

STEP 3. ASK FOR A DECISION

Welcome to Step 3—Ask for a Decision.

After you introduce our business to others, your next step is to determine whether they are open to learning more. For those who have an interest, your goal will be to take them through a logical, belief-building process to the point where they make a positive decision to join you in this business. The more effective you are at leading them through this process, the more people you will add to your team.

The days of using the salesman’s selling tactics to close people to purchase a product or join a business are over. Gaining positive decisions is about treating people with respect and courtesy. Today, people do business with people they like, trust, and believe can help them with their needs.

Another important factor to remember is that you are looking for business partners with whom you will work for many years. This business is about finding the right people who truly have a need or desire for the benefits offered by our company and then working together in a win-win relationship.

IDENTIFY YOUR PROSPECT’S AREA OF INTEREST

After you have successfully introduced our business, your next step will be based on your prospects’ areas of interest. Knowing their areas of interest may be obvious based on your conversation; however, if it is not apparent, you will simply need to ask one or more questions in order to categorize their interest.

Let’s take a look at the three categories people could fall into after learning about our business and what to do.

Category #1: People who have no interest

When you have introduced our business to people who show no interest in our products or business, here is what you should do:

- Remain upbeat and do not appear to be disappointed or discouraged.
- Thank them for taking their time to review your business.
- Request permission to stay in touch. You could say, *“Would you mind if I stayed in touch with you from time to time to let you know how things are going?”*

Staying in touch with people is very important because many of the people who will join your business will be people who weren't interested the first time they learned about Unicity. By staying in touch they will see that you have remained committed to your business; then, if the circumstances in their lives change, they will often take another look at what you are doing.

Category #2: Potential Consumers—these are people who have an interest in using one or more of our products

When you have introduced the Unicity business to people who have an interest in using our products, here is what you should do:

- Answer any questions they may have about our product(s).
- Explain the pricing.
- Highlight the money-back guarantee. A Unicity customer can return our products within the first 90 days of purchase for a full refund less shipping and handling costs.
- Ask for a decision. If the decision is positive, arrange a time to get together if they are local so you can get them started and explain how to use our product(s) for best results. The sooner you can schedule this appointment, the better. Be sure to always keep a small inventory on hand so you can get your customers started while their interest is high.

Category #3: Potential Business Partners—these are people whose primary interest is the Unicity business opportunity

When people are open to learning more about our business, your next step is to take them through our five-step formula to gaining a positive decision. Let's review it together.

FIVE-STEP FORMULA TO GAINING A POSITIVE DECISION

1. Strengthen relationships with prospective business partners

What do you believe is the No. 1 factor in people's decision to start their own businesses with our company? Is it Unicity, our products, our training and support or our company's management team? The answer is *none of the above*; it is YOU. If people don't feel a connection with you, it doesn't matter how good our business is, they won't join it.

This business is all about relationships. Building meaningful relationships are not only necessary for people to choose to work with you; they are also the glue that holds your

business together. If you treat people as friends, rather than objects from which you will earn a profit, you will be much more successful.

2. Identify people's reasons for considering your business

By understanding why people have an interest in our business, you can customize your approach to show them how they can achieve their goals.

If it is not obvious from your conversations why they are considering our business, just ask a simple question like, "*Terry, why would you consider doing a business such as this?*"

Encourage them to talk about their needs and desires that our business may help them address. Have them elaborate on each point and listen carefully. They will often have a list of reasons, and you want to make sure that you understand each one of them.

Example: Pam wants a college fund.

Suppose you have a prospect by the name of Pam who is considering starting her own business because she wants to start building a college fund for her two children. Now you know her No. 1 reason for looking at your business because, most of the time, the first reason people give is their top reason. Compliment her for going the extra mile to help ensure a good education for her teens. Then show an interest in her children by asking about them. She'll gladly share because, like all parents, she is proud of her children.

After discussing the importance of saving money for her children's college fund, ask her what other goals she would like to accomplish by starting her own business. As she shares her key motivating factors one at a time, write them down.

Be intentional about getting her to talk about these points in a way that gets her excited about them. The more passionate your prospects are about achieving the things that are important to them, the more likely they will be to join our business. Another benefit that comes from showing an interest in the things that are important to people is that it strengthens your relationships.

