



Step 2

# Start Your Business

# AGENDA

REWARDS AND  
INCOME  
OPPORTUNITY

INVITING AND  
RECRUITING  
PEOPLE

YOUR ROLE AS A  
SPONSOR



1

REWARDS AND  
INCOME  
OPPORTUNITY



# INVITE OTHERS – BUILD YOUR OWN BUSINESS

**Oriflame offers you:**

- Unique income opportunity
- Freedom and flexibility
- Personal development
- Socializing, meeting new people
- Travel around the world

*Oriflame supports along the way*



# WHAT IS YOUR GOAL?

- What would you like to buy or do something you cannot afford today?
- Commit yourself to reaching your goal by setting a personal deadline!
- Stay motivated by reminding yourself of your goal

# INCOME OPPORTUNITY

Immediate profit

Performance  
discount

Bonuses and  
cash award



# IMMEDIATE SAVING/PROFIT

**CATALOGUE PRICE**  
INR 2500

**CONSULTANT'S PRICE**  
INR 2000

**IMMEDIATE SAVING INR 500**

# IMMEDIATE PROFIT

**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**



# UNDERSTANDING BONUS POINTS (BP)

All products have certain amount of Bonus points (BP)

- Higher price – higher BP
- BP amount for catalogue determines level of Performance discount

# PERFORMANCE DISCOUNT

## EXAMPLE

### ORDER #1



### ORDER #2



### ORDER #3



BP/BV PER ORDER: 63BP / INR 1965 + 100 BP/ INR 3076 + 55 BP / INR 1709

TOTAL BP/BV: 63 BP/INR 1965 163BP/ INR 5041 **218 BP/ INR6750**

INCOME FOR A  
CATALOGUE

LEVEL OF PERFORMANCE DISCOUNT (PD) = 3%  
IMMEDIATE PROFIT – INR 2200  
PERFORMANCE DISCOUNT - INR186

**TOTAL  
INCOME INR  
2386**

# PERFORMANCE DISCOUNT

**Total amount of BP for all orders during the catalogue period identifies your performance discount level**

Total BP for catalogue period	Level of Performance Discount
10,000+	= 21%
6,600 – 9.999	= 18%
4,000 – 6.599	= 15%
2,400– 3, 999	= 12%
1,200 – 2,399	= 9%
600 – 1,199	= 6%
200 – 599	= 3%



# INCOME OPPORTUNITIES FOR BUSINESS BUILDERS

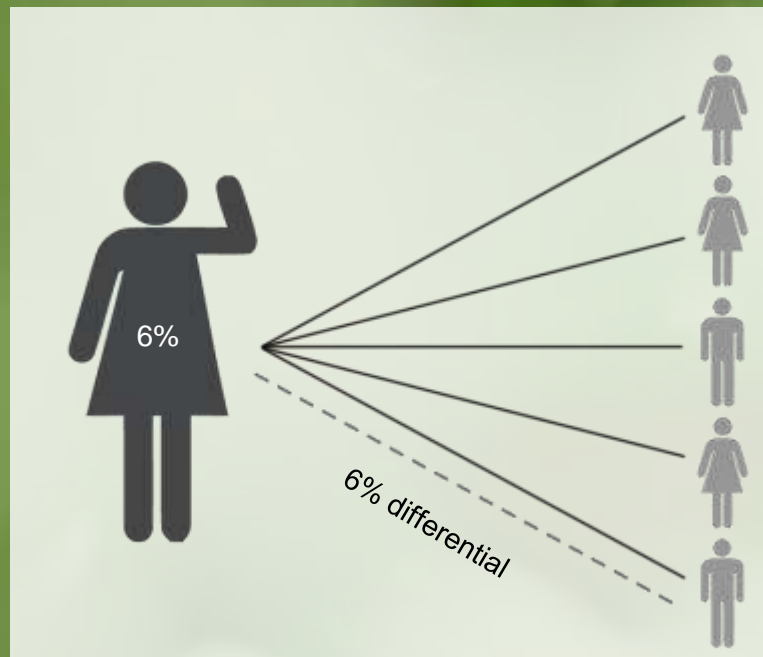
- There is limit how much you can earn from selling
- Oriflame offers an unlimited income opportunity when you invite others to join
- Income from sponsoring grows slowly at first – then it expands rapidly



# INVITE PEOPLE AND EARN MORE

Invite 5 friends to do what you do  
(everyone sells for 100 BP)

