

A professional headshot of Nancy Wilcox, a woman with dark, shoulder-length hair and bangs, smiling warmly. She is wearing a dark turtleneck sweater and small stud earrings. The background is a soft, out-of-focus grey.

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EYE ON ARBONNE

INDEPENDENT CONSULTANT,  
NEW NATIONAL VICE PRESIDENT

NANCY WILCOX

# GO FOR GREATNESS

Independent Consultant, National Vice President  
Nancy Wilcox Nation; Norfolk, VA

The ink is hardly dry on my RVP *Eye on Arbonne* and here I am writing another one! Seven months after becoming a Region, we became a Nation! The momentum began in July 2002 when I finally believed in my ability to succeed in Arbonne and transferred this belief to my team. With 18 years in direct sales, I recognized that Arbonne could make my dreams come true.

Let me start by telling you that I am the proud mother of six children. I always knew that I wanted to stay home to raise them. My husband and I decided early on to provide all six with a private education. That required a second income which brought me to my first direct sales business in 1985. I loved being able to stay home yet earn an income to help pay tuition. I loved the freedom and the flexibility that direct sales provided.

In June 2001, while with another company, I stumbled upon Arbonne. My friend Renee Futter sent me some samples. I loved how my skin felt and looked after using the three day supply. At that time, I was not looking for a new business. I loved the Arbonne products but I did not see myself selling skin care. The opportunity made sense so I joined Arbonne for the discount. I bought an RSVP to get the best deal. I shared the products with family and friends and signed up a few Consultants who were not interested in building an Arbonne business.

Early in 2002, the company I was with began to struggle so I took a closer look at Arbonne. I had already been successful in direct sales so I thought a transition to Arbonne would be easy. I went to Long Beach NTC in February 2002 to learn more about Arbonne as a business. NTC excited me and I came home ready to build.

I was not prepared for what happened once I got home. My friends had never heard of Arbonne and they were reluctant to try. I had a difficult time booking Presentations. Much of what I sold got returned. I was having trouble spon-



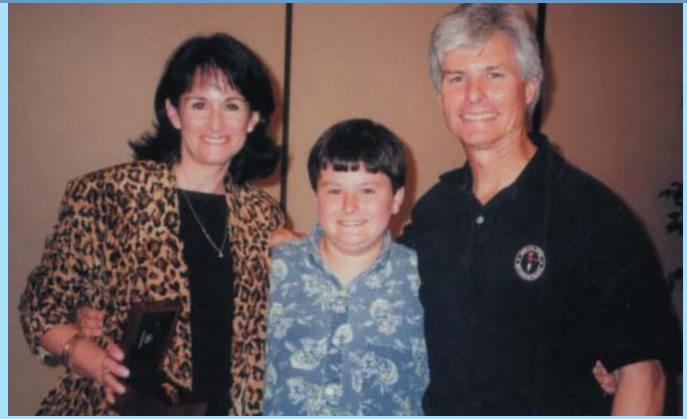
**top right:**  
Nancy with President Rita Davenport during Area Manager Challenge in January 2003.

**bottom right:**  
Nancy's six children.  
L-R: Katrin (26), Henry (20), Charles (13), Andrew (18), Jonathon (24) and Margaret (16).





Nancy with her new Mercedes-Benz in June 2003.



Nancy with son, Charles and husband, Bruce at her car presentation in June 2003.

soring. I called my upline Donna Weiser to tell her that I was not cut out for a skin care business. I doubted my ability and lost my focus. Several months passed with little activity but something nagged at me not to quit.

In July 2002, I went on vacation and packed all the training tapes that I had never listened to. I spent two weeks listening to many success stories. What did these Arbonne Consultants have that I did not? They had an unshakable belief in Arbonne. Many of them had experienced the same frustrations as I had but they did not quit. I was inspired by their stories and began to see the huge potential with Arbonne. Once I realized that I could succeed, there was no stopping me. I set a goal to be an NVP before the end of 2003! I knew I had a lot of work to do but I was determined to do it.

As I began to build, I was faced again with the same challenges but this time I did not let them stop me or slow me down. I had 100% confidence in the products and the business opportunity. This confidence opened doors for me. I built my business with one new Client at a time, one Presentation at a time and one new Consultant at a time. If I couldn't book Presentations, I went out the door anyway to meet with whoever would see me. I was going to make it happen one way or another.

I studied the Arbonne SuccessPlan. I have worked with many compensation plans over the years and I can tell you that the Arbonne plan is brilliant! Use this plan as your strategy. Do not be intimidated by the numbers. Break them down into bite size activities that are shared by a team. Focus on one promotion level at a time. Start by identifying and inspiring four first level leaders. Help each of them believe in Arbonne and have confidence in the opportunity. When you promote them to District Manager, you become an Area Manager. Help each of them find their four Districts, they become Areas and you become a Region. Promote them to Region and you become a Nation. It is that simple! Remember, you will get where you want to go by helping your team get where they want to go. Teamwork makes the dream work!

