

## STEP 3. GAIN A POSITIVE DECISION

Welcome to Step 3—Gain a Positive Decision.

Gaining a positive decision to purchase the Transformation is not difficult or complicated, nor does it require any special sales skills. If your prospective customer has a need for our Transformation and you have adequately introduced them to the program, you will find that gaining a positive decision will be easy.

We don't believe in hard-sell tactics. Instead, we believe in treating people the way we would want to be treated.

### Remember Your Goal

It should always be your goal to enroll your prospective customer in the Transformation program at the time you introduce it to them. This is why you need to be prepared to talk about the Transformation with confidence when the occasion presents itself. If you sound confident and knowledgeable, your endorsement of the Transformation Program is often all that is required to make the sale.

You will first introduce the Transformation program to your prospective customers using the videos on our product presentation website. As explained in Step 2, this is called a "Transformation Prime Rally" whether you are meeting with a group of people in a home or restaurant, long distance by phone, via webinar, or one on one.

### Options for Getting Started

After viewing the first four videos on the product presentation website with your prospective customer followed by sampling, determine their interest and review their options for getting started. View the last video on our product presentation website with them entitled "Next Step." This video explains the options available to them.

At the end of the "Next Step" video, reiterate your commitment to the Transformation and reaching your Prime in 90 days. Invite them to support you in your goal. It's important that you explain how they can support you:

- *"First, the best way for you to support me is to start your own Transformation and join me in the 90-Day Challenge. We will be able to hold each other accountable and motivate each other along the way."*
- *"Second, if you're not ready to start your own transformation, simply support me and hold me accountable."*
- *"But, if you're ready for a change like I am, I invite you to do it with me. It will be fun!"*

### Explain the Cost

Hand out the enrollment application form at this time and explain the different options and pricing to get started.

- The first and best option is to enroll and start the 12-Week Transformation.
- If for any reason personal circumstances do not allow them to enroll in the transformation, suggest they at least get started on the Prime Health Pack.

Unicity's plan includes two customer pricing levels which can provide additional income to you in the form of retail profits:

- Retail
- Preferred

Retail Customer prices have sales margins from 30% to 100%. Retail pricing is available to your customers that simply want to try the products and are not committed to enrolling in Unicity's monthly Auto-Refill program or enrolling in the Transformation program.

Preferred Customer prices have sales margins of up to 15% on select products. Preferred Customer pricing can be offered to your customers who enroll in the Transformation Program or commit to using the Prime Health Pack on a monthly basis and enroll in Unicity's Auto-Refill program.

If your goal is to have your customers enroll in the Preferred Customer Program on Auto-Refill, make sure you explain the cost savings and benefits to them:

- 15% discount off the retail price off all Unicity products
- Automatic enrollment in Unicity's Auto-Refill Program
- FREE shipping on all orders

Let your guests know that Unicity products come with a 100% money-back guarantee so there is no risk. People will feel much more comfortable purchasing the full 12 week Transformation if they know it is guaranteed to produce results or they get their money back.

### Take Action: Ask for a Decision

As guests are looking over the enrollment form, allow them to sample one or more the products. While guests are sampling, ask each guest individually if they are ready to get back to their Prime and whether they would like some help getting started. Find out if they are ready to start their own Transformation. Here are some common ways of asking for a decision:

- *"Sue, based on everything you've seen, is there anything else you need to know before starting your own Transformation?"*
- *"Tim, considering you're a Type 2 Diabetic, you really need to get started on the Transformation as soon as possible. With the money-back guarantee you have nothing to lose. Are you ready to get started?"*

- *“Karen, Is there any reason you wouldn’t want to get started now?”*

The key to receiving positive decisions is simply to ask for them. As you start marketing the Transformation, just ask for a decision in whatever way is appropriate and most comfortable for you. For those guests who would like to get started, help them select the products appropriate for them within the Transformation (**Balance** for Cholesterol or Glucose Support, **Matcha Energy** or **Matcha Focus**, **Unicity Complete**, Vanilla, Chocolate or Vegan) and complete the enrollment application form with them. As you collect the enrollment form, pass out the Prime Challenge Booklet and let guests know how they can officially enroll in the Prime Challenge Contest at [myprimechallenge.com](http://myprimechallenge.com).

### **Build Belief**

If your guests are not ready to make a decision to enroll in Transformation, ask what else they need to know about Transformation and products in order to make a decision. After you have answered their questions to their satisfaction, ask for a decision.

If they remain interested, but are just not ready to make a decision, determine why and then provide them the additional information or tools that can address their need:

- Additional product sample
- Brochure
- Healthcare provider call
- Website or additional videos on the products or programs
- Testimonials/stories

Make sure to schedule a firm time in the next 24 to 48 hours to follow up with your customer. Remember, the more time that goes by the less likely they are to make a positive decision. Address any additional questions they may have and then help them get started.

As you first get started, your sponsor or an upline business partner will help and assist you in hosting your first one or two Transformation Prime Rallies and gaining positive decisions from your prospective customers. You will then become comfortable with this simple process and be able to help your new customer or business partner host their first Transformation Prime Rallies.

### **GAIN A POSITIVE DECISION: NEXT STEPS**

We’ve discussed how to most effectively introduce the Transformation program and products to your prospective customers and how to gain a positive decision. Now let’s move on to Step 4 and learn how you can get your new customers started correctly.