

STEP 2. INTRODUCE THE UNICITY BUSINESS

Welcome to Step 2—Introduce the Unicity Business.

As you begin this step, it's important to understand that finding people to join your business or to purchase our products is a numbers game: the more people you introduce to the Unicity business, the more people will join your team, and the more sales you will make.

This training will teach you how to improve your odds, but remember that *it's a numbers game*. This is a concept you'll hear throughout your Unicity business training.

Of all the information contained within our five step training system, Step 2 is the most important for you to master. The reason is simple. If you are successful in introducing others to the Unicity business, you will be successful in building a network of business partners to help you reach your goals.

“Successfully Introducing the Unicity products and business to others is one of the most important keys to success for new business partners.”
Todd Smith

Let's take a look at how we present our Unicity business and products.

We've learned after more than 20 years of personal experience that the easiest and most effective way to build our business is by introducing our products and business through professionally produced videos. When using the videos, we are simply messengers sharing our powerful message through videos.

You don't need experience or special skills to begin; anyone can ask someone to watch a video.

Here are the three most common ways to introduce our business using our professionally produced videos.

1. Verbally provide the website address and schedule a follow up time.

This approach involves having a conversation with someone over the telephone and asking them to review one or more of our videos. With this option, you simply give your prospects the web address of our presentation site and schedule a FIRM time to talk with them after they've watched the videos.

2. Ask people to watch our videos while you remain on the phone.

This approach involves an interactive phone call when you ask someone to watch one or more of the videos while you're on the phone with them. The benefit of staying on the phone while people watch the videos is that you are able to control the process and discuss what they are learning as they watch the videos.

3. Meet in person.

There are times when it's best to introduce our business in person. It could be with one person or a small group of people.

In this case, you can download the videos to your computer, tablet or phone and play them. Or, you can play the videos from our website using a Wi-Fi connection. All our presentation and training websites are mobile and tablet friendly, so people can watch the videos on any device.

These are the three most effective ways to use our professionally produced videos to introduce our business.

Although you may be tempted to do so, experience has shown over and over that simply sending people a video presentation link in an email and skipping the phone or in-person invitation does not work. Therefore, it is critical, and in the best interest of your time, that 100% your invitations begin with a personal (verbal) conversation.

HOW TO INVITE PEOPLE TO LEARN ABOUT THE BUSINESS

Now let's take a look at how to invite people to learn about the Unicity business.

The first way is by sending someone an email, a text/SMS, or a direct message through a social media site requesting a time to talk. The second way is by calling them and inviting them over the phone. Let's look at both options starting with email, text/SMS, and social media invitations.

Inviting Through Email, Text/SMS, or Social Media

The only time to ever consider using email, text/SMS messaging, or social media in the invitation process is to send a personalized, direct message to schedule an appointment to talk by phone or to meet in-person. Mass invitations sent to everyone you know, whether it is by email or through a social media site are NOT effective when inviting people to learn about our business.

Here is an example using email to schedule a time to talk over the phone.

- Hey Emily,

I hope you had a great weekend. I would like to talk with you for 15 minutes sometime in the next couple days. It would need to be a time when you have Internet access. I have something I want to show you.

Would you be available to talk tomorrow evening between 6:00 and 8:00 or Wednesday afternoon between 2:00 and 5:00? If those times don't work, please give me a couple times that work for you. Please confirm the number you want me to use.

Thanks so much!

Sue

Here is an example of using text/SMS messaging to schedule an appointment.

- Hey Bill, I have something I would like to discuss around with you. Would you be available for a 15-minute call after you get home from work today?

The advantage of these invitations is that you will be more productive with your time because you will be calling people at a time when they are expecting your call. For your friends and acquaintances who prefer communicating through email or text/SMS, this is an ideal way to schedule appointments.

Many Unicity business owners use this method to schedule appointments. It's simple, comfortable, and highly effective.

