

## STEP 5. SUPPORT YOUR TEAM

Welcome to Step 5—Support Your Team.

If you plan to build a large business of other Unicity Business Builders and Sharers of the Product, you need to learn how to effectively build, lead, and support this organization.

**Effective follow-up is key.** As you have learned in Steps 1- 4, you extend invitations and you follow-up. As you get your partners started, you will teach others to extend invitations, and teach them to follow-up in the same manner. Then as a leader, you follow-up on those folks to ensure they are extending their invitations and following up.

As you begin your business, your *first goal* is to learn how to sell our products and attract Business-Builders. As you start recruiting other people, your *next goal* is to teach them how to sell product and present the Unicity business model to others. Then, as your business begins to grow, you will need to provide leadership and ongoing support to your growing team.

This section reviews the different roles you will assume as a Unicity business owner: teacher, coach, mentor, and supporter. You will need to serve in each of these roles to be successful. As in all areas of your business, we'll help you do so.



**TAKE ACTION:** Use the notes sections throughout this lesson to jot down your own ideas and take-aways after reading. What will you commit to doing as a leader to support your team members?

### YOUR ROLE AS TEACHER AND COACH

#### 1. Duplicating

Duplication is the foundation upon which the Unicity business model is built.

To be successful, it's vital that you have a clear and effective system you follow and teach to others. That system is the "Do X Get Y" model you've been learning about in your training.

*The fastest path to success comes from building your business correctly and duplicating the steps of this training.*

A word of caution: it's natural for new business owners to look for faster and easier ways of doing things. As a new Business Owner, however, the smartest thing you can do is first become familiar with this training system. If you want to try doing something a different way, treat your new idea like an investment. Just as you would not spend all your money on an unproven investment, don't spend all your time on a new idea.

The best way to teach your team members what to do is to lead by example and do the things you want your people to duplicate. Your team is watching you. Only do the things you want your downline partners doing. Avoid doing things that cannot be duplicated by the majority of the people in your business.



## 2. Communicating

***“Tell me, and I’ll forget; show me, and I may remember. Involve me, and I’ll understand.”***

People learn best by doing. Involve them in the training process, business events, planning, and whatever else you can. Communicate clearly when teaching new business partners. Don’t use lingo or jargon. Always speak on the same level as your audience and make sure they understand what you are saying.

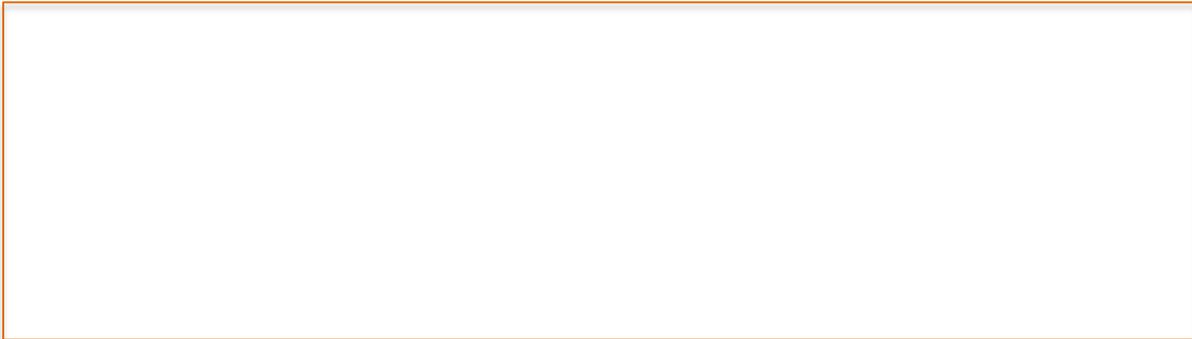
Don’t tell people what to do; instead, explain *why* something is important and offer your support. Adults appreciate fully understanding why they are doing something before they do it themselves or teach it to others.

When you see people off track, try to help them understand why they are off track. Many times people get off track because they did not understand something. When you offer corrective feedback, look for the most positive way to offer your suggestions.