Your income



Total group sales 600 BP or INR  
18,600 BV  
Your PD level is 6%

PD income

- 6% on personal sales **INR 186**
- On Consultant's sales **INR 930**

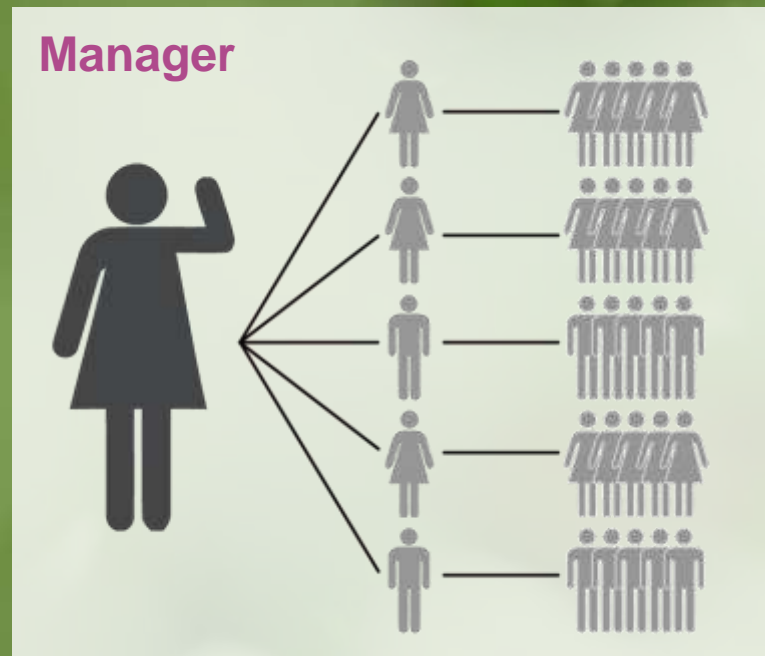
**Total PD = INR 1116**

**Total income per catalogue:**

**INR  
2,216**

# INVITE PEOPLE AND EARN MORE

Help your friends invite 5 (they all do what you do and sell for 100 BP each)



## Your income

Total group sales 3,100 BP or  
 INR96,100 BV

Your PD level = 12%

PD level of your Consultants = 6%

Performance Discount income

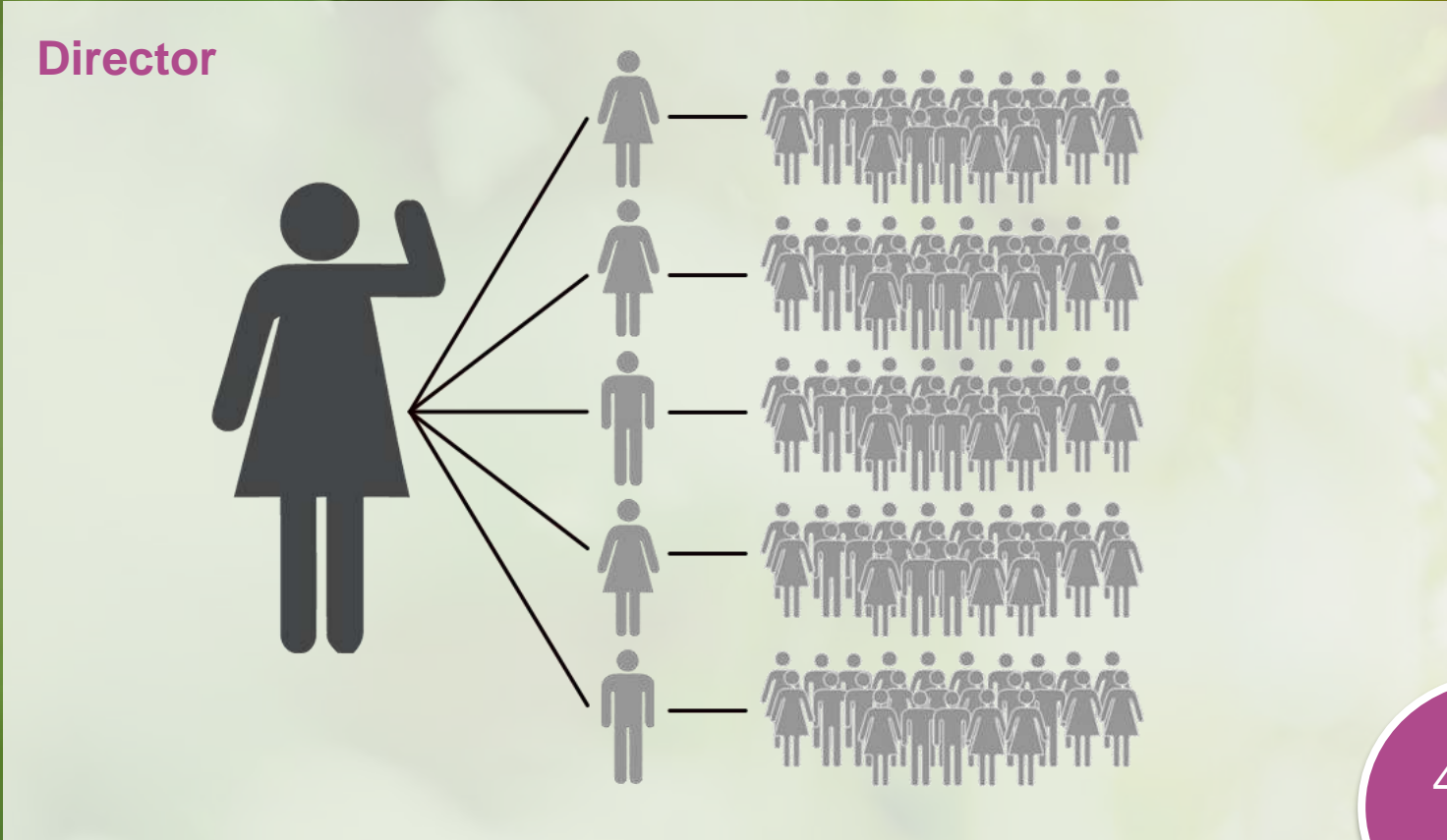
- PD on your personal sales **Rs372**
- PD on group sales = **Rs5580**