When you call people at the scheduled time, begin by showing an interest in them. After some small talk, ask a question such as, "Just between you and me, how are things going with your job/career?" This is an effective way to determine if there is a need or desire that our business could fulfill. Based on your relationship and their answer to this question, you can proceed with your business invitation.

Now let's take a look at how to invite someone by calling them. Even if you plan to schedule appointments by sending text/SMS messages, emails, or direct messages through social sites like Facebook, the phone invitation skills described below will help you when you call at the scheduled time of your appointment.

Here are 10 steps to follow as you go through the process of inviting someone to look at our business using the phone. Keep in mind that the ideas and approaches discussed can easily be modified to invite someone in person as well.

STEP 1. PREPARE FOR THE PHONE CALL

As you get ready to make your invitation calls, find a quiet place where you can make your calls without distractions.

Start by selecting someone on your list of contacts. Take a minute to concentrate on this person. Ask yourself, "Why might this person have an interest in my business?" Think of reasons why the Unicity business may be attractive to him or her. Also reflect on the reasons you would want to be in business with this person. Knowing this information will help you craft the most effective invitation.

STEP 2. MAKE THE CALL

Always call with positive expectations. When you think things will turn out well, they generally do. For best results, keep your energy level high; speak with confidence and controlled enthusiasm. How you sound when making an invitation call is just as important as what you say.

When you are ready, relax, and make the call.

STEP 3. DETERMINE AVAILABILITY

When starting a conversation, always be personable and friendly. After a pleasant hello, determine if the person you're calling is busy on another line or doing something that would distract him or her from listening to you. You could ask, "*Do you have 15 minutes?*" or whatever you feel comfortable asking to make this determination. If the person is busy, ask, "*When would be a good time for me to call back when you would be near your computer?*" and schedule a time to call again.

STEP 4. SHOW AN INTEREST IN THE PERSON YOU ARE CALLING

One of the best ways to positively influence people is to show an interest in them. You could ask them how they are doing. You could ask about the kids, a hobby, a sport, or whatever you feel would be appropriate based on your relationship. Remember, when you show an interest

in others and the things that are important to them, they will show an interest in you and the things important to you.

STEP 5. COMPLIMENT YOUR PROSPECT

As you transition your conversation from small talk to your invitation, consider how you could offer a genuine compliment.

If you express admiration or respect for people, you will have better results. When you compliment people, it makes them feel good and usually results in their being more open-minded. It also positively influences how they feel about you. If for no other reason—make someone's day by giving a sincere compliment.

STEP 6. CONFIDENTLY GIVE YOUR INVITATION

The main objective of your invitation is to create interest and curiosity. Regardless of which method you use to give your invitation, you need to be well prepared and approach each invitation with the right mind-set: Be confident and in control. You are a professional—a business owner who is serious about success. Here are some tips to help you project this mind-set to others:

- Never say anything that would be perceived as begging a prospect to look at your business. Instead, be proud, strong, and confident! If they don't have an interest, that's okay; just move on!
- As you invite someone to learn about the Unicity business, you want to be deliberate and controlled in your conversation. The less you say during your invitation, the better.
- If you are intentional in what you say, you will be highly successful in gaining positive agreements from people to learn about Unicity. If, on the other hand, you talk too much because you are either not prepared or lack self-control, you will likely struggle and get a low percentage of people who accept your invitation.

Based on your relationship with the people you call, think about the approach you believe would be most effective at getting them to take their time to review the Unicity business.

Below are some options for giving your invitation. As you read each one, think about those you would feel most comfortable using.

The Discovery Invitation

With the discovery invitation, you seek to identify a need, pain, or concern that you feel our business can help address. If you can first recognize a way that you can help people achieve

something important to them, they will be much more inclined to take their time to learn about your business. Here are some examples of how you might do this:

- When talking with Bob, you could ask, *“Bob, how is the economy affecting your business?”* If what he does for a living is being negatively impacted by the economy, you could ask him to elaborate. Then when the time is right simply ask, *“Would you be open to diversifying your income?”*
- If you are on the phone with your friend, you could ask, *“George, how are things going with your job?”* If he mentions anything negative about his job, ask him to elaborate. As he tells you about his areas of concern, listen and consider an approach that would be most effective. After he finishes, you could say, *“Let me ask you a question. If there were a business you could start working part-time from your home that could later replace your full-time income, would it be of interest to you?”*

Identifying a person’s need, pain, or concern FIRST, and then offering our business as a solution is a highly effective invitation strategy. This strategy is especially productive with the people you meet in the course of a normal day. As you meet new people each day, ask questions about their jobs. When they respond, listen carefully to what they say to see if you can identify a need, pain, or concern that your business could fulfill.