When communicating with your downline partners, always remain upbeat and positive. Your downline partners feed off your energy and enthusiasm. If your downline partners sense you are feeling *down* for any reason, it will automatically bring them *down* as well. For the same reason, it’s advisable to avoid talking about personal problems with your downline partners.

Communicate regularly. It’s important that you talk to your new business partners at least every other day as you help get them started. Your goal for these calls is to make sure they are doing the activities in their daily action plan. If you don’t help them remain accountable to their goals, and Daily Action Plan no one else will. This is part of being a great coach. When you talk with them, review what they have done since your last conversation. If they have been calling people, ask how the calls are going. Have them walk you through the conversations so you can help them based on your experiences.

Remember that it is very important to use the method of communication that individuals prefer. This should be noted on your *“Who Knows Me Worksheet”*.



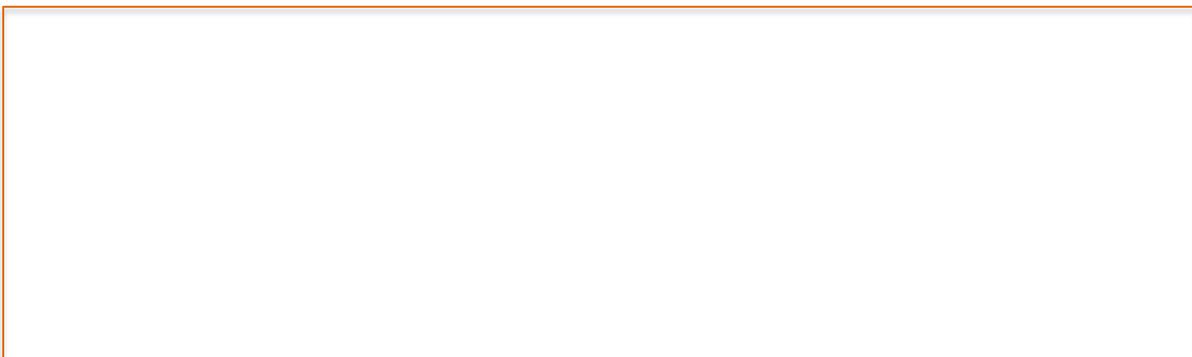
### **3. Building Belief**

Belief is empowerment. Believing in Unicity and the Do X Get Y business model is one of the most important building-blocks in building a successful business.

Recognize that inexperienced business partners don't have the same level of belief that you have. They may still be a bit reserved, doubtful about the product's capacity to produce positive results, or even skeptical about the company and, most often, their own ability to be successful. Consequently, you must constantly be aware of your role as a belief-builder.

As a coach, you should constantly guide your people into doing the things that will build belief and confidence in their Unicity Business and in the health benefits of Unicity Products. You can do this by recommending a new audio or a conference call, or by reminding them about an upcoming event to attend.

Events are one of the most effective ways of building your downline partners' beliefs. You should set a goal to attend all local, regional, and national events, and encourage your partners to join you. If you don't go, they won't go.



#### 4. Managing Your Time and Energy

The most successful business owners have been those who have learned how to be extremely productive with their time. We all have the same number of hours in a day, but how we spend our time determines the level of success we are able to achieve.

Your success will be largely dependent on how productive you are with the time you have set aside to build your Unicity Business. The key to being productive is to set priorities and then spend your time on the most important things first. As a new business owner, the most important use of your time initially is to prospect for new customers and business owners. If you are like most new business owners, this is where you should be spending the majority of your time in your first six months. This is the “prime time” activity we discussed in Step 1 when you built your Daily Action Plan.

As you begin building your business, make a commitment to yourself that you will focus on the activities that bring you closer to accomplishing your goals. Ask yourself each day, “*What is the most important use of my time right now?*” Then look at your plan and make sure you are doing the things that you have already determined to be the most important activities, and those over which you have complete control.

##### **FOCUS ON THE FACTS:**

Work with partners based on their goals, not yours. Avoid wanting the business more for others than they want it for themselves. Managing the time you spend helping others is important to your own success.

Only coach those who are willing to be coached. Don’t waste your time with people who are unwilling to be taught. Always match your energy with their energy. Don’t ever expend more energy on your partners than they are expending on building their businesses.

