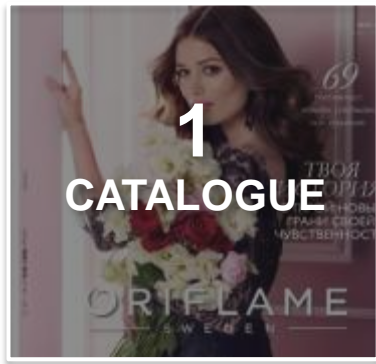
High profitable
products

FRAGRANCE, SKIN
CARE, WELLNESS

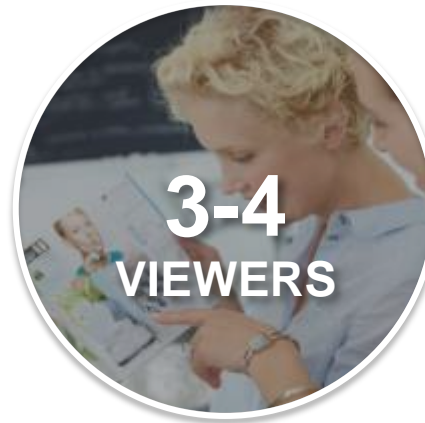


Attractive offer

BACK COVER



+



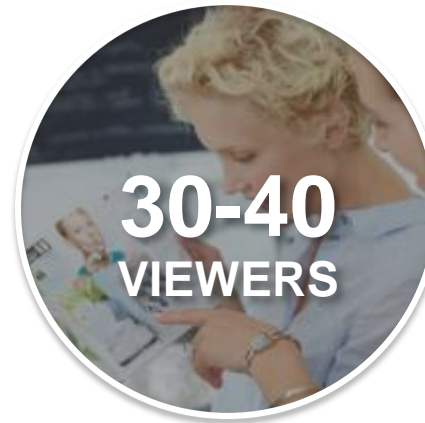
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**MORE CATALOGUES =
MORE CUSTOMERS**



+



=



DISTRIBUTE CATALOGUES

- Move the catalogues from home to home
- Selling at work
- Invite your friends to your home present new catalogue

ALWAYS CARRY MORE THAN ONE CATALOGUE WITH YOU!

TIPS!

Include your personal contact details (name, phone no, email)

D

A

M

A

DEFINE

- WHAT are your preferences when you choose cosmetics?
- WHICH cosmetics do you use in your daily routine?
- HOW do you buy cosmetics?
- WHERE do you buy cosmetics?
- HOW OFTEN do you buy cosmetics?
- WHO do you buy cosmetics for?

D

A

M

A

ACCEPT

First get a “YES”

For instance:

“If I understood you correctly, you need this....”

D

A

M

A

MATCH

Match the customer's
needs to a product in the catalogue

D

A

M

A

ACCEPT

Get a second **“YES”** and start an order.

For instance:

“Which product from this range do you want to order?”

Ask about additional products.

“Would you like to order additional products from this range?”

D

“What cosmetics products are you looking for today?”

A

So, you are looking for moisturizing day cream for yourself and do you also need a gift idea for your husband on Valentine’s day?”

M

“Let me recommend to you...”

A

So, you want to order... Could I also recommend to you...”

ADDITIONAL SALES



SHOW SOMETHING ELSE THAT MAKES
THE FIRST PURCHASE BETTER

TIPS!

"Do you want to know a secret how to keep lipstick beautiful and longer?"

- Yes

Let me show you a lip liner. Completely fill in your lips with liner. This will create a base for your lipstick and help it last longer! Can I add it to your order?"

AFTER SALES

- Thank the customer and note their order
- Clarify the amount to be paid
- Agree when you will deliver their order
- Ask for referrals “Who do you know...”

TIPS!

Set up a meeting for the next catalogue

SELLING METHOD 2

SHOW THE SKIN CARE ROUTINE AND CATALOGUE

- You sell a solution to your customer's needs – not just a product
- You earn more money
- You get happy and loyal customers

SHOW THE SKIN CARE ROUTINE



SELL THE SKIN CARE SETS

- Targeted complete skin care solution
- The best result
- The best value



FROM SELLING A PRODUCT TO OFFERING A SOLUTION



CONSUMER
Best results
Best value



CONSULTANT
Higher earnings
Loyal customers
New segment of customers

SELL THE SET AND MAKE MONEY

1 CUSTOMER
1 PRODUCT



Your immediate
profit/personal BP

Rs 500 / 46 BP

1 CUSTOMER
1 SET



Rs 1800 / 200BP

4 CUSTOMERS
4 SETS



Rs 7200/
800BP

FOCUS ON SELLING THE ADVANCED PERFORMING BRANDS



Ecollagen



Novage
Ultimate
Lift



Novage
Bright
Sublime

1-TO-1 MEETING

1. Show the Oriflame Enhancing Routine
2. Share your own experience
3. Recommend the brand
4. Explain the benefits of buying the set
5. Sell the set (or recruit with the set)
6. Show the catalogue

TIPS!

Use the Skin Care guide online or the Getting started app to choose right Novage brand

SKIN CARE SESSION

- Group selling – individual service
- You also introduce the Opportunity
- Professional way to talk about customer's needs
- Social and fun activity
- Less time – more profit

SKIN CARE SESSION

HOW DOES IT WORK?



