

STEP 4. GET MY CUSTOMERS STARTED

Welcome to Step 4 - Get My Customers Started.

Customers are the backbone of any business. How you get your customers started with Transformation and using the products successfully will determine if they will continue using the products for an extended period of time. This will also set a pattern of duplication for your business.

When your customer agrees to purchase the Transformation or Prime Health Pack, your goal is to get them started using the product as soon as possible. The more time that passes from the time of their decision to the time they receive the product, the more their interest declines.

Establishing a Base of Preferred Customers

One of the great advantages to establishing a base of Preferred Customers is that you can then get your products for FREE with the “3 and Free” program as discussed in Step 2— Introduce Transformation. As you finalize your customer’s decision to become a Preferred Customer, express appreciation and excitement in helping them to define and achieve their Prime.

Assure them that it is Unicity’s mission is that every customer have a wonderful buying experience and will do everything possible to ensure that happens. Make sure your new customer understands that the Auto-Refill program is a convenience to them and ensures that they will receive their products the same time each and every month. They don’t have to worry about running out of product or remember to call and place an order.

However, should they need to modify or cancel at any time, all they need to do is call Unicity Customer Service and they will be happy to assist them with the needed changes—no questions asked.

Get Customers Started

Once their decision is made, help your new customers complete the enrollment application form and enroll in the Transformation by selecting the products that are appropriate for them. If they are not able to start the Transformation, but have chosen to start with the Prime Health Pack, have them purchase directly from your inventory or help them order their products immediately.

Make sure you help them complete the enrollment application form; don’t leave it up to your new customer to complete the enrollment themselves. You can do this very simply by filling out the enrollment form with them and then using the online enrollment in your Unicity back office to enroll them online, fax the form to Unicity or call Unicity Customer Service with your new customer on the line with you and complete the enrollment application and order.

Selling From Your Inventory

Selling from your inventory is without a doubt the best way to get your customers started. Having product on hand allows you to get your customers started faster, thus providing a higher level of service. When people want something, they generally want it now—not next week.

Order Direct From Unicity

If your customer is enrolling in the Transformation, chooses to purchase directly from Unicity, or you don't have product on hand, you will want to make sure to place the order right away so that they can receive the products as quickly as possible.

Again, make sure to complete the customer enrollment application with them and then place the order online, fax the form to Unicity or call Unicity Customer Service with your new customer on the line with you and complete the enrollment application and order.

If they are enrolling in the Transformation, let them know to expect a welcome Transformation email from Unicity which will include a survey they will need to complete. It's very important that they complete the survey so that they can be paired with the best possible coach for them. Let them know they should receive a call from a coach within the next 72 hours.

After they are enrolled, make sure to send your new customer an email thanking them for their purchase and provide them with their Unicity Preferred Customer ID#, login information and order number. Explain the process and how easy it is to order additional products from Unicity.

Enroll Customers in the 90-Day Prime Challenge

Explain to your customers the benefits of joining the 90-Day Prime Challenge and that they will experience greater success if they make the commitment. Ask if they would like to participate in the 90-Day Prime Challenge and help them enroll in at:

www.myprimechallenge.com



TAKE ACTION: Demonstrate How to use the Products Correctly

Make sure your customers know how to use the products properly so that they can enjoy the desired results. When enrolling your customer on the Transformation, make sure your customers clearly understand how and when to use the products so they can enjoy the intended benefits.

*If customers use or mix any of the products improperly,
they may not receive the expected results.*

While you are with your new customer, show them how to correctly mix and drink the **Balance**. Fill a shaker cup or water bottle with 6 – 8 oz of cold filtered water. Add the Balance and then shake immediately for only 4 – 5 quick shakes. Then have them drink it immediately. Be sure to tell your customer that if they do not drink it immediately, it will thicken quickly and become more difficult to drink.

Show them how to mix a packet of **Matcha** in a water bottle or sports bottle. Mix up a serving of **Complete** with just water or skim milk in our Unicity blender bottle. Let them taste how delicious the **Complete** can be using just water or skim milk. You can then share additional recipes with them as desired. This is a great way to get customers started because it will show them how easy it is to use the products and you can answer any questions they may have as you're showing them how to mix and take the products.

Let your customers know you will be available to answer any questions or concerns as they begin their Transformation, even though they will have their own personal Transformation Success coach.

START MY UNICITY BUSINESS: NEXT STEPS

After you get your customers started, you will want to begin servicing and supporting them.

Please continue to **Step 5: Follow Through—Servicing My Customers**, where we will cover tips and ideas for servicing and supporting your customers.