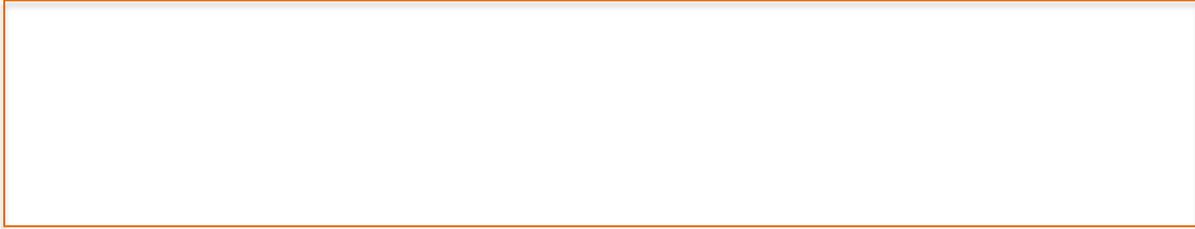
Remember, you are the coach. Don’t let people intimidate you based on their prior business success. Initially, you know more about this business and the model for its success than they do!

#### **YOUR ROLE AS A MENTOR AND SUPPORTER**

##### **1. Build Relationships**

Successful businesses are relationship-driven, so it’s imperative that you focus on building friendly and productive relationships with your customers and partners. Just as your upline partners serve and support you, you will now develop warm working relationships with your downline partners. Let them know you care about them as people as well as business partners.

Never do anything that could cause someone to question your integrity. You are trying to build a lifelong relationship with those who join you. Don't ever do anything that could cause people to question your character. If people don't trust you, they won't respect you, and you can be sure they will tell others!

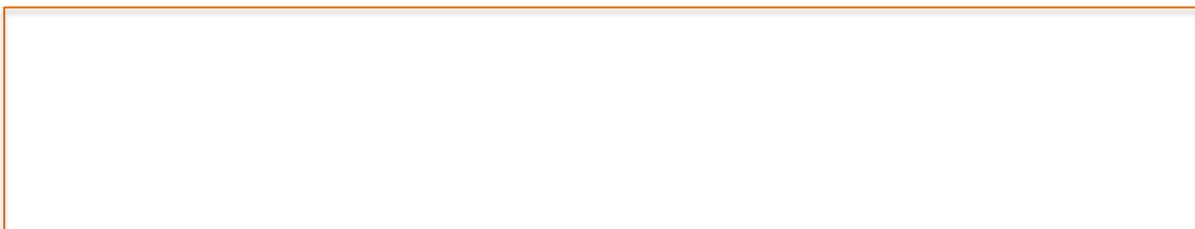


## 2. Lead Your Team

This is a leadership-based business and you are the leader of your team. Your primary responsibilities are to teach, motivate, inspire, and counsel others to help them reach heights of success that each one could not achieve alone.

Be consistent. Ensure your people know what they can expect from you and “how you are.” If you are inconsistent, you'll have a business that is likewise.

Get copies of your downline partners' *Get My Y Worksheets* and do everything you can to help them achieve their goals. Help them clarify their goals and establish plans for the direction they must take to succeed. Offer suggestions and ideas that will help them avoid mistakes, save time, corral their resources and energies, and develop effective strategies.



## 3. Offer Encouragement and Recognition

Be the kind of person who encourages. Remember to be patient with your new business partners. Most people need a great deal of support and encouragement as they get started.

Help your team members envision what they can become tomorrow rather than who they are today. Remind them that success in building their team is in direct proportion to their commitment to excellence.

*Recognition is an excellent communication tool that rewards and reinforces actions and brings about the results you want from your downline partners.*

Surprise your people with a card, phone call, or small gift as a form of reward and recognition for a job well done. Unexpected recognition is powerful because it's genuine.



## **NEXT STEPS**

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

If you have not signed up to receive our video blog trainings on our Do X Get Y website, do it now. We also encourage you to watch these training videos frequently. Each time you watch them, you will learn something new. Best wishes for a productive and successful career!