3. Determine what your prospective business partners need to know about the business in order to make a decision

By understanding exactly what a person needs to know in order to make a decision, you can focus your time discussing those things, rather than guessing what they need to know.

Here is a sample question you could ask, "*Pam, based on the information we have reviewed thus far, what else do you need to know in order to make a decision as to whether this is something you would have an interest in pursuing?*"

When people tell you what else they need to know, understand that often times there is more than one thing they need to know. As an example, if Pam said that she needs to know more about the company, ask, *“Pam, other than learning more about the company, is there anything else you need to know?”* If she says she would need to know more about the compensation plan, then say, *“I would be very happy to help you understand any aspect of the compensation plan that is important to you. Pam, other than learning more about the company and the compensation plan, is there anything else on your mind that you feel you need to learn more about?”* Continue this process until you have identified each of the points that are important to her.

The reason you want to understand the issues on her mind is because only then can you address them. You also want to make sure that you are being productive with your time by talking about the points that will ultimately lead to a positive decision.

4. Provide the information in a positive, helpful manner

After learning what your prospective business partners still think they need to know to make a decision, spend your time talking only about those points. Ask good questions and listen well. Don't talk too much. Be sure to address their questions and/or concerns and be careful not to address concerns they don't have.

Before addressing the points they have told you are important to them, make sure you are crystal clear on exactly what they really need to know. As an example, if Pam says she needs to know more about the company, then before rambling on about the company, ask her what she feels she needs to know about the company. Her answer may be as simple as, *“Where are they headquartered?”* By identifying exactly what she needs to know, you can then focus on addressing the specific point on her mind.

To summarize, the first thing to do is understand the big picture of what people feel they need to learn about our business. After identifying all of their questions or concerns, go over each point, one at a time, and as you do, get specific with precisely what they need to know.

As you go through each point and before moving on to the next point, ask if your response answered their question. Make sure they are comfortable with your response. Once you have addressed a point to their satisfaction, continue until each point has been discussed to their satisfaction.

Remember, in all your conversations, focus on what is important to your prospects. Try to avoid talking about yourself. This is not about you; it's about them.

5. Ask for a decision

When you are successful in building your prospects' belief and confidence in our business and in their ability to succeed, they will generally be ready to get started. Sometimes they will tell you they are ready to get started; sometimes you will need to ask for the decision.

When asking for a decision, be sensitive and perceptive. Be aware of the signals your prospect is sending you. If you sense someone is not prepared to make a decision, don't push it. Nobody likes to be pressured. When people are not ready to make a decision, something is holding them back and you need to identify what it is.

On the other hand, if you're talking with someone who is positive about your business, you need to ask for a decision.

Here is an example of the type of question you can ask:

- *“Hey, Pam, now that we have talked about each of the things you wanted to learn more about, are you ready to learn your next step?”*

When people are ready to learn the actual steps to getting started, walk them through the process and the cost of get started. The “Next Step” video on the business presentation site does a great job of explaining someone's next step. You want to get people started in the business the same way you got started.



TAKE ACTION: Once you explain to people how to get started, ask for the final decision to get started. Here's an example:

- *“Pam, I'm really looking forward to working with you. I feel that we can build a successful business together. I understand your goals and I believe that we can accomplish them by working together. In fact, I would really enjoy helping you achieve them. Is there anything else you need to know before we get started, or are you ready to go?”* If there is still something she needs to know, discuss it and then ask her if he's ready to get started.

When asking for a decision, if you sense some hesitation, continue with a little gentle probing. You might ask,

- *“Hey Pam, I can tell you're excited, but at the same time I sense there is something holding you back. Is there still something unresolved in your mind?”* If there is something, ask her if he would be open to discussing it with you.

Some people will be reluctant to share what's holding them back. It may be that they are questioning whether they will have adequate time available. It may be that they are questioning whether they think they can really be successful. They may be wondering how supportive their spouse is going to be. It could be any one of 50 different things that have nothing to do with you or our business.

When there is something holding people back, carefully identify what it is so that you can discuss it with them. As an example, when people question their own skills and abilities, they generally won't volunteer this information. However, if you treat them like a friend and ask them what's on their mind, they will generally tell you what's holding them back.

By taking your time to learn more about people's hidden concerns, you will often be able to help them work through whatever it is that is holding them back. If you don't identify people's hidden concerns, you can't help them and, even worse, you won't know why they aren't making a positive decision.

