

## STEP 2. INTRODUCE TRANSFORMATION

Welcome to Step 2 - Introduce Transformation.

With its unmatched focus on physical health and personal development, Unicity's proven Transformation program, products, and structured business opportunity have helped thousands of people worldwide exemplify Unicity's corporate motto to ***Make Life Better.***

Many people around the world, especially here in the U.S., have a deep desire to live a long, happy, and healthy life. They are eager to learn about anything that can help them achieve that goal. With years of proven benefits, Unicity products do just that which is why the Transformation program opportunity holds such universal appeal.

Building a growing customer base is the goal of every Unicity Business Owner. Whether your goal is to simply share the Transformation or build a massive, global organization, developing a large and growing customer base will play an important role in your long-term success.

This training module details the preferred methods of building a successful business by sharing the powerful Unicity Transformation and products on a one to one basis and through a Transformation Prime Rally.

### TRANSFORMATION PROGRAM

As you begin to think of ways to share the Transformation, it is important to recognize the vast marketing opportunity available to all of us.

Let's take a look at the benefits of the Transformation and the need and demand for these benefits. While the statistics below are based on U.S. studies, these disturbing statistics are fairly representative of the types of health challenges facing individuals in all countries.

- 69% of all American adults are overweight
- 36% of all American adults are obese
- 18% of all American children over the age of 6 are obese

One of the main benefits of Unicity's Transformation is its ability to help people lose weight. People who are overweight are at an increased risk of many, many known health problems. For example:

- Heart disease is America's leading cause of death responsible for one out of every three adult deaths
  - Over 25 million Americans are diabetic; 79 million more are considered pre-diabetic
  - The risk of heart disease and stroke is 2-4 times greater among those with diabetes
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The Unicity Transformation program and products are medically endorsed and clinically proven to:

- Decrease LDL (bad cholesterol)
- Increase HDL (the good cholesterol)
- Decrease triglyceride levels (also referred to as blood fats)
- Balance blood glucose levels—a vital need for diabetics

The need and demand for Unicity's Transformation is growing every day. Not only can the quality of people's lives be significantly improved, but they can live longer, happier, and more fulfilling lives free from debilitating disease.

We can make a significant difference in people's lives by improving their health and can get paid for helping them.

### **KNOW THE BENEFITS OF THE UNICITY TRANSFORMATION AND PRODUCTS**

It should be your goal to learn as much as you can about the products offered in the Transformation as well as the program itself and the benefits it offers consumers.

The more knowledgeable you are about the Transformation program and products, the more confident you will be when discussing the Transformation and the more successful you will be in recommending the program to others.

The best ways to become familiar with the Transformation and products are by:

1. Personally using the products and experiencing results
2. Educating yourself by watching the product videos
3. Familiarizing yourself with the product presentation website

### **BEFORE AND AFTER PICTURES**

Always have pictures on your phone or tablet. Before and after pictures are very helpful in capturing people's attention as you start up a conversation.

Before you have pictures to show, you can use someone else's before & after picture and say:

- *"I have something impressive to show you"...*and as you start pulling up the pictures on your smart phone or tablet, continue with... *"you're going to find this very impressive!"*

Transformation before and after pictures always starts a conversation, especially if blood work results and stats are attached to the picture. This opens up a conversation in exactly the direction you want to go. Then you can talk about your own personal results...and if you have them...your own before and after pictures.

## SAMPLING

Always be prepared to sample your prospect on the products. As you share the Transformation program using the videos on our product presentation website, you'll want to endorse each of the products by showing a packet of **Balance**, **Matcha** and **Complete**. Talk briefly as you show each packet, telling your prospect how you enjoy using each, and what the benefits have been for you.

Determine which one of the products your prospect has the most interest in, then ask them if they would like to sample it. The best practice is to mix the product up right there with them. This demonstrates exactly how they should mix and drink it. This is especially important with **Balance**, which works best with a few quick shakes, and then drinking it quickly.

Sampling is an important part to gaining a positive decision. If mixing up a sample is not an option for your prospect, you can send one with them for use later on. However, always qualify the sample offer with this kind of question:

- *“If I give you this sample, will you commit to trying the product within the next hour and let me follow up with you to see what you liked most about it?”* If they say they're not sure when they will get a chance to try it, retract your offer by saying something like, *“No problem, I will keep it until we meet in person again and can share a sample with you then.”*

If they do agree to try it right away, ask them how soon they will be able to take the product and agree on an exact time you can follow up with them to find out what they liked best about it.

