Flori Roberts



Consultant

**GETTING A QUICK START TRAINING MANUAL**

**WELCOME**

Dear Beauty Entrepreneur,

Welcome to the most incredible opportunity in the beauty industry. As you begin your new career and this incredible journey with *Flori Roberts*, I want to share a few words of encouragement. You have taken a boldly courageous step by declaring yourself the CEO of your own enterprise. Feels good doesn’t it?! Your success in this business will depend on several things that you will need to be willing to do.

Nothing great is ever created from mediocrity. Likewise, to create something extraordinary requires a real effort. Being able to leave your J.O.B., becoming debt-free, caring for family members in an extraordinary way, being able to pay fully for your children to attend the college of their dreams and having the time and finances to pursue your personal dream requires that you press forward when you’re tired and stressed.

Being successful with your *Flori Roberts* business means enjoying what you’re doing and putting in a consistent effort. Those are the keys to being successful in this (or any) business.

So, I encourage you to follow your dreams. Commit yourself and work your business each day with fervor. The only thing different about anyone you would consider successful and those who are not is successful people are willing to do what the unsuccessful won’t. This manual has been designed to guide and help you develop the skills necessary to have a very successful *Flori Roberts* business.

My hope is that you will rise and rest among the stars of *Flori Roberts*! I look forward to meeting you, working with you and helping you give birth to your dreams.

Sharon E. Boone

President



*Flori Roberts* was the first cosmetics brand developed specifically for women of color. A staple in US department stores for more than fifty years, *Flori Roberts* continues to give African-American women prestigious, state-of-the-art quality products formulated and shade selected specifically for them.

*Flori Roberts* makeup and color is best known for its unique, beautiful coverage foundations and face powders. *Flori Roberts* uses mineral-bases and other high quality ingredients – for a long-lasting, silky and smooth finish. *Flori* has a comprehensive and full shade range of all makeup categories to ensure every woman of color has the right shade just for her.

*Flori Roberts* is also recognized as a premier skincare brand which addresses all the special skincare needs of melanin-rich women. As women of color tend to have oilier skin, the *Flori Roberts* brand focuses much of its skincare solutions on normal to oily skin types. The brand also addresses hypo and hyper pigmentation, under eye aging and offers highly effective and reasonably priced skincare regimes for smooth, soft, bright and clear skin.

*Flori Roberts* also has a featured all-natural skincare regime to brighten and even skin tone and fade discoloration. The *Enlighten* Skin Perfecting System features emblica, an herbal extract, clinically proven as effective as hydroquinone, without the negative and harsh bleaching side effects. And, as an anti-oxidant, emblica improves the skin’s overall health. The most dramatic skin-care breakthrough ever for melanin-rich skin.

getting A QUICK START

**QUICK START YOUR BUSINESS**

**Earn up to a $500 Quick Start Bonus**

If you’re like most of our Consultants, you’re joining Color Me Beautiful/Flori Roberts to help others look their best, have fun and *make good money*. We encourage you to get off to a fast start by earning up to a $500 Quick Start Bonus and promoting yourself to Manager within your first 60 days. You’ll be halfway to Director and on your way to earning a six figure income. It’s very doable. It’s simply a process and we are here to help every step of the way.

**How to Earn $500**

**1.** Sell at least $1,500 in Personal Sales in your first 60 days

**2.** Sponsor 5 Consultants who sell at least $600 each in your first two full months\*

 **Quick Start Bonus $500**

**Manager –** Plus earn 5% on your personally enrolled Consultants

 Plus earn 3% on your group volume

**How to Earn $300**

**1.** Sell at least $1,500 in Personal Sales in your first 60 days

**2.** Sponsor 3 Consultants who sell at least $600 each in your first two full months\*

 **Quick Start Bonus $300**

**Executive Consultant -** Plus earn 5% on your personally enrolled Consultants

 Plus earn 3% on your group volume

**How to Earn $100**

**1.** Sell at least $1,500 in Personal Sales in your first 60 days

**2.** Sponsor 1 Consultant who sell at least $600 in your first two full months\*

 **Quick Start Bonus $100**

**Senior Consultant -** Plus earn 4% on your personally enrolled Consultants

**CHECKLIST FOR YOUR FIRST 30 DAYS**

|  |  |
| --- | --- |
| **DESCRIPTION** | **DATE COMPLETED** |
| 1. Develop Your Y Story |  |
| 2. Register On Colormedirect.biz |  |
| 3. Sign Up For Your Affiliate Link |  |
| 4. Call Your Circle Of Friends |  |
| 5. Learn the Career Pack Products |  |
| 6. Order your Business Cards |  |
| 7. Invite your circle of friends to listen to the recorded Opportunity Call |  |

**1. Develop Your “Y” Story and Scripts**

There are 3 things you need to know before you get out into the world sharing your amazing products and knowledge whether in person or using social media.