BUILDING BELIEF

When you are not successful in gaining positive decisions for any reason, then you need to continue to build people's belief—in themselves and in your business.

For most people, their greatest reservation is a lack of self-confidence. Since building a business is something they may not have done before, it's natural for them to have reservations about their ability to build a successful business. Knowing this, continue to say things that will build their confidence in their ability to be successful. Look for the positive attributes in people and tell them why you believe they can be successful in this business. The more convinced you sound when building their confidence, the more confident they will become and the more likely they will be to join your business.

BELIEF-BUILDING STRATEGIES

When people have been introduced to our business and are open to learning more, your goal is to build their belief. Here are the most popular strategies being used to build belief in people who have an interest and to help them make a decision. Discuss these options with one of your upline business partners to see which of these options are available to you.

1. One-on-One Belief-building Session

This is when you get together face-to-face with people who have been presented our business and who are open to learning more. This in-person meeting should be scheduled within 48 hours to keep the momentum moving while their interest is high.

Since these people have already been introduced to the business, you will not be giving a presentation when you get together. Instead, your agenda will be to review the five steps to gaining a positive decision. They are:

1. Strengthen your relationship with them so that they build their belief in you as a caring person and a competent leader.
2. Identify their needs, desires, and concerns that our business can help them address.
3. Explore what they need to know about our business to determine if it is something they would have a serious interest in pursuing.
4. Discuss the points they have determined to be important in their evaluation.
5. Ask for a decision if our business appears to be the right fit for them.

If your interested prospects are local, it should always be your goal to get together with them in-person as soon as possible. When you get together with people, you are able to strengthen your relationship, focus on their specific areas of interest, and receive their undivided attention. Getting together face-to-face produces the highest percentage of positive decisions.

2. The Two-on-One Belief-building Session

This is when you and one of your upline business partners get together with your prospect. Your agenda is the same as in the One-on-One Belief-building Session, but in this case, your upline business partner will do most of the talking, providing you an opportunity to learn.

3. The Private Business Rally

With this type of presentation, you will be inviting a small group of people to your home, or to the home of one of your upline business partners, or some other desirable location free of distractions.

At this presentation, one of your upline business partners will give a professional presentation to the entire group at one time. This is a productive way to provide more information because you will be providing more information to the entire group at one time.

If you have introduced the business to someone who is interested in learning more, but the next Private Business Reception is more than 48 hours away, then use one of the other belief-building options so that you don't lose momentum.

4. A Large Group Presentation

This is also commonly referred to as a hotel meeting. These larger presentations are one of the most powerful ways to build people's belief. These gatherings provide your people an opportunity to mingle with successful Unicity business owners, to hear a presentation from one or more local leaders, to see company information and products displayed on tables, to hear testimonies, and to feel the excitement that comes from these events.

When inviting people to any event, encourage them to block out enough time to be part of what's planned at the event and to spend private time with you after it's over. When people are excited about our business after an event, you want to be prepared to get them started.

Once again, if this presentation is more than 48 hours away, use one of the other belief-building options so you don't lose momentum.

5. A Three-way Call

A three-way call is when you and one of your business partners get on the phone together with one of your prospects. Three-way calls have been proven to be one of the most effective options for building people's belief, especially for long distance prospects.

The goal of a three-way call is to answer any remaining questions your prospects may have, to show them the type of support that is available, to give them the opportunity to talk to other people in the business, and to hear their stories. Often times just talking to someone else in the business helps validate our business in his or her mind.

How to schedule a productive three-way call

When you want to schedule three-way calls with your interested prospects, explain that you would like to have them meet one of your business partners. If your prospects have asked specific questions, tell your prospects that you would like them to meet one of your business partners and have your partner offer his or her insight into the questions asked. Your goal is to give them a logical reason for taking their time to speak with one of your business partners.

Steps for setting up a three-way call:

- 1) Give your prospects one or more reasons why you would like to have them speak with one of your business partners. The better your reasons, the more likely they will be to make time available for the call. It could be to address one of their questions or concerns.