**Total PD = Rs 5952**

**Total income per catalogue**

**Rs  
7052**

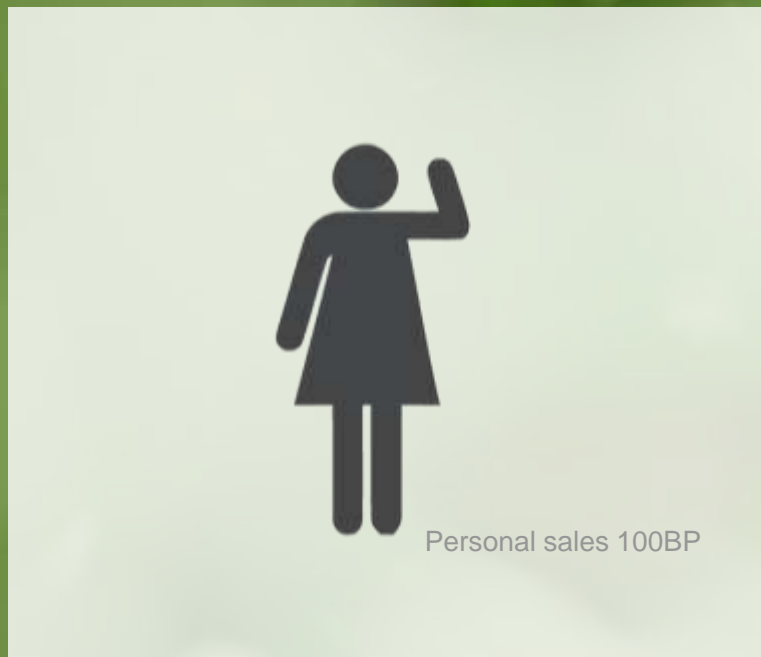
# INVITE PEOPLE AND EARN MORE



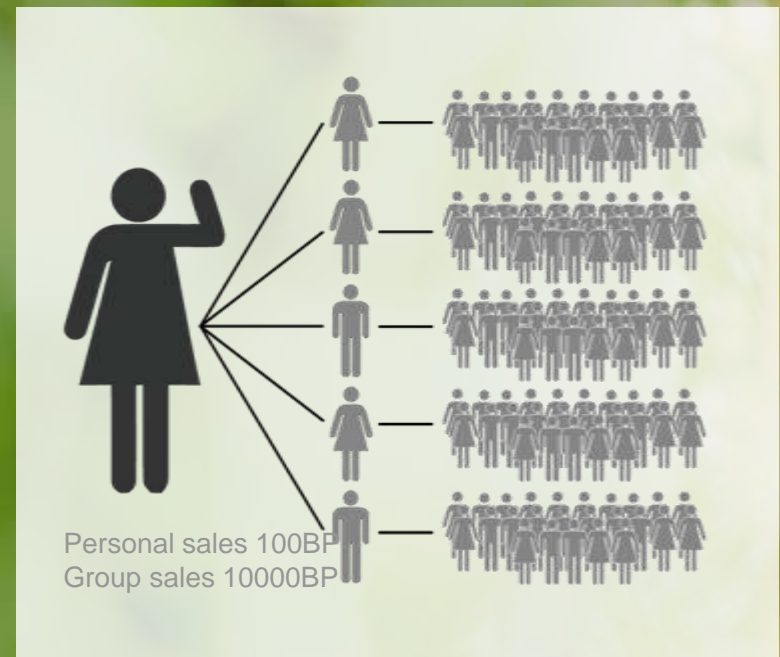
Rs  
44,996  
+ LC  
Bonus

# INVITE AND EARN MORE

Income Rs1,100