This speaks to the importance of having a small inventory of product on hand. Unicity offers sample packs for 3 of the 4 products found in the Transformation: **Balance**, **Matcha** and **Complete**. As you set your goals, consider the amount of product samples that would be appropriate to have on hand.

## SHARING THE TRANSFORMATION

Sharing the Transformation program is all about numbers—the more people you introduce it to, the more likely you are to find people interested in purchasing the program. The principle is simple: you can't sell a product if people don't know you are in business. It should be your number one goal to increase people's awareness of what you have to offer them with the Transformation program.

You have two very effective options when it comes to presenting the Transformation to others:

1. One on one presentation
2. Small group presentation/Transformation Prime Rally

### One on One Presentation

The one on one presentation can happen quickly and easily in person or over the phone. It is a matter of showing before and after pictures, telling your own story, and watching a video or two with your prospect on our product presentation website.

With the technology we have today, leading a one on one presentation over the phone is very effective. It would begin by making an appointment where you and your prospect would talk briefly about their health needs and interests. You would then have your prospect pull up our product presentation website and watch video one. You would remain on the phone while the video plays.

After viewing the first video, the best way to segue to the next video is to say,

- *“Before we continue to the next video, what did you like best about what you just saw?”* Listen and agree. Then have them watch video two. Again, simply wait until it ends and then proceed to ask them a similar question about what they liked best.

Continue this pattern through the remaining videos. When complete, you are now in a position to help them make a buying decision. Simply ask them if they are ready to start their own Transformation and get to their Prime. Determine their interest, help them enroll, and get them started.

You can have a one on one presentation in the first few hours or days after joining Unicity. Once you get a decision from your prospect, explain to them that you are brand new to the company, and call an experienced business partner who can help you with the sign up process and answer any questions your prospect has. This will show your prospect the support and teamwork that is built into our program and company.

### Transformation Prime Rally

The most effective way to use your time is to be able to talk to more than one person at a time. We call this a small group presentation or a Transformation Prime Rally.

A Transformation Prime Rally is when a new business partner or customer invites a small group of their friends, acquaintances, colleagues, or relatives to an introduction of Unicity’s Transformation program and products and the 90-Day Prime Challenge.

#### Where should a Transformation Prime Rally be held?

A Transformation Prime Rally can be held at your home or a friend’s home that has already agreed to start the Transformation. A club house, country club, or place of business is also appropriate. Other ideas include a coffee shop, restaurant, or meeting room at a nearby hotel. If they are long distance, even an online webinar would serve the purpose. Regardless of where or how you meet, you will want to make sure the location is free of distractions such as loud music, background noises, children, etc.

### What is the goal of the Transformation Prime Rally?

The overall goal of a Transformation Prime Rally is to enroll guests in the Transformation Program. You've invited your guests to learn more about the Transformation Program and join you in reaching their Prime by enrolling in their own Transformation or supporting you in yours.

Your goal is to get each interested guest enrolled in the Transformation and join the 90-Day Prime Challenge. Enrolling them in the 90-Day Prime Challenge creates an additional reason for them to be committed. If your guest is not able to enroll in Transformation, your goal should be to at least enroll them with the Prime Health Pack.

You should also make it a goal to collect referrals from interested as well as uninterested guests. Some may choose not to get started on Transformation or the Prime Health Pack right away; that's okay. Invite them to participate as part of your support team. They can support you and hold you accountable. This way, you have permission to keep in touch with them so they can follow your results and successes. Learn from each experience so you can continually improve and gain better results.

### Inviting to a Transformation Prime Rally in Person

How you invite people to your Transformation Prime Rally will have a huge impact on the number of people that actually attend.

Regardless of the script you use to invite guests to a Transformation Prime Rally—by phone or in person—your objectives are the same:

1. Create interest and curiosity so that your guest will want to learn about Transformation products and the 90-Day Prime Challenge.
2. Instill a sense of urgency and need so that your guest will agree to attend your Transformation Prime Rally.
3. Gain a firm attendance commitment from your guest for your Transformation Prime Rally.

