

## STEP 4. GET YOUR PARTNERS STARTED

Welcome to Step 4—Get Your Partners Started.

Now it's your turn to become a coach and mentor.

This simple illustration conveys the essence of this step in the Do X Get Y Training System. This is precisely what you will be doing in helping your new partners get started. How you accomplish this step is critical for the long term success of your business. It's important to not only get your new partners started right, but to understand that *how* you get them started becomes the pattern they will use to get *their* new partners started. It sets a pattern of duplication for your business.



Your success will be harder to earn if you do not get your new partners started correctly. Your partners will not know what to do. As a result, they may flounder and fail. It's easier to build your business faster than it is to build it slower. Getting your partners started right will quicken the pace of your business and your success.

Don't allow yourself to be intimidated or overwhelmed by this part of your business. Your sponsor or one of your upline business partners or mentors will be happy to help you get your first few partners started with you.

### LET YOUR PARTNERS KNOW WHAT TO EXPECT

Once your prospect has made the decision to join you in Unicity, you need to finalize that decision, express appreciation and excitement, and welcome them as a new business partner. Here are some belief-building strategies you can use to let them know what to expect:

- Point out their strengths and how you look forward to working closely with them to help them reach their dreams.
- Explain that the synergy from the both of you working together will be dynamic.
- Tell them that you accept the responsibility to be the best coach and mentor possible.

In addition to giving your new partners the right mind-set, you need to be sure they are equipped with the right tool-set. Help them enroll immediately by completing the enrollment yourself rather than tasking your new partner with this responsibility. You can do this very simply by using the online enrollment in your Unicity back office or filling out the agreement form offline.

If you filled out the agreement form, you will fax the form to Unicity or call Unicity Customer Service with your new partner on the line with you to complete the enrollment.

If you use the online enrollment in your Unicity back office you need to set up your new partners User Name and Password. As the user name use: your new partners first and last name (all in lower case and no spaces for user name) and as a password use: unicity. The User Name and Password can be changed at any time.

### Scheduling the Strategy Session

Make it your goal to schedule the strategy session within 48 hours to keep the positive momentum going. If you delay in having this strategy session for your own convenience, you diminish the chances of your new partner's success. If it is not possible to schedule the appointment within this timeframe, schedule it as soon as you can. Explain to your new partner the importance of their homework assignment, which is to watch Step 1 - Start My Unicity Business.

If your partner is local, schedule the strategy session at a mutually convenient location that has Internet access. This will allow you to review any online information during the session. If they are not local and you will be doing the strategy session over the phone, make sure they will have access to a computer during the call.

*Schedule 2 hours for your strategy session so that you have time to work all the steps and answer questions without rushing.*

Once the appointment has been made, remind your new partners not to talk with any potential business prospects until they are properly trained. Although well intentioned, the failure rate is high when the proper approach is not used. This can result in discouragement and wasted contact opportunities. Help your new partner channel his or her enthusiasm into learning the system rather than talking to people before they are trained.

As you conclude your conversation, express again how excited you are about working with them and say something encouraging. You want them feeling good about their decision to work with you and to believe that they can build a successful business.

Next, send them an email welcoming them to Unicity and provide them with their Unicity ID#, login information, and order number. Within this email, remind them of the date and time of the

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strategy session and their homework assignment. Their homework assignment is to watch Step 1 - Start My Unicity Business. Here's a sample email:

Hello \_\_\_\_\_,

Congratulations and welcome to Unicity. We are excited to have you join our team and look forward to working with you to build a successful business.

Your application has been processed successfully.

I look forward to our Strategy Session on (Date) at (Time). It is important that you complete your homework assignment before we meet. Please watch Step 1 - Start My Unicity Business and complete the worksheets. You can find this video training at [www.doxgety.com](http://www.doxgety.com)

Your order and account information is below. Look for your shipment in 5 - 7 business days. You may receive an email from Unicity as well. Your user name and password can be changed at any time.