Income Rs44,996

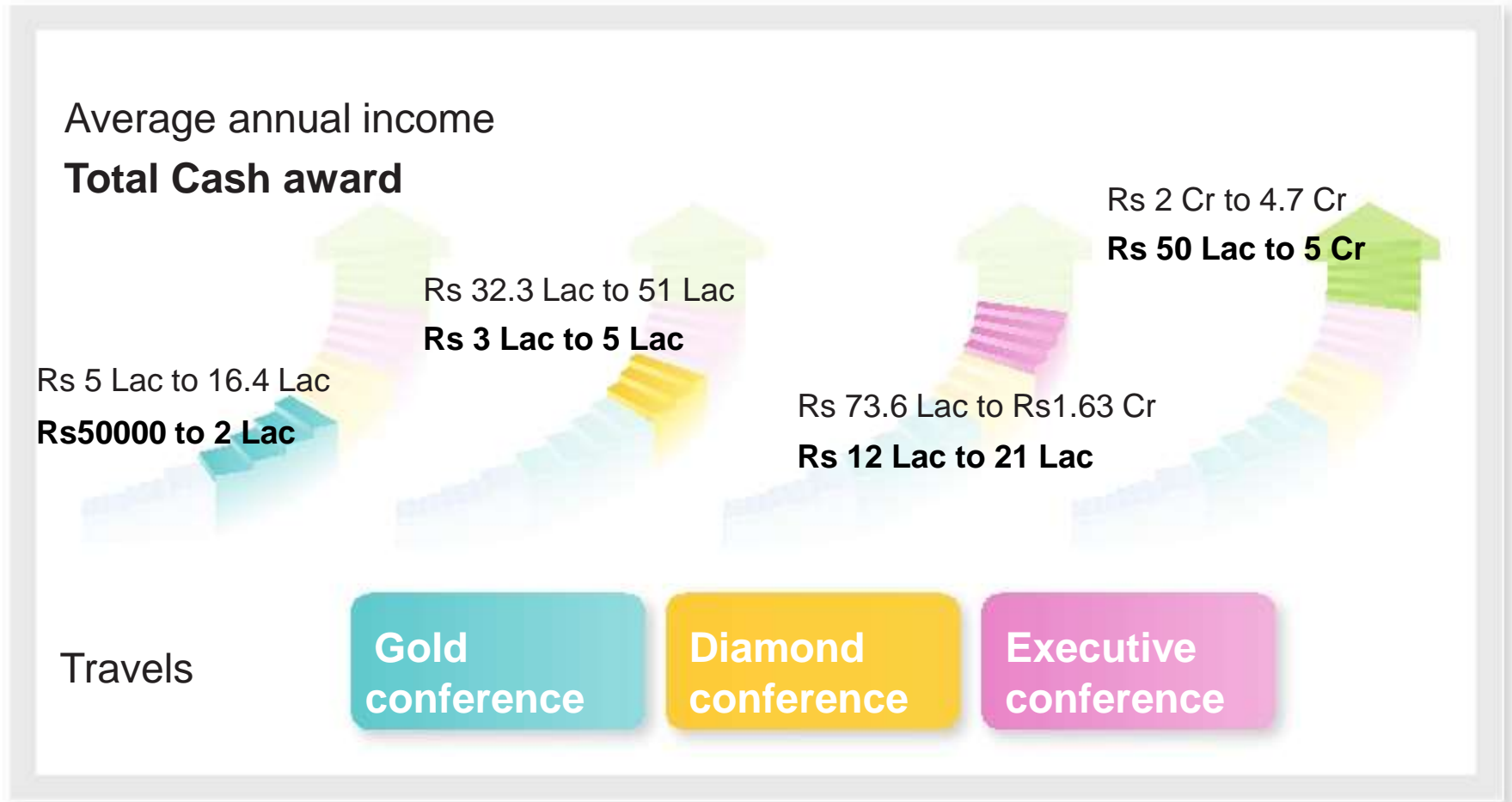




## WHEN YOUR FRIENDS AND FRIENDS OF YOUR FRIENDS BECOME DIRECTORS...

- You earn bonuses from their groups' sales
- You attend International Conferences
- Cash Awards Rs 50,000 – Rs 5 Crore