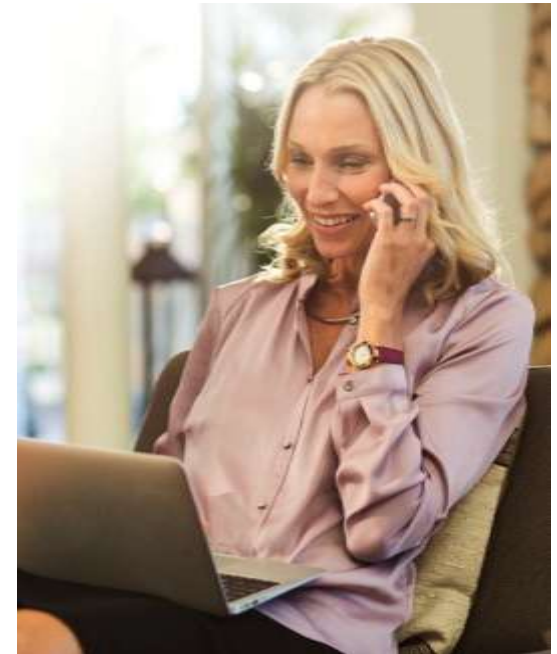
PREPARE

Invite friends
Prepare materials and tools



RUN

Tell about the Routine and brands – group
Test products – group
Match the brand and sell – individual



FOLLOW UP

Contact with customers every 3-5 weeks and ask repurchase

SKIN CARE SESSION CLOSING THE DEAL

1. Ask questions to fill in the profiling form
2. **Recommend the right Novage range**
3. **Sell a SKC set accordingly**
4. Give her a catalogue
5. Ask for referrals
6. **Invite to next Beauty session or Opportunity meeting**

SKIN CARE TRAININGS AND TOOLS

- Skin Care training
- Skin Care Session training
- Brand Leaflets
- Skin Care guide print or on My pages



START USING SKIN CARE PRODUCTS AND FIND YOUR OWN FAVOURITE BRAND

TIP!

Visit the Skin Care Session running by your Sponsor/Director

SELLING METHOD 3.

SELLING WELLNESS



1. Use the products every day



2. Share your own experience



3. Show people product benefits and uniqueness



4. Invite to Wellness clubs

SELLING METHOD 4

ONLINE

- Meet people online
- Send the link of eCatalogue or IBS via:
 - Social media
 - Email
 - Blogs
- Maintain communication



MEET PEOPLE ONLINE

- Personal profile in Social media
- Groups, fan page
- Interesting blogs, forums



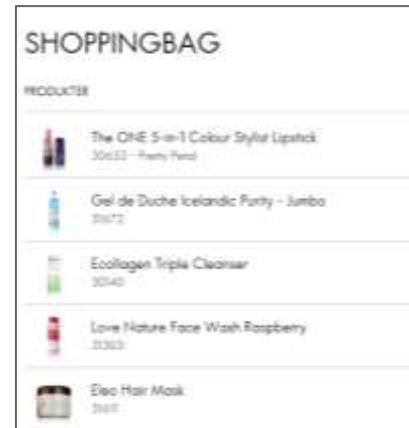
SELL USING E-CATALOGUE



1. Create personal URL



2. Send the link



3. Approve orders



4. Delivery products

ONLINE SELLING TIPS

- Be active online every day
- Use Oriflame online materials – articles, video tutorials to create readable content
- Always answer customers' questions immediately
- Communicate with customers once per catalogue (don't spam)
- Organise new online catalogue launches

HANDLE OBJECTIONS

An objection is a signal that the potential customer is interested to learn more:

”I haven’t got time at the moment”

”I cannot afford anything this month”

”I buy from one of your competitors”

”I tried several diet methods before and never lost the desired weight”



FOLLOW UP

- Call after 2-3 days after delivering products
- Invite to visit catalogue launches, beauty sessions
- Ask refferals
- Remind about the new catalogue
- Ask repurchase their favourite products



GOLDEN RULES FOR SUCCESSFUL SELLING

- Talk with new 3 people every day
- Never decide for the customer
- Share your own experience
- Be friendly
- Be proud of the catalogue, products, company
- Never criticise competitors
- Be consistent – a new catalogue is a reason to call a customer

CATALOGUE WORKING CALENDAR

First week

- Visit your customers
- Collect orders
- **Delivery orders and set up a meeting for the next catalogue**

Second week

- Visit your customers
- Collect orders
- **Delivery orders and set up a meeting for the next catalogue**

Third week

- Order new catalogues
- Learn new catalogue
- Visit catalogue launch event
- Call your customers and set up meetings for next catalogue
- Check your status of qualification for Consultants' programmes

SUMMARY OF SUCCESSFUL SELLING



Use products
yourself to learn
about



Build Name bank



Show catalogues
and hold Beauty
sessions



Take orders,
delivery and follow
up

NEXT STEPS DURING THIS CATALOGUE

Talk with 3 new people per day about Oriflame and make sure that you:

- 1. Recommend products by showing the Skin Care/Wellness Routine and the catalogue**
 - Achieve next Welcome Programme step
- 2. Invite** people to the next Skin Care/Wellness/Opportunity/meeting
- 3. Attend** Leader's events and trainings

TURN YOUR BUSINESS INTO A BEAUTIFUL CAREER

**Learn more about the Opportunities
with Oriflame:**

- Build a successful career
- Increase your income
- Change your lifestyle

**Welcome to Step 2
"Start your business"!**



THANK YOU FOR TODAY!
GOOD LUCK!

ORIFLAME
— SWEDEN —

YOUR DREAMS – OUR INSPIRATION™