First, you need to have a “Y” Story. Your “Y” Story is all about YOU! What are your personal reasons for doing your business? Why did you join Color Me Beautiful/Flori Roberts? What do you want less of (stress, long hours, working for someone else), what do you want more of (freedom, time, money, security)? What do you and or your family want that you don’t have today (vacations, car, and debt free)? What are your goals? Know your “Y” Story and you’ll always know where you’re going. Can you communicate all of this in a 30 second commercial? Write your own commercial below:

 **My “Y” Story**

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Second, to be successful you’ll need to book introduce your circle of friends to your products first. They allow you to practice before you start communicating with individuals you don’t know personally. By internalizing a basic script you’ll get comfortable talking about what you do and what’s in it for the one you are talking to. Below are two basic scripts when calling your circle of friends

**Your Phone Script For Color Me Beautiful**

*Hi\_\_\_\_\_\_\_\_\_\_, this is\_\_\_\_\_\_\_\_\_.  How are you? Wait for her answer and respond accordingly.   Do you have a quick minute?  I’m really excited today.  I started my beauty business with Color Me Beautiful.  Not sure if you know this but Color Me Beautiful is the world’s leading color authority. I cannot tell you how knowing my right colors has changed everything about the way I dress and wear colors on my face.  As a part of my training, I would love to show you your best colors. How does that sound? I’ll send you a link for a color quiz, then we’ll meet online for your complimentary virtual appointment. Which is better for you? the beginning of the week or the end of the week?*

**Your Phone Script For Flori Roberts**

*Hi\_\_\_\_\_\_\_\_\_\_, this is\_\_\_\_\_\_\_\_\_.  How are you ? Wait for her answer and respond accordingly.   Do you have a quick minute?  I’m really excited about something.  I’ve just started my own business with Flori Roberts.  Do you remember Flori Roberts?*

*Flori was the first line of skincare and cosmetics for African America Women to be in department stores. I cannot tell you how knowing the right skin care, foundation and powder shades has changed how my skin looks.  As a part of my training, I would love to show you your best shades virtually. I’ll send my link so you can browse the site. Is that Ok? Which is better for you? the beginning of the week or the end of the week?*

Last, you’ll want to be ready to prospect for clients and recruits. Learn a basic prospecting script and you’ll always be ready to talk about what you do.

**Your Prospecting Script for CMB**

*Hi, (Pay a compliment on something i.e. skin, makeup, outfit etc.)*

*My name is\_\_\_\_\_\_\_. I have my business selling Color Me Beautiful. Have you heard of Color Me Beautiful? We’re the cosmetic and skin care company based on seasonal color analysis.  We guide women to their best makeup and clothing colors!  I would love to show you your best colors with a free consultation. Let me text you with my contact information. Wait for her to give you her mobile number.*

**Your Prospecting Script for Flori**

*Hi, (Pay a compliment on something i.e. skin, makeup, outfit etc.)*

*My name is\_\_\_\_\_\_\_\_\_, I own my business selling Flori Roberts. Have you heard of Flori Roberts Cosmetics? All of our products have been developed specifically for brown skin.  I would love to show you products just for your skin and shades that are a perfect match for your skin-tone. It’s free and will only take 30 minutes. Let me text you with my contact information. Wait for her to give you her mobile number.*

**2. Start Calling Your Circle Of Friends**

Take a few moments to write the names of your friends, family and associates. Don’t prejudge, list everyone you know. Use the Circle of Friends Contact Sheet at the end of this chapter to keep track of your list. The following may help jog your memory:

Who are your friends? Who do they know? What organizations are they members of?

Who are the people you interact with on a fairly regular basis (i.e., coworkers, sorority sisters, professional associations, your spouses’ friends and coworkers, etc.)?

Who are the parents of the other children your kids are involved with?

Who are the owners/workers of businesses you patronize (i.e., your cleaners, bank, shoe store, restaurant, mail carrier, convenience store, beauty salon, etc.)?