# Success Plan Opportunities



# SUCCESS STORIES



**Samira Filali Matei**  
Africa region,  
Morocco  
**Diamond Team**



**Vladimir Polezhaev**  
CIS Region,  
Russia  
**President Team**



**Mariela Elorduy  
Blackaller**  
LA region, Mexicali,  
Baja California  
**Executive Team**



**Ambica Bedwal**  
South Asia Region,  
India  
**Directors Team**

# 2

## INVITING AND RECRUITING PEOPLE



# BUILDING A GROUP

## THREE STEPS TO RECRUIT



FIND PEOPLE



INVITE TO THE MEETING



RUN THE MEETING

# FIND PEOPLE

## PROSPECTING METHODS

- Name bank and referrals
- Online prospecting
- Other prospecting methods



# 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 referral.

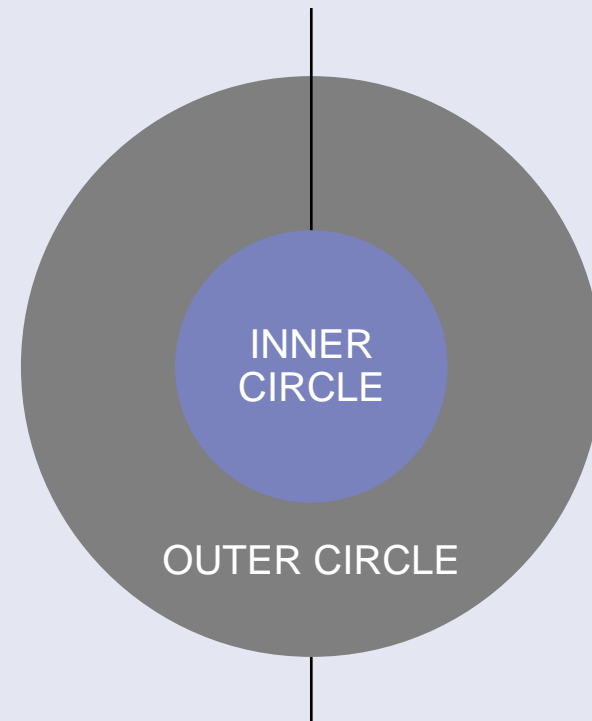
	Name	Phone	E-mail	Interested in Product	Interested in Business Opportunity	Comments
1.				X		
2.				X		
3.					X	
4.				X		
5.					X	
6.				X		
7.				X		
8.				X		
9.				X		
10.				X		
11.				X		
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YOUR DREAMS – OUR INSPIRATION™

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

ORIFLAME

First contact your...



...and then go to...

# REFERRALS

*“I have a SUPER proposal for you! Our Leader would like to organise a Beauty Session on how to create modern make-up looks - for students at your university. I would like to collect a group of 5-10 people. **Could you recommend some people who would be interested?** “*

***Do you know anyone who would be interested in an additional income?**  
I have a very good offer.*

***Who amongst your friends and people you know** would like to buy quality Swedish beauty products and also receive a professional consultation on how to use them?*

# ONLINE

## Find prospects through Social media

- Facebook
- Instagram
- Pinterest
- Forums or blogs

### TIPS!

You can find more information on how to prospect online in the e-Learning: 'Attracting people online'.

# OTHER PROSPECTING METHODS

- Cold contacts
- Video distribution



# INVITE PEOPLE TO THE MEETING

# INVITATION TO AN ORIFLAME OPPORTUNITY MEETING

## EXAMPLE

- 1 Greet, introduce yourself
- 2 Check if your call is convenient
- 3 Outline the time limit for the conversation
- 4 Compliment the person you are inviting
- 5 Connect the call with business
- 6 At the end – give 2 options for the meeting date and time (choice without choice), receive a confirmation
- 7 Say an 'obligatory' phrase

Hi, Alex. This is Anna calling.

Do you have a moment?

It will only take 2 minutes.  
I am also a bit short on time!

I've known you for a long time and you seem to be just the kind of person who would be successful in building your own business.

When I received an invitation to the meeting from my friend, an Oriflame Leader who is very successful today, I thought about you.

The next meetings are on Monday at 18:00 and on Wednesday at 17:00. Which would suit you better?

I will come by and pick you up  
– let's go together!