To login and get started setting up your web office go to [www.unicity.com](http://www.unicity.com) and click on "login" and enter the information below.

Again, thank you for your order and we look forward to working with you!

Please contact me if you have any questions. Thanks for all your help.

Best regards,

*Your Name*

- Your Order Number is: \_\_\_\_\_
- Your Auto-Refill Order Number is: \_\_\_\_\_
- Your User Name is: \_\_\_\_\_
- Your Password is: \_\_\_\_\_
- Your total is \$ \_\_\_\_\_

### Preparing for the Strategy Session

Make sure your partner has completed the homework assignment and watched the first video, Step 1 - Start My Unicity Business. There is no point in getting together if they have not completed their homework assignment. It's highly recommended that you call a day before the appointment to confirm the appointment, make sure the assignment will be completed, and to answer any questions.

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As you prepare for the strategy session, briefly review Step 1 - Start My Unicity Business to refresh your memory of what is in that lesson.

### **Conducting the Strategy Session**

As a reminder, the strategy session should take place within the first 48 hours of your partner's enrollment. Sit for a few minutes with your new partner and help them feel comfortable. Remind them of your genuine interest in them. Build your rapport with them and strengthen your relationship. Answer any questions they might have before you get started.

### **Dealing with Doubt**

By this time, people often begin to have self-doubt. The voice in the back of their mind tells them they don't have time, they don't know enough people, or they don't know if they can be successful. It's important that you are intentional about building their belief and confidence in Unicity and in you.

One of the best ways to do this is by sharing your own experiences and the experiences of your business partners that have been involved for a longer period of time than you have and have had success with the business. This is a great way to illustrate the power of the Unicity business.

## **REVIEW THE 7 POINTS TO GETTING STARTED TOGETHER**

### **1. It's About Me!**

The first point is to understand your new partner's vision and purpose for being involved with Unicity. Knowing their vision will help you keep them on track. Get specific on their goals, dreams, and aspirations with Unicity. Review their goal worksheet and, with their permission, make a copy for your future reference.

*"When we deal in generalities we shall never succeed. When we deal in specifics we shall rarely have a failure."*

Thomas S. Monson

## 2. Who Knows Me?

This list of contacts is a capital asset for their business. Have they started their “*Who Knows Me?*” list? Take a few minutes to review the list and help them to expand it. If they have not started their list, take the time to begin it now!

You may also want to share with them some of the helpful things you did when making your list. If necessary, conduct a brainstorming session to help them add more names to their list. Remind them not to make any judgments or perceptions as to who would or would not be interested in Unicity. Often, those we think may be interested in our business are not and those we might dismiss as not having an interest become some of our best customers and partners. If time allows, you may want to ask them to tell you about some of their key contacts.

## 3. Make My Commitment

Ask them to tell you about their commitment to their business. As you discuss their commitment, make sure that they know the importance of not only making commitments, but keeping commitments as well. Help them to understand that this commitment will be one of the determining factors to their long term success. There might be times that their business will not be growing as fast as they thought it would or they might be faced with other discouragements. That sometimes happens, but it is our long term commitment and vision that keeps successful business owners going, even when they are frustrated and feel like giving up.

Remember to confirm the days and number of hours they will be working their new business. Tell them that your commitment to them is to work alongside them every step of the way. They are in business for themselves, but they are not in business by themselves. Again, share your commitment to them to achieve their vision with Unicity.

## 4. Review My Tools

Show them the product focused website that is designed to create interest and inform people about Unicity’s products, create Preferred Customers, and enroll in the Prime Challenge. Show them the business website that is focused and designed to create interest and inform people about the Unicity business. Lastly, review with them the training website. They should be a little familiar with this website already since it is where they went for their homework assignment.