The Direct Invitation

With the direct invitation, you invite someone to watch our introductory video without giving them any information. Here are some examples of the direct invitation:

- You could call Mark and say, *“I have just a minute, but wanted to give you a call. Mark, what’s your schedule this week when you would have 15 minutes? I have something I would like to chat with you about.”* Proceed to set up a time to talk again when he will have access to his computer. On this second call, you will ask Mark to go to our business presentation website. You will then remain on the phone as he watches each of the videos. This allows you to control the process and answer his questions as he learns about the Unicity business and products.
- If you were talking to Mary and knew she was at home you could say, *“Mary I have something I would like to show you briefly, do you have your computer handy?”* If yes, ask her to go to our business presentation site and watch our introduction video while you remain on the phone. When she is done watching the Introduction video, discuss what she saw and determine her interest in learning more. If she is open to learning more, direct her to the next video to watch while you remain on the phone.

My-Story Invitation

When using the my-story invitation, you will share with people why you have made the decision to diversify your income; then invite them to explore what you are doing. Here's an example of this style of invitation:

- After talking about Randy's weekend at the lake, proceed by saying, *"Randy, as you know I've enjoyed a successful real estate career. But because of the constant demands of my time as a real estate agent and the uncertainty surrounding the industry, I've made the decision to diversify my income. After considering my options, I made the decision to team up with a highly respected international company to help expand their business here in (City name). It's a well-established company looking for the right people to help them develop this region. As I considered those I respect and admire, I thought of you. Would you have an interest in reviewing some information to see if this might appeal to you?"*

If Randy agrees to review information, schedule an appointment to either get together in person or on the phone. During this appointment, you would walk him through the first two videos then determine if he is open to learning more.

After someone watches the first two videos, here's a great question to ask, "Randy, if you were to diversify your income and start your own part-time business, why would you do it?" The goal is to get them talking about their needs and desires so you can position our business as a solution to help them achieve their goals.

Remember that regardless of their circumstance, people want to connect with you as a person before anything else. That's why the my-story invitation is one of the most effective business-building strategies at your disposal. You'll feel good when you use it. You'll see great results when you perfect it.

The Health Care Provider Invitation

We do not recommend you begin your business by calling on physicians; cold calling doctors' offices does not work. However, we do offer this invitation strategy as an option if you currently work in the medical field or if you have a close relationship with a medical professional.

- *"Hey Dr. Patel, if there was a program available that could help you help your patients with Metabolic Syndrome, Diabetes, Cardiovascular Disease and Obesity that was natural, safe, physician endorsed and could provide an additional revenue stream for your practice, would you want to know more about it?"*

Effective Invitations Using Voicemail

When you call people, you need to be prepared to leave a voicemail message if they don't answer. Here's an example of the type of message you could leave.

- *“Tim, I hope you had a great weekend. When you have a chance, give me a call on my cell phone. I have something I want to discuss with you. My number is 555-1234. The number again is 555-1234. I look forward to our conversation. Take care.”*

When Tim returns your call, if you are not in a quiet location where you can focus on your invitation, answer the phone and tell him you are busy but that you do want to talk with him. Then schedule a firm time to call him back when he will be near his computer with Internet access.

Create Your Personalized Invitation Script



TAKE ACTION: Now that you have read about a variety of invitations, you need to create the script(s) you will use when you call people. It has been proven that those who use a script or outline of what they want to say enjoy the best results.