# OTHER PHRASES FOR INVITATIONS...

4 Compliment the person you are inviting

5 Connect the call with business



***I have just joined Oriflame Cosmetics – Fantastic products, lots of fun and easy to earn.***

*I thought it might be something for you. Join me*

*at our next meeting and find out more...*

***Oriflame is looking for someone like you***  
*to show catalogues to their friends and earn extra money – when it suits you! You can join me at our next meeting to find out more!*

***You are my best friend!***

*When I was told about Oriflame, I thought this might be interesting – for you! Oriflame offers a great opportunity for business building! Join me to the next meeting to find out more...*

***You seem to be just the kind of person***  
*who would be successful at earning money by representing Oriflame. Join me at our next meeting and see for yourself...*

# INVITATION TO A BEAUTY MEETING

## EXAMPLE

- |   |   |
|---|---|
| 1 Greet, introduce yourself   | Hi, Jenny. It was nice to meet you.   |
| 2 Check if your call is convenient  | Do you have a moment?   |
| 3 Outline the time limit for the conversation   | It will only take 2 minutes. I am also a bit short on time!   |
| 4 Compliment the person you are inviting  | You mentioned that you are interested in buying quality beauty products.  |
| 5 Connect the call with product focus   | I would like to invite you to a Beauty Event for our consumers and Consultants, where you will be able to test Oriflame products and choose the ones that are best for you and your family. |
| 6 At the end – give 2 options for the meeting date and time (choice without choice), receive a confirmation | The next meetings are on Monday at 18:00 and on Wednesday at 17:00. Which would suit you better?  |
| 7 Say an 'obligatory' phrase  | I will come by and pick you up – let's go together!   |

# OTHER PHRASES FOR INVITATIONS...

4 Compliment the person you are inviting

5 Connect the call with product focus



**When was the last time you visited a beauty salon?**

*You have the opportunity to enjoy a luxury facial. I just had one. My skin glows and looks like a baby's skin. I'm feeling great! I would like to invite you to our next Oriflame **Skin Care Session**...*

**You are the kind of person who would buy high quality cosmetics products.**

*I would like to invite you to the **launch of a unique new Oriflame skin care range, Ecollagen**, which shows impressive results. You will be able to test the products and receive professional advice. Join me at our next meeting...*

**We in Oriflame are organising a beauty party on Saturday.** There will be make-up artists who will hold **Master Classes on how to create modern make-up looks.** You will meet many successful people! Come with me, I have tickets for 2!

**I know you as a person who maintains a healthy lifestyle and visits the gym regularly...** I would like to invite you to attend our **Wellness Club** where you can find out how to get more energy during your exercises, improve your skin, hair and nails and simply look great and feel great! Join me at the next meeting...

## ROLE PLAY – INVITE

1. A school friend, whom you have not seen for ages
2. 35-year-old woman, who is interested in products
3. 30-year-old man, who was recommended by your friend
4. 18-year-old girl, who is living next to you





## TOOLS FOR INVITATION

Distribute invitation cards, related to interest:

- Business – OOM
- Wellness – Wellness OOM or Wellness club
- Beauty interest – Beauty Event

# DO NOT FORGET TO ASK THE REFERRAL QUESTIONS!

*“Do you know anyone who would **like to see** the new  
**Oriflame catalogue** and/or might be looking  
for an additional **income opportunity?**”*

# HANDLE OBJECTIONS

- “I am not sure if I want to come to an Opportunity Meeting”
- “I can’t do it, I have no sales experience”
- “I simply don’t have time”
- “What if nobody wants to buy?”



