

Hosting a Successful Transformation Prime Rally

What You Need to Know

SET-UP CHECKLIST

- ✓ **Nametags** - If you are expecting more than three guests, it is advisable to have nametags.
- ✓ **Gift Bags** - We recommend sending each interested guest and new Preferred Customer home with some product samples and marketing materials. Prepare what you are going to give away in advance and put them in nice gift bags near the front door so you can give them to people as they leave.
- ✓ **Music** - Select some soft background music to play as guests arrive. Your goal is to create a nice atmosphere.
- ✓ **Lighting** - Make sure the lighting in the room is adequate, especially if it is dark outside.
- ✓ **Children/Pets** – Make sure the children are at a friend’s home or understand the importance of staying in their rooms during the Prime Rally. Put pets in another room.
- ✓ **Seating** - In the room where the presentation will occur, visualize where you want people sitting. If you have more people coming than your existing seating allows, do not bring additional chairs into the room in advance. Instead, when you are ready to start, ask people to carry in a chair from the kitchen or dining room. This presents a more comfortable atmosphere as guests arrive and prevents having extra chairs from guests who did not show up.
- ✓ **Product Display** - Set up a simple product display of Transformation with each of the products that will be discussed. We also recommend showing our quality marketing materials as part of your display. Either cover this display with a sheet or set it up in room separate from where the presentation is being held (e.g. kitchen, dining room) for easy access after the presentation. This will prevent people from forming an opinion or asking questions before the presentation.
- ✓ **Before and After Pictures** – Be prepared with before and after pictures that have been printed and placed strategically around the room or in a three ring binder so that your guests are able to see real results and real people. You could also download the before

and after pictures from the product presentation websites and have them rotating on your laptop as people are arriving. Before and after pictures are a must at these events!

- ✓ **Samples** – Prepare a cold pitcher of Unicity **Matcha** or have cold water bottles to sample **Matcha** at the end of the presentation. Explain the benefits. Make sure to also have **Complete** Samples and **Balance** Samples available to sample after the presentation.
- ✓ **Order Forms** – Make sure you have printed order forms and enrollment applications, both for Preferred Customers and Business Partners. Place the forms, pens and Prime Challenge booklets in an easily accessible location, but out of site until after the presentation.
- ✓ **Videos** - Test the DVD or laptop and make sure the videos are queued up and ready. Either download the videos from our product presentation website onto your computer or make sure the internet signal is strong and you can play them directly from the site. We highly suggest downloading the videos so that you do not have to rely on a strong internet connection.

HOW TO CONDUCT A TRANSFORMATION PRIME RALLY

7:15pm - 7:30 pm

- **Guests Arrive.** As people arrive, keep the conversation casual (e.g. *“how are you doing?”*, *“Can I get you some water?”*). Don’t talk about specifics of the evening’s presentation.

7:30pm

- **Host welcomes and introduces the presenter.** Presenter breaks ice by explaining that they will be sharing some excellent information with them and that you respect their time. Ask everyone to look at his or her watches. Tell them you will be done within 40 minutes and then you will break for sampling and questions.

7:35 pm

- **Question 1:** *“At what age do you think you were at your prime?”* (allow everyone to participate)
- **Question 2:** *“On a scale of 1-10 (10 being your prime) where do you fall on that scale today?”* (allow everyone to participate)

7:40 pm

“We have invited you today because I not only need your support, but would like to challenge you to start reaching towards your prime. To explain, I want to play a short video.”

- **Play “Introduction”** 3:20 [Video 1 on the product presentation website]

- **Define your Prime for your guests.** (e.g. *“My prime is me 30lbs. lighter.” “It’s fitting into size 10 jeans.” “It’s being able to run a marathon.”*) Introduce the Transformation as the program you are following to get to your Prime.
- Explain that everyone in the room has been invited to help support you in reaching your Prime. As such, they need to know how to support you. Explain that the following videos will help explain exactly what you’re doing.
- **Play “Transformation”** 12:14 min. [Video II on the product presentation website]
- **Play “90-Day Challenge”** 2:03 min. [Video IV on the product presentation website]
- **Note:** If your guests are needing additional information on the products, play **“Products”** 7:30 min. [Video III on the product presentation website]

8:00 pm

- **Before and After Pictures** (Slide Show or pass around pictures)
Again, reiterate you are committed to reaching you Prime in 90 days and then explain how guests can support you:
 - *“First, the best way to support me is to do the Prime Challenge with me. We will be able to hold each other accountable, give tips and hints, and motivate each other along the way.”*
 - *“Second, you can simply support me and hold me accountable.”*
 - *“But, if you’re ready for a change like I am, let’s do this together.”*

8:05 pm

- **Play “Your Next Step”** 2:33 min. [Video V on the product presentation website]
Hand out the enrollment applications forms and share the options for getting started on Transformation.

8:10 pm

- **Invitation to sample products.** Prior to each tasting, re-explain benefits, how to prepare, and what it will taste like (eg, Balance tastes like Orange Julius, drink immediately.)
 - Sample Matcha
 - Sample Complete
 - Sample Balance (if needed)
- **Identify who is interested in Transformation and ready to get started.**
 - While guests are sampling, ask each guest individually if they would like some help with getting started. Find out if they would like to start their own Transformation. Help your guest fill out the appropriate enrollment application form.
 - If the guest would like to enroll in Transformation, help them select the appropriate products within the Transformation for their needs and/or filling out the enrollment form for the Prime Health pack. Fill out the form with them.
 - As you collect the enrollment application forms, pass out the Prime Challenge Booklet and let guests know they can officially enroll in the contest at *MyPrimeChallenge.com*.

It works GREAT if you have two people that put on the Rally. One does the presentation while the other runs the videos and slideshow. At the end, one person takes those interested in Transformation while the other takes those interested in the Prime Health Pack and becoming a Preferred Customer.

TRANSFORMATION PRIME RALLY FAQ

1. What is a Transformation Prime Rally?

A Prime Rally is when a new Franchise Partner or Preferred Customer invites a small group (10-15) of friends, acquaintances, and relatives to an introduction of Unicity's Transformation Program and products.

2. What is the goal of the Transformation Prime Rally?

- To get each interested guest enrolled in the Unicity Transformation Program or the Prime Health Pack with Auto-Refill.
- To get those who enroll to join the 90-Day Prime Challenge.
- To get those who choose not to participate to be part of your support team.
- To collect referrals from interested and uninterested guests.
- To learn from each experience so you can continually improve.

3. Where should a Transformation Prime Rally be held?

At your new Business Partner's or Preferred Customer's home, club house, country club, or place of business if appropriate. Other ideas include a separate room at a local restaurant or meeting room at a nearby hotel.

4. What time should it start?

If the Prime Rally is in the evening, 7:30 p.m. works the best in most markets. Tell guests to arrive no later than 7:15 p.m. This should be stressed to everyone. You do not want people arriving late and interrupting your event.

5. What are the best nights to hold a Transformation Prime Rally?

Generally, Tuesdays, Wednesdays or Thursdays get the best attendance.

6. Other than evenings, what alternate times are good?

Weekday luncheons work great! Saturday mornings and afternoons also work well.

7. Who should be the moderator?

Although you will use the videos on our product presentation website to present the information, you will be the moderator. If you have not seen a Prime Rally done before, either sit in on someone else's Rally and observe, or ask one of your upline business

partners to assist you with your first event. If you are pioneering a new area by yourself, practice first, and then go for it!

8. How should I dress?

Casual business attire is recommended.