When creating your script, make certain it sounds natural and that you can read it smoothly and with feeling. Don't forget to create curiosity and interest, and be careful not to say too much. Also be sure NOT to talk about the products during your invitation calls or people may pre-judge our business. If you noticed, none of the invitations said anything about a product.

If you do not feel comfortable working from a script, then create an outline of talking points to guide you through the conversation.

STEP 7. PREPARE FOR QUESTIONS

If you are successful in arousing interest and curiosity, it's likely that you will be asked questions during the invitation process. It's important to anticipate questions and be prepared to immediately address them with confidence. The objective is to present logical and reasonable responses to their questions, not to create resistance. Rather than answering a lot of questions over the phone during the invitation, it's best if you answer specific questions briefly.

As you answer people's questions, it's critical that you not talk too much. Don't talk yourself into thinking *this person is different, I can tell them more*. If you want to accelerate the duplication process within your business, you must always lead by example and follow the system correctly.

Here are some of the most commonly asked questions and responses you will hear when inviting people:

“What are you doing?” “What kind of business is it?”

When someone asks a question seeking more information, they are not looking for a phone presentation. They are simply curious. Here is an effective response:

- *“Bob, when I was first introduced to the business I had a lot of questions, and you will too. If you don’t mind, I would ask that you watch a short video. It’s very impressive. It’s designed to give you a professional overview of the business; then, if you’re interested in learning more, we can get together and discuss it in greater detail and go over all your questions. Are you near your computer?”*

“Is this Network Marketing, Direct Sales, or MLM?”

No matter how well you invite, you will get this question from time to time. If you hear it frequently, you will want to modify your invitation so it doesn’t sound like you are inviting them to look at a network marketing business.

When you hear this question, be prepared for those who don’t understand the industry or who have been turned off by someone’s approach, get-rich-quick promises or pressure tactics.

Here are two different options for responses:

- *“Yes it is, Tom. Are you familiar with the industry?”* Then discuss his experience. If he has had any negative experiences, ask him to elaborate on them. When he’s done, try to point out the differences with Unicity and keep the conversation positive.
- *“Joe, our business model is built on the strengths of different business concepts, including network marketing. When you learn more about our company and what we’re doing, I believe you’ll see what makes us unique. I was very skeptical at first, but I have really been impressed with what I’ve seen. Would you be open to watching a short introductory video to decide if this might be of interest to you?”*

“I don’t know if I’m interested.”

If someone says anything that would make you feel like they are pondering your invitation, make a strong statement about your business and then ask for a decision. Here is a good response.

- *“Well, it’s up to you! This would only take 15 minutes of your life to learn more. If you’re not interested, you’ve lost 15 minutes. But, what if this was the perfect fit for you and*

you choose not even to take the time to make an honest evaluation? What have you got to lose?"

If someone seems hesitant after hearing one of your invitations, or if someone responds with a negative comment, here's a great response.

- *"Terry, I have the utmost respect for you. When I thought of people that I like and would enjoy working with, I put your name on a short list. If you don't have an interest in learning more, that's fine. I was just thinking of you."*

Wait for a response. If he doesn't respond with a decision to learn more, thank him for his time, move on, and make the next call.

STEP 8. GET A FIRM COMMITMENT

When people agree to learn about the Unicity business, your goal should be to have them watch our introductory video as soon as possible. If they are available with Internet service at the time of your call, then verbally give them the business presentation website's address while you remain on the phone.

If they will be watching the video(s) at another time, get a FIRM commitment for an exact time when you will follow up to discuss what they have learned.

If you are scheduling a time to follow up, always secure a FIRM commitment on the time you will call.

There are three reasons to schedule firm appointments:

1. It serves as a deadline for your prospects to watch the video(s).
2. It allows you to spend your time productively, because you won't be playing phone tag trying to chase people down.
3. It shows you take your business seriously, which in turn builds your personal brand.

How soon should I follow up?

When setting up times to meet or to talk again, remember you always want to create a sense of urgency.