As I planned each of my promotions, I identified where the numbers would come from by setting goals for each leader and her team that would

stretch them to a new promotion level or to a bonus level which is the halfway point to the next promotion. When you show your leaders what is in it for them, they become part of the plan. Although my leaders are all over the country, we communicate almost daily. They have bonded through conference calls and loop e-mails. I post our goals in e-mails and report our progress. My promotions have been a group effort as each of my leaders had their own promotion tied into it.

By April 2003, we were in first step Region. I gathered my leaders together for the first time at NTC in Nashville. They motivated each other, shared ideas and bonded as a team. With the introduction of NutriMinC® RE<sup>2</sup> and the excitement of NTC, we were energized! Our April volume exploded and we became a Region in two steps! Each leader became a role model of success for their teams. Throughout the downline, we saw new DMs becoming AMs quickly. Our volume increased each month. By fall, three of my leaders were on track to become Regions. By Thanksgiving 2003, we became a Nation! Watching me go through the process quickly has inspired them to duplicate my success. We have created a culture of promoting leaders. The excitement that surrounds promotions is contagious and everyone is catching it! Success in this business is not rocket science. It is believing and then doing!

Offer the products and the opportunity to everyone. Do not pre-judge. The time to build your Arbonne business is now! Word is getting out about Arbonne's pure, safe, beneficial ingredients at a time when there is more awareness of skin health. Take a look at the cover stories on most women's magazines. Skin is in! With the aging baby boomers, the recent growth of Arbonne is not a coincidence. The testimonials from our Clients are powerful. Both young and old are interested in looking good and feeling good. We are truly making a difference with our products and our opportunity.

Fall in love with the process. Realize that you will have the most success doing them. Just get out and do them! Do not try to reinvent the

*continued ...*

## success strategy:

“ A successful leader finds the greatness in the team and then helps individuals find it in themselves. ”



L-R: AM Chris Robinson, ENVP Donna Weiser, RVP Janet Elliott, AM Diane Ryan and Nancy at NTC 2003 Nashville.



RVP Beth Williams and her Montana/Washington team.



L-R: AM Susan Maris, Nancy and RVP Beth Williams.



L-R: ENVP Sandra Tillinghast, Nancy and ENVP Donna Weiser.

wheel. Do what others have done before you. Those at the top got there by doing Presentations. This business is simple so keep it that way. Whatever you do, make sure it i?s duplicatable. Your team is watching you.

Be coachable! Listen to all tapes, conference calls and your upline leaders. Go to every meeting near you and get your team to NTC. Never use your children, your job or any challenge in your life as an excuse for not succeeding. If you want success badly enough, you will find a way to make it happen. My life is full of challenges. One of my six children has a brain injury from a car accident and requires special attention. While in qualification for NVP, I dealt with Hurricane Isabelle, the death of my beloved dog and a serious house fire. Yet, the challenges in my life have not kept me from my dreams.

I want to thank those who helped me create my Nation! Congratulations and thanks to my new RVPs Beth Williams and Janet Elliott! I am so honored to have promoted with you! And to Betty Gillette who is completing third step RVP as I write this! I am excited that you are joining my VP team! Thanks to my team of 13 AMs who will all be VPs: Chris Robinson, Jean Bettencourt, Diane Ryan, Cindy Ayers Holly Boniface, Susan Maris, Pam Hollenbach, Penny Richardson, Teri Miller, Brenda Hudgins, Marie Gandy, Dana Huston and Barcia Alejos. Thanks to almost 30 DMs on my team who have just begun their journey to the top!

Thanks to my upline leaders: AM Renee Futter for introducing me to Arbonne, ERVP Sally Hallada who cheerfully answers our phone calls, ENVP Donna Weiser who waited patiently for me to "get it" and believed in me before I believed in myself and to ENVP Sandra Tillinghast for the strength of your leadership which trickles down to us all. Thanks to Rita for loving us all as you do.

I promised the VP Support Team at the Home Office that I would thank them in my EOA. I spent many late nights at the end of the month on the phone with them making sure all our orders were in and accounted for while in qualification. The biggest VP perk after the Mercedes-Benz cash bonus program is having this great team to assist me.

My most heartfelt thanks goes to my family. To my six beautiful children who have cheered me on and given me my reason to succeed. I hope my success inspires you to reach for your stars! Believe in yourself and go after your dreams! To my wonderful supportive husband Bruce, who proudly tells others that he uses 14 Arbonne products daily, and who checks my WebStats more than I do! And to my mom and dad for teaching me the value of hard work. I love you all!

After many years in other direct sales companies, I found my home with Arbonne. Arbonne has absolutely the best products and the best opportunity on the planet! You can do what I have done if you believe in yourself, help others believe and never quit. A successful leader finds the greatness in the team and then helps individuals find it in themselves.

RVP Janet Elliott and her Indiana team.



RVP Betty Gillette and her Virginia team with Nancy.



L-R: AM Dana Huston, Nancy, AM Chris Robinson and RVP Janet Elliott.



L-R: Nancy, AM Cindy Ayers, AM Diane Ryan and RVP Betty Gillette.



The testimonials in this story reflect the actual experience of an individual, are anecdotal only, and may be atypical.