# RUN THE MEETING

# THE MEETINGS



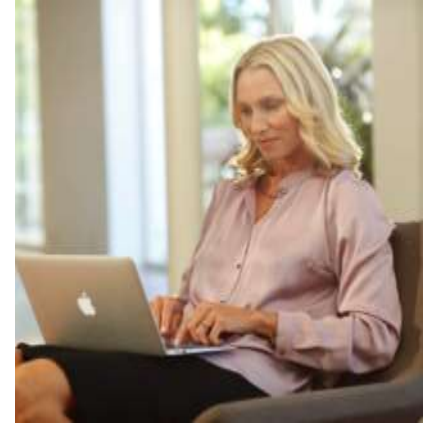
**1-to-1 OOM**



**OOM in  
small  
groups**



**Skin Care  
Session**

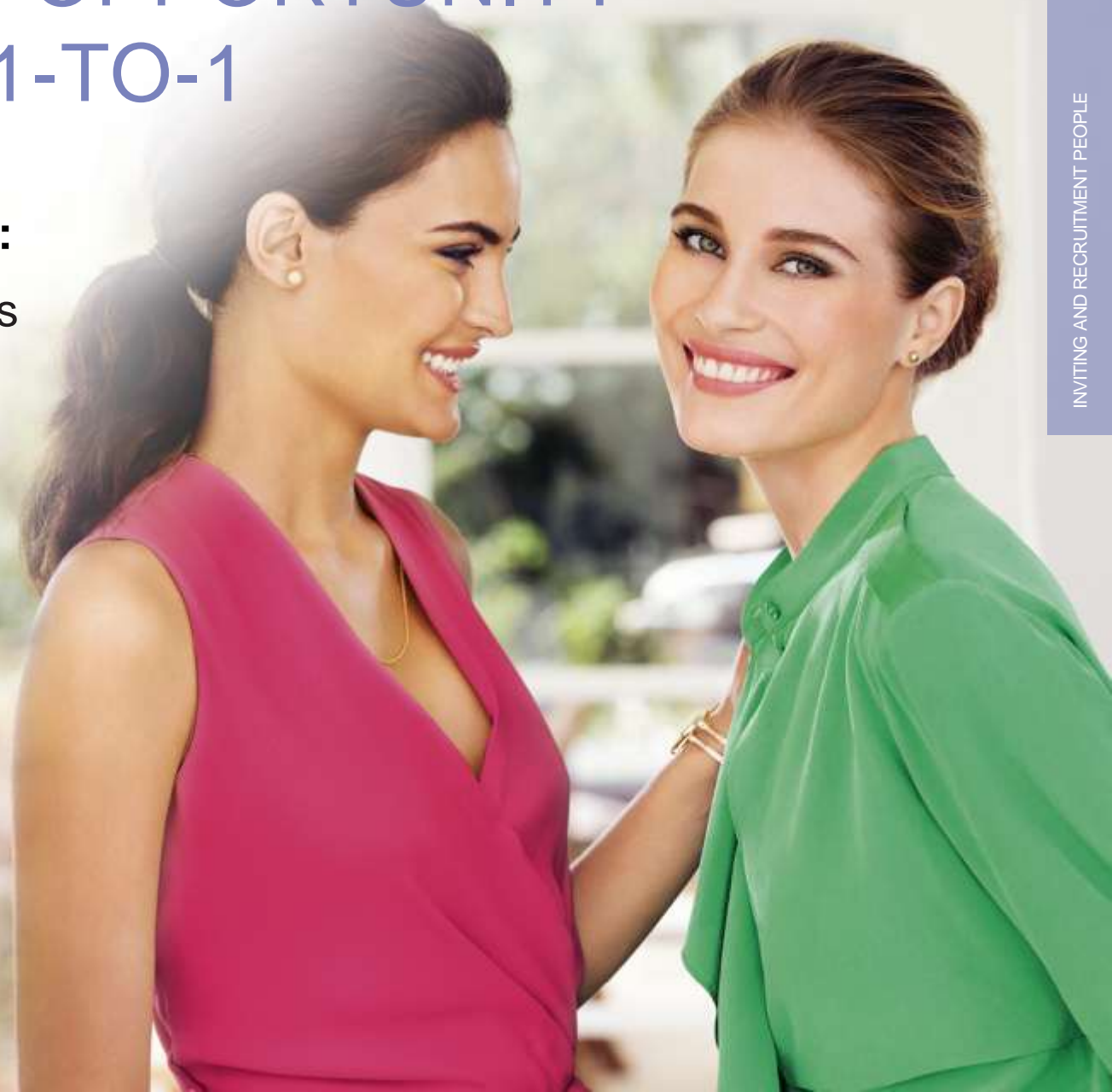


**Online  
meeting**

# ORIFLAME OPPORTUNITY MEETING 1-TO-1

## 20 min presentation:

- Ask open questions and listen
- Use the Oriflame Opportunity folder or app
- Use examples
- Demonstrate products
- Wrap up with the closing speech



A photograph of three young women with long hair, smiling and looking towards the camera. They are dressed in casual, light-colored clothing. The background is a soft, out-of-focus outdoor setting with greenery and a bright sky.

# OOM IN SMALL GROUPS RUN BY A LEADER

## **The easier way to recruit:**

- A Leader who knows the business is available
- You meet others who also enjoy Oriflame
- You begin recruiting by yourself
- You become part of your Leader's Core Team and start building your own team of Consultants

# SKIN CARE SESSION

- Group selling, recruitment and individual service
- Perfect for presenting both – Oriflame Skin Care and Opportunity
- Professional way to talk about customer's needs and find the right products
- Social and fun activity for you and your guests

LEARN MORE VISITING OUR TRAINING  
**HOW TO HOLD A SUCCESSFUL SKIN CARE SESSION**

# SKIN CARE SESSION

1. Invite friends , set up the room, table
2. Use the Skin Care session PPT
3. Present SKC advanced performing brands and show opportunities
4. Let guests to try products themselves
5. Sell or recruit and ask for referrals

## TIPS!

- Use the Skin care session folder
- Give a catalogue after selling the Skin care set or recruitment
- Invite to next Beauty or opportunity meetings