The two best words to use in building a sense of urgency are *how soon?* "*How soon can you watch the video?*" or "*How soon would you be near your computer with Internet access?*" or "*How soon would you be available to meet?*" When you ask people how soon they can do something, you will generally get the earliest possible time.

Setting up a follow-up time by phone

While we recommend that you always try to be on the phone or with your prospects at the time they watch the videos, we also know that is not always possible. If you are going to give someone the website's address and schedule a follow up time to talk, simply ask, *"Tim, how soon would you be able to take 10 minutes to watch our first two videos?"*

If he says he would be able to watch them tonight, try to schedule a time to talk tonight immediately after he watches the videos. The reason you want to set up a time to talk immediately after he has watched the videos is because that is when his interest will be at its peak. With every passing moment, from the time he finishes watching the videos to the time you actually talk again, his interest will likely decline. Therefore, it should always be your goal to talk as soon as possible.

You also want to avoid general follow up times. If Bryan suggests that you give him a call on Wednesday, you should respond with, *"Wednesday works for me. Knowing how busy we both are, I would prefer if we could set up a specific time to talk."* After that response, people are always willing to set up a firm time to talk.

If people can't commit to a firm time for whatever reason, try to at least set up a tentative time, and then tell them if there is a conflict to let you know.

If you feel it's appropriate, you can invite the spouse to watch the video(s) as well. Having the spouse be supportive of our business is very important. Spouses are often the biggest dream stealers if they don't understand our business.

STEP 9. GET OFF THE PHONE

After you have a firm commitment, you want to gracefully end the conversation as soon as possible. If you continue with small talk after you have a commitment, your prospect will likely ask questions about your business. The best way to end a conversation is by saying something positive. For example, *"I'm looking forward to talking with you again tonight at 7:00 (day and time)."*

STEP 10. SEND A SHORT FOLLOW UP NOTE

When you get off the phone with someone, immediately send them a short email. Here's an example:

Hi Mary,

I really enjoyed our conversation.

I look forward to discussing this project with you tonight at 8:00. As a reminder, the website address is _____.

Karen

If you verbally gave them the website address while on the phone, include it again in your email. This brief note confirming the time you will be calling increases the odds that she will be ready when you call.

When you get done with each call, evaluate and refine your invitation

Ask yourself three questions.

1. *“Did I create curiosity and interest?”*
2. *“Did I talk too much?”*
3. *“Did I get a firm time to talk again?”*

As you strive for excellence in the invitation process, you will want to continue to refine your approach.

When someone declines your invitation, STOP and reflect on the conversation and see how you can improve. If you get three *no*'s in a row, stop making calls and watch this video again. But when you watch it this time, be ready to take notes. At the top of your pad of paper write: *What Am I NOT doing?* Then write down everything you are currently NOT doing. This is also a great way to troubleshoot your business.

As you strive for excellence at the invitation process, not only will your results improve, you will become more effective at teaching others how to invite correctly.

INTRODUCE THE UNICITY BUSINESS: NEXT STEPS

As this lesson concludes, we want to challenge you to make a minimum of two invitations every day. Just think, “Two a day, every day!” Over the span of our careers, we’ve seen thousands of people fail and thousands succeed. If we were to point out the single most important element to succeeding in this business, it would be discipline.

If you want to achieve your goals, you must be consistent and push yourself to make at least two invitations every day. If you miss a day, then make four invitations the next day. As you look at your goals and reasons for doing this business, ask yourself, “Is what I want worth making two invitations a day?”

The #1 benefit of this business is that anyone can succeed. It doesn’t require any special skills or experience. It just requires that you be coachable and follow our system with consistency.

If you are like most new owners, you may feel uncomfortable at first when inviting people to learn about the Unicity business. When people are uncomfortable with any activity, they generally avoid doing it. That's human nature.

Challenge yourself to be disciplined and consistent in your prospecting efforts. If you just can't muster the effort to call people, then send a short note requesting a time to talk as described in this lesson.

People like you are succeeding every day.

Believe in yourself and you, too, can achieve whatever you desire!