Here are a few script examples:

#### **Example 1:**

After some greetings and small talk, you may say:

*“Brian, I’ve just started an elite health program I’m really excited about. I’m having a few friends over this Wednesday evening to learn about it and see if they would like to join me in the program or support me in it. It will take less than 40 minutes to go over the program and sample the products. Would you be open to learning about the program?”*

**Example 2:**

*“Debra, just for fun...think back, how old were you when you were in the best shape of your life... Your Prime?” Let them answer. “On a scale of 1 to 10, 10 being your prime, where would you be on that scale today?” Let them answer. “What if I told you I believe you can be a 10 again. Would that interest you? If so, I’m not sure what your plans are for Thursday night at 7:00, but you will want to arrange to come over. I have something that may transform your life.”*

If someone ever says they are an 8 to 10 (which does not happen very often) you can comment how fortunate they are to be in such good shape. Then consider asking for an introduction by asking them, "Who comes to mind that you know that would love to get back in their Prime, lose some weight and inches, or suffers from high cholesterol, diabetes, or heart disease and would like to enjoy a better quality of life?"

**Example 3:**

*“Hey Bob, I just have a couple seconds here, but I've been meaning to talk to you about a 12 week elite health program that I've been involved with and has been extremely successful with helping me get back into my Prime. Do you feel like you're living in your Prime?” Let them answer. “I have a small group getting together at my house this Thursday evening at 7pm to talk about how we've been able to get back on track to getting to our prime. We're going to be sampling the products and giving a short demo on the program. Are you and Mary able to clear your calendar and join us?”*

After using one of these scripts or a script suggested by your upline business partner, it's very important that you get a firm commitment. Please remember this: if the person you are inviting says, “I'll try and be there,” or “I think I can make it,” or “I should be able to make it.” **They won't be there.** They have just given themselves a way out and they're going to take it.

Make sure you get a firm **yes** or **no**. Once they say they will be there, reconfirm their commitment by saying something like this: "Great! I'll put you down for two. Can you write this down in your calendar for you and Mary? “Ok. I have it down. Do you?”

**Ask them to call if something should come up.**

*“Great. By the way, in the unlikely event there's an emergency and you can't make it, would you please give me at least a 24 hour notice so that I can find someone to fill your spot?”*

**Send a follow up text message or email the day before and day of.**

*“Look forward to seeing you and Mary tomorrow night at 7:00 PM. By the way, if the two of you can come 5-10 minutes early, I'd love to introduce you to some of our other guests as well. See you tomorrow night.”*

Of those that give you a firm “yes,” only 50% will show. There will be last minute emergencies that come up that are outside of their control and yours. If your goal

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is to have 10 guests at your Transformation Prime Rally, work your contacts until you have at least 20 confirmed attendees.

### Hosting a Transformation Prime Rally

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 Transformation Prime Rally done before, either sit in on someone else's and observe or ask an upline business partner to assist you with your first one.

If they can't be there in person with you for your first one or two, or if you are pioneering a new area by yourself, refer to the "How to do a Transformation Prime Rally" instruction sheet, practice first, and then go for it! Ask your upline business partner if they can be available by speaker phone at the end to answer any questions your guests may have.

Start your Rally by thanking your guests for coming. Let them know that you have asked them to come because you need their support. Share with them your own personal experience and success or draw from other's successes and stories. You would then go to our product presentation website to the first "Introduction" video and push play. The best way to segue to the next video is to say, *"Before we continue to the next video, what did you like best about what you saw?"* Listen and agree.

Then start video two on the Transformation program. Let them know that this video will help explain exactly what you're doing. Again, simply wait until it ends and pose a similar question as before. At the end of the "Transformation" video, define your prime for your guests (e.g. *"My Prime is me 30 lbs. lighter." "It's fitting in a size 8." "It's being able to run a marathon."*)

If your guests have additional questions on the products, proceed with the "Products" video. This video also provides information on the **Unicity Cleanse Pack** and the importance of doing a Cleanse if you haven't done one recently. Proceed with the "90-Day Challenge" video. When finished, you are now in a position to help them make a buying decision. Again, reiterate that you are planning on reaching your Prime in 90 Days.

Explain how your guests can support you:

- "First, the best way for you to support me is to join me and start your own Transformation and enroll in the 90-Day Challenge. We will be able to hold each other accountable and motivate each other along the way."
- "If you're not ready to start your own Transformation, simply support me and hold me accountable."
- "If you're ready for a change like I am, let's do this together!"

Play the “Next Step” video. As you’re passing out the enrollment forms, extend an invitation to your guests to start their own Transformation and join you in the 90-Day Prime Challenge to get to their Prime. Invite your guests to sample the products. Determine who is interested starting their own Transformation and who is interested in the Prime Health Pack.