This is a good start. **The important thing to do is let your circle of friends know what you are doing and don’t be afraid to ask them to support your business.**

**3. Set Up Your Affiliate Link**

One click on this link <https://colormebeautiful.tapfiliate.com/> and with the completion of the sign up form, you will be ready to share, click, sell and earn.

Your affiliate link is like having your own website that connects to our brand sites (colormebeautiful.com, floriroberts.com, adrienarpel.com and galehayman.com).

This is great news because customers always search for and gravitate to the brand name site for browsing and shopping. By having your affiliate link, you’re authorized to use our brand name sites and use them like your own shopping site.

**4. Register On Colormedirect.biz**

Colormedirect.biz is your wholesale shopping site where the discounts range from 30% up to 60%. This site is for Consultants who prefer to carry inventory and sell direct to your clients making your profit when you sell to your customer. You have the best of both worlds. You can have some inventory and also allow your clients to order online using your affiliate link or registering and putting your name in as their Consultant.

**5. Learn the Products in your Career Pack in a Week**

More than what you say, your clients will respond to your genuine excitement and passion about the products – an excitement and passion that comes from personal use.

Study the products in your Career Pack. You’ll find them in the Product Information Chapter, which includes valuable information on each product including benefit statement, directions for use and key ingredients.

Look up the product and practice saying the benefit statement until it feels comfortable.

Begin your own skincare experience. In addition to those which are specific to your skin type, try the other products on the back of your hand so you’ll know what they smell like, feel like, how they go on and rinse off, and how the skin feels after application.

Then, do the same with the color cosmetics included in your Career Pack.

**6. Order Your Business Cards**

Be ready to pass out your business cards to all you potential clients. Nothing says you own a business as much as a business card. Go to insidecolorme.com and click on *Business Cards*. We have developed a great company design which you can customize with your personal information.

**7. Introduce the Opportunity**

The ideal time to introduce others to Color Me Beautiful/Flori Roberts is when you first join. That’s because you’re full of enthusiasm. It makes the adventure even more exciting and fun. And, you earn commissions from those you sponsor. If you’re interested in developing an organization and earning an extra $2,000, $5,000 or $10,000 per month in leadership commission, the *Opportunity Call* is an incredible tool. Your goal should be to invite and have one or more guests listen to the call each week.

Our President, Sharon Boone, has recorded a call that presents the CMB opportunity to your guests. Invite guests to listen any time of day, 7 days a week. The number is 1-515-604-1424**.** The access code is 661108##. The call is only 10 minutes. Be sure to call your guest after they have listened to find out their level of interest and answer any questions they may have. Listen anytime.

**YOUR COLOR ME BEAUTIFUL/FLORI ROBERTS RESOURCES**

To assist in conducting your business, Color Me Beautiful/Flori Roberts provides a number of resources. Familiarize yourself with them so you have access to all that is available to you.

**Your Sponsor**

When you first get started your Sponsor should always be your first and most important resource.

Sponsor: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Telephone #\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Customer Service**

For questions on placing or tracking an order, or relating to other issues getting started, please email us at consultantinfo@colorme.com or call 1-800-635-0630 ext. 1371

**Email Communications**

Be sure you are on our corporate email list as we send frequent newsletters full of great information. If you provided your email address when you joined, you are receiving these communications. If not, or if you changed your email, notify us at consultantinfo@colorme.com.

**Correspondence**

To correspond by mail be sure to include your Consultant Number and complete contact information to help us respond as quickly as possible. Please send to:

Color Me Beautiful, Inc.

Attn: Customer Service

12176 Livingston Rd.

Manassas, VA 20109

**Insidecolorme.com**

Insidecolorme.com is an internet website where Color Me Beautiful posts updated announcements, documents, training schedules, order forms, weekly out of stock lists, contests, promotion information, recognition and more to help keep you informed. To access Inside, open your web browser and go to insidecolorme.com. Click on all the links and familiarize yourself with all that is available.

Since many of the documents posted are available in a PDF format, you will need to have Adobe Acrobat Reader on your computer to open the files. If you don’t already have it, you can download it for free from the website adobe.com. Click the Get Acrobat Reader button and follow the instructions to download it to your computer. Once you go through this process, you’ll never have to do it again and you should be able to open any file that ends with “.pdf”.

**Out of Stock List**

To help you manage your purchases, we post an updated list of items which are out of stock each week on Fridays on insidecolorme.com under Forms and Out of Stock.

 **CIRCLE OF FRIENDS CONTACT SHEET**

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| --- | --- | --- | --- | --- |
|  | **Date** | **Name** | **Phone** | **Email** |
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