- 2) Ask for a couple windows of time when they will be available in the next 48 hours. You always want to get at least two windows of time, so you will have some flexibility.
- 3) Tell your prospects that you will be checking the availability of your business partner(s) and that you will get back to them with a confirmed time for the three-way call. Ask if they would prefer to have you call, text/sms or email them once the time is confirmed.
- 4) Call, text or email your upline business partners and ask who is available to do a three-way call during one of these windows of time.
- 5) When you have a confirmed time with one of your partners, either call, text or email your prospect confirming the exact time of the call.
- 6) Five minutes prior to your three-way call, call your upline partner and tell your partner about your prospect and any concerns or questions your prospect shared with you that you want your partner to be aware of in advance.
- 7) At the exact time of the three-way, add your prospect to the call. Begin the call by telling your prospect briefly about your partner, tell your prospect that you have already told your partner about him or her; then introduce your partner. Your partner will then take control of the call while you listen.

If you do not have the three-way phone-calling feature available with your phone service, you will need to have this option added. You will also want to become familiar with how to use this feature before doing your first three-way call.

Leadership Tip: Leaders when you do three-way calls, follow the five-step formula for gaining position decisions.

6. A Webinar Presentation

Webinars are seminars or presentations that are transmitted over the Internet. Often these presentations are simply online PowerPoint or slide presentations.

Webinars are another highly productive way to provide more information for your interested prospects.

If you plan to invite people to watch an upcoming Webinar, here are the steps you should follow:

- Confirm the date, time, and details of the Webinar with your prospect.
- Schedule a time to follow up immediately after the Webinar concludes.
- Send a professional email with a link to the Webinar and any other instructions you feel would be helpful.
- Call or text your people 15 to 30 minutes prior to the Webinar to offer a friendly reminder. If you don't remind them, about 50 percent of the people will forget about the Webinar. Simply say, "Looking forward to speaking with you after the Webinar concludes."
- Follow up as soon as the Webinar concludes so you can discuss it with them while the information is fresh in their minds.

If the next Webinar is more than 48 hours away, use one of the other belief-building options so you don't lose momentum. Remember: *do not let more than 48 hours go by without your prospects doing something to learn more about our business.*

7. A Conference Call Presentation

Like the Webinar, these presentations can be an effective way to provide your prospects more information about our business. When inviting people to hear one of our company's conference calls, follow the Webinar instructions.

8. Watch More Unicity Videos

Unicity and its leadership have produced several professional video presentations to help build your prospects knowledge, confidence, and belief in our business and products. Ask your sponsor for the web address of these websites.

9. Unicity.com

Sending people to Unicity's website is always a good thing to do, but don't rely solely on the website to build your people's confidence and belief in our business. Since very few people get emotionally excited about a business by reading words on a website, it's best to use the website in conjunction with one of the other methods.

KNOW YOUR NEXT STEP

One of the most important things to focus on in the recruiting process is to always know your next step. When people review information but aren't ready to make the decision to get started, you need to continue to build their belief until the time when they make their decision.

Knowing your next step is a critical part of this process. Whatever you do, never get off the phone or leave an appointment with a prospect without having scheduled the next step. Any of the above options can be used for a person's second, third, fourth, and even fifth exposure to your business.

Whatever method you choose to provide more information, make sure you schedule the next appointment. If you do not schedule a time to talk by phone or meet in person, you will lose your momentum which will greatly reduce the odds of them joining your business.

Always try to schedule the next appointment within 48 hours. If you set a FIRM appointment to either talk by phone or to get together in person, then your prospect knows the next step, you know the next step, and ideally your prospect will have reviewed the information you gave him or her and will be prepared for your next conversation.

ASKING FOR A DECISION: NEXT STEPS

The one thing that stands between the prospects on your list and their long-term success in our business is this: *The belief that the time they spend in eager pursuit of our business, utilizing the strategies and principles taught herein, will cause them to get more than they might get by directing those hours in any other business effort.* That's your job.

One of the most unique benefits of the Unicity business model is the fact that anyone can build a successful business if they will apply themselves and commit to growing and developing each day.

If you will work your business diligently over the next three to five years, focusing on constant and never-ending improvement, you can enjoy a quality of life that very few people are fortunate enough to enjoy.

When you have people who are ready to get started, move on to Step 4, "Get Your Partners Started" and learn how to get your new business partners off to a successful start.

Congratulations on completing the third lesson of the *Do X Get Y Training System!*