Meet with the guests individually to help them get started or in case of larger groups, gather those interested in Transformation and those interested in the Prime Health pack and walk them through the form together.

There is no doubt you will create more interest and provide better customer service if you have a small inventory on hand of the products contained in the Transformation for sampling and selling. In addition to **Balance**, **Matcha** and **Complete**, you may want to consider having the **Cleanse** Pack and **Satisfy** available. Your guests will be excited and will want to start using the products right away. This gives you the opportunity to get products into their hands immediately and show them how to mix and use the products correctly.

You also want to make sure you have the Transformation to place on display at your Transformation Prime Rally. As you set your goals, consider the amount of product and samples that would be appropriate to have on hand.

### 3 AND FREE

An important incentive available to all Unicity business partners is Unicity’s “3 and Free” program. If you are building a Unicity Business, one of the requirements of the Unicity compensation plan is a 125 Personal Volume Auto-Refill product order shipped to you each month. The 3 and FREE program is a great way for you to get your products for FREE. As a Business Partner, if you personally enroll three Preferred Customers who order the Prime Health Pack each month, your own monthly 125 PV Auto-Refill for the Prime Health Pack will be sent absolutely FREE the following month.

This is a great incentive to talk about with those you think would have an interest in this benefit.

Now that you have an understanding of the purpose and benefits of the Transformation Prime Rally or one on one presentation when introducing the products, your next step is to prepare to succeed.

### PREPARING TO SUCCEED

The best way to begin any entrepreneurial endeavor is to be prepared. If you are going to develop any successful business, you wouldn’t launch your business until you are prepared to

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do business. Let's look at what you need to prepare to start marketing Unicity's Transformation program and products.

### 1. Create Clearly Defined Goals

If you have not already completed your *Goal* worksheets, please do so now.

It is difficult to succeed in business if you don't have clearly defined goals and objectives. Simply saying you want to build a successful Unicity business doesn't work.

Over the years, it has been proven that people who have clearly defined written goals and strategy are much more likely to succeed than those who don't.

Questions to consider when setting your goals:

- How many Transformation Prime Rallies will you personally host in your first 30 days? In the next 60 days? In the next 90 days?
- How many Transformations do you want to have enrolled in your first 30 days? Each month thereafter?

If you haven't already done so, take the time now to set these goals.

### 2. Use the Tools & System

Become familiar with the tools and system available to you. Our product presentation website provides the perfect videos to introduce the Transformation, products, and the 90-Day Prime Challenge to your potential customers and business partners.

Unicity's sampling packs are vital for you to have on hand, allowing you to sample those you meet with locally or attend your Transformation Prime Rallies. Order the appropriate amount in relation to your goals. These sampling packs will not only set a pattern for duplication, but also add to your own personal volume.

### 3. Master Your Ten-second Introduction

To be effective at marketing the Transformation, you always need to be prepared to introduce it. Your Ten-second Introduction is what you will say when introducing Unicity and Transformation to others.

In addition to those we know, we meet new people every day. Many of these people either have a need for Transformation or know someone who does. If appropriate, let these people know what you offer and how you can help them.

One of the most common things people ask is, "*What do you do?*" or "*What kind of work are you in?*" When this happens, it opens the door for you to introduce Transformation. Over time, this will likely become one of your most successful ways of selling it.

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Below is an example of an effective ten-second introduction:

- *“I work with a top 100 privately held company that markets the number one clinically proven natural product and program in the world for weight loss, cholesterol management and blood glucose stabilization for diabetics. You could say I help people transform their lives.”*

Your ten-second introduction should be designed to professionally introduce you and Transformation. If people want to learn more, they will ask you questions. This then opens the door to sampling and an invitation to schedule a time to meet with them personally or invite them to a Transformation Prime Rally. If they aren't interested, they won't ask questions. It's that simple.

After getting additional ideas from your upline business partner, write your own ten-second introduction. Make sure it sounds natural and that you are comfortable when speaking it. After you have written and polished it, memorize it so you will never stumble for words when the opportunity presents itself.

#### **4. Review the List of Those Who Know You**

When you first start, you should make a list of those who know you. And those you know. Your best results in selling the Transformation will likely come from introducing it to the people on this list. People who know and trust you are among those most likely to want to do the Transformation with you.

They are also most likely to refer you to others. The best way to make this list is to go through the actions you take each day of the week, and whom you have interaction within all those situations. Also, think of people you know that have health challenges and who you can help. People are searching for what we have, and you should be happy to share it with them.