LEARN MORE VISITING OUR TRAINING  
**HOW TO HOLD A SUCCESSFUL SKIN  
CARE SESSION**

# ONLINE MEETING

Invite people to OOM through Facebook, email or SMS

- Use Skype or WebEx for running OOM
- Use PPT OOM (for webinar) and OOM folder for Skype
- Invite and bring people to a Leader's webinar

## TIPS!

You can find out more about online recruitment through the e-Learning "Attracting people online"

# 3

## YOUR ROLE AS A SPONSOR



# YOUR ROLE AS A SPONSOR

- Help to new consultants get started
- Support
- Train
- Motivate
- Develop

# GETTING STARTED

The most important 20 minutes in a Consultant's career

- Motivate them to take action immediately
- Teach them to Show, Invite and Attend
- The Consultant's self confidence and self esteem will grow

# GETTING STARTED – CHECK LIST

1. Help to build first order
2. Help to place a first order
3. Train how to create a Name Bank
4. Choose 5 names to show the catalogue and 5 names to invite them to the next recruitment meetings
5. Agree on the date and time for the next follow up meeting

# FOLLOW UP WITH NEW CONSULTANTS

## 3 contacts' system:



**Contact 1**  
– within 48 hours after  
Getting started

- Answer on questions
- Invite to Step 1



**Contact 2**  
In the middle of a catalogue

- Check WP status
- Remind to visit OOM together with quests
- Invite to Step 2



**Contact 3**  
– 3-5 days before the  
catalogue closes

- Check WP status
- Invite to a new catalogue launch

# DURING THE NEXT CATALOGUE

- Keep at least 1 contact per catalogue
- Help to set up new goals and motivate others to achieve
- Invite to network events
- Recognise
- Start to build a Core Team

# TRAIN

## LEARNING... DO THINGS RIGHT

- New catalogue launches
- Trainings Step 1, Step 2
- Invite to the Company and Leaders' events
- Online trainings

# RECOGNISE

Make a phone call and recognise the achievement of:

- First order
- First recruit
- Closed step of Welcome Programme
- New title



# START TO BUILD YOUR OWN CORE TEAM

**You are a member of one  
of your Leader's teams**

- Participate in Director's weekly Personal group meeting
- Attend Oriflame events together
- Add your Consultants to this team and start to build your own...



# SUCCESSFUL LEADERS' ADVICE!

- **Talk** to 3 new people per day
- **Ask** for referrals
- **Invite** to a meeting

**You achieve results every week**

**20** contacts



**5** guests



**1** recruit

# FROM A BEGINNER TO SENIOR MANAGER

Working systematically with your Consultants, you will make sure your network grows and you can achieve a Senior Manager title within half a year

January							April							July							October															
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S									
			1	2	3	4	6	7	8	1	2	3	4	5	6	7	8	1	2	3	4	5	5	6	7	1	2	3	4							
5	6	7	8	9	10	11	13	14	15	6	7	8	9	10	11	12	13	14	15	6	7	8	9	10	11	12	12	13	14	5	6	7	8	9	10	11
12	13	14	15	16	17	18	20	21	22	13	14	15	16	17	18	19	20	21	22	13	14	15	16	17	18	19	19	20	21	12	13	14	15	16	17	18
19	20	21	22	23	24	25	27	28	29	20	21	22	23	24	25	26	27	28	29	20	21	22	23	24	25	26	26	27	28	19	20	21	22	23	24	25
26	27	28	29	30	31				27	28	29	30	27	28	29	30	31				27	28	29	30	31				26	27	28	29	30	31		

February							May							August							November								
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S		
						1						1	2	3							1	2							1
2	3	4	5	6	7	8	4	5	6	7	8	9	10	3	4	5	6	7	8	9	2	3	4	5	6	7	8		
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March							June							September							December											
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9	10	11	12	13	14	15	15	16	17	18	19	20	21	14	15	16	17	18	19	20	14	15	16	17	18	19	20					
16	17	18	19	20	21	22	22	23	24	25	26	27	28	21	22	23	24	25	26	27	21	22	23	24	25	26	27					
23	24	25	26	27	28	29	29	30	28	29	30							28	29	30	31	28	29	30	31							
30	31																															

START

SENIOR MANAGER

# FULFILL YOUR DREAMS TODAY

- Start benefiting today
- Be your own boss
- Start making money immediately
- Recruit others who want to build their dream lifestyle
- We will support you

Success depends on 3 simple actions:

**SHOW, INVITE, ATTEND...**

THANK YOU AND WE WISH YOU  
**A LOT OF SUCCESS**  
WITH ORIFLAME

ORIFLAME  
— SWEDEN —

YOUR DREAMS – OUR INSPIRATION™