### 5. Establish My Monthly Auto-Refill

Explain the importance of having a monthly auto-refill. The 125 PV Auto-Refill (U.S and Canada) is the basis of Unicity's compensation plan. Encourage them to have the shipment date at the beginning of the month. In order to qualify to receive weekly commissions from Unicity, your Auto-Refill must have been shipped. Help them determine which products they want to use each month. We certainly encourage the Prime Health Pack. It time allows tell them about the "Three for Free" program, where if they get their Preferred Customers buying the Prime Health Pack, they get theirs free.

### 6. Work My Daily Action Plan

When you cover this step, your goal is to help them put together their Daily Action Plan. Based on their goals, share with them how you feel they should start building their business. Instill in your new partner the importance of making a Daily Action Plan for their Unicity business and then working that plan. The goal is to encourage them to do something every day. They need to know what to do each day.

Your new partners need to set a goal as to how many people they will contact each day. Step 2 – Introduce the Business, includes a challenge to make a minimum of two invitations every day. It's a good idea to link this goal with your new partner's vision by asking, "Is what you're working toward worth making two invitations a day?"

Don't forget that it's a numbers game. The more contacts made each day, the faster the business grows.

The contacts made each day are designed to fill a prospecting pipeline. So they might have a goal of "two a day, every day, keep ten in play." Keeping ten in play means that you will always have ten people in your prospecting pipeline. Or four a day, every day, keep 20 in play, and so on based on the time they are putting into their business each day. With the understanding of this principle, the more time they give to their Unicity business, the faster it will grow.

*"The faster your business grows, the easier it becomes.  
People want to be involved in a fast paced, dynamic organization."*

*Rick Jordan*

After you have helped your new partner put together their plan, ask them, “What would you like me to do if I see you getting off track?”

This is a great question to ask your new partner because everyone gets off track at some point. By gaining their permission now, it allows you to hold them accountable in a manner that is agreeable to them when they get off course. What defines great leaders is that they are able to get more out of people than they can get out of themselves.

## **7. Meet My Business Partners**

This is where you introduce to your new business partner to key partners available to help them build their business. Write down the names of those key business partners along with their contact information. This list may include those who have achieved the rank of Director and above. Take a few minutes and tell them about each individual. You may want to schedule a 3-way conference to introduce them to one of these key business partners. Perhaps that would be their closest Presidential Director or above.

### **TEAM = Together Everyone Achieves More**

Explain the importance of working closely with their upline business partners and that they are available to help them build their Unicity business. You cannot build this business as effectively by yourself. Stress the importance of utilizing the entire team for their success.

As you conclude this strategy session with your new business partner, give them their next assignment, which is to watch the next training video titled Step 2 -Introduce the Unicity Business. Highlight the scripts that have worked well for you. Tell them to review the various scripts and to choose the ones they like best.

Ask them to report back to you with the scripts they have chosen and schedule a time in the next day or two to review them. This will also be a time that they can practice the scripts and roll play with you. Allow approximately 30 minutes for this next meeting or call.

## **Protecting Your Partner’s Vision**

Finally, prepare your new business partner for dream stealers. These are influential people in their lives who feel they have their best interests at heart, but have not seen your new partner’s Unicity vision. This might be because they have do not have enough information.

Prepare your partners by telling them to thank the person for their concern and then asking the person to review some information. It’s foolish to allow people who have no idea what they’re talking about to steal their dream or discourage them.

After you have successfully reviewed the homework lessons from Step 1 and set up the next appointment to discuss how to properly introduce the Unicity products and business, you can conclude your strategy session. Congratulate your new business partner on completing this process and reiterate your commitment to them and to their business.

### **GET YOUR PARTNERS STARTED: NEXT STEPS**

The next lesson in the Do X Get Y Training System will cover Step 5 – Follow Through – Leading My Partners. As you complete these lessons, you will have worked through the entire Do X Get Y System.

This training system lays the foundation of a wonderful and powerful business for you. As you continue to follow this sequence with your business partners and their customers, you will create a long term, sustainable business.

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