#### **5. Look for Opportunities to Talk About the Products**

If you stop and think about it, there are numerous opportunities every day to share Transformation and its benefits with others.

Someone you know may ask how you are doing or comment on how good you look. They may complain about how poorly they feel or comment on how they wish they could get back to their Prime. Respond to that kind of comment with something like this: *“I feel great, thanks for asking. I recently partnered with a top 100 privately held company and have distribution rights to an elite health program offering the only safe, natural product clinically proven medically endorsed to reduce body fat and weight, while helping to*

*restore and maintain healthy blood glucose and cholesterol levels. We've helped thousands of people transform to their PRIME, in as little as 12 weeks and literally transition off many prescription medications. So, I am pretty excited about its potential."* Then follow with an invitation to learn more by inviting them to your next Transformation Prime Rally. Or, set up a one on one appointment to meet with them and watch the videos on our product presentation website together and sample them on the products.

## 6. Become Effective at Networking

Every day you meet new people. As you begin growing your customer base, these people will become a great resource if you learn how to effectively network with them. Always look for an opportunity to start a conversation, whether you're in an elevator, in line at the grocery store, at a social event or a cocktail party.

Conversations can begin over something as simple as an unusual piece of clothing or jewelry a person is wearing, or something eventful that is happening with the weather. Be observant and creative when searching for topics. Ask yourself what common thread exists between you and this person. It's always a nice gesture to ask people what they do. Not only does it show that you are interested in them, but it also opens the door for you to tell what you do.

Be sure you are sincere. When you meet someone, shake hands firmly. Make eye contact, smile, and show a genuine interest. If appropriate, ask for his/her business card. This creates the opportunity for you to offer your Unicity business card.

One of the most lucrative approaches to networking is to put yourself in a position where you can make the most contacts in the least amount of time. Business organizations offer great opportunities since they frequently sponsor meetings, luncheons, and events designed specifically for the purpose of networking. Begin today to develop your networking skills and you will see your sales grow.

## 7. Use the Products in Public

Rather than using **Balance** or **Matcha** in the privacy of your home where no one sees you, mix a packet while in public settings, whether you are by yourself or with others. You will be amazed how many curious people will ask what you are drinking, giving you the perfect opportunity to explain Transformation and products.

Don't just take the products when you are around new people; let the people you know see you taking the product often. Every time these people see you taking the product, it will remind them of Transformation and the products. You will be amazed at how many people will say, "*Does that stuff really work?*" It is a good idea to have a few extra packets of these products with you in case someone wants to try it.

## 8. Extend Your List of Prospects

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Make a list of the different groups of people with whom you believe you have some level of influence and where you may have an opportunity to talk about the product. When you have an opening or invitation, explain what you do.

Be prepared; be professional. Look for ways to inform people. Pique interest when telling people about the Prime Health Pack or Transformation. When people pay you a compliment on how good you look or how much weight you've lost, this is an invitation from them for you to share what you've been doing.

Your goal is to let people know about the Transformation and what you offer in such a manner that they will ask questions and want to learn more.

### 9. Ask for Referrals

As people learn about the health benefits of the Transformation, ask for referrals. You may have a customer who just lost 8 lbs. in his first week on Transformation. Or a colleague who is down 40 lbs. having just completed their Transformation. In addition to the weight loss, their blood lipid panel came back with all their numbers in normal range, they're no longer diabetic and with their doctor's supervision, was able to eliminate all prescription medications. This is a perfect opportunity to ask who they know who would like to experience or could benefit from the same great results.

Don't push for referrals to such an extent that you turn people off; just ask in a positive and professional manner. You can also ask those you know for names of people they know who have expressed interest in losing weight, have high cholesterol, are on a statin medication for treating their cholesterol, and those who are diabetic or pre-diabetic.

### 10. Start!

The best way to learn and also get results is to start! Begin to invite, begin to talk to people about the Prime Health Pack, use the tools, host a prime rally, show the videos, and let your upline business partner help you close those who express interest.

Be diligent in your own Transformation so you can share personal successes and speak from experience.

## INTRODUCE TRANSFORMATION: NEXT STEPS

This is a fun business and you will feel great as you begin to impact the lives of many by helping to make their lives better!

Now that you understand the options you have when introducing the Transformation, you're now ready to learn how to gain a positive decision from your customers.

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