

## **CONVERTING CUSTOMERS TO FRANCHISE OWNERS**

As you begin building your business, you will recognize that your best prospective Franchise Owners will be your customers who are using and enjoying the benefits of our products. This is why it is very important to focus on building a growing customer base. The math is simple—the more customers you develop, the more Bios Life Franchise Owners you will find. As some of your Bios Life customers convert to Bios Life Franchise Owners, they will begin building their businesses with the confidence of knowing the value and benefits of our products.

When you build a network of other Franchise Owners, you can earn commissions on the products sold through their businesses. This is where you can begin to earn a leveraged income based on the efforts of others. Remember, the Bios Life Franchise business model is designed to provide maximum financial rewards to those Franchise Owners who maintain a minimum of 20 Bios Life customers and five personally recruited Franchise Owners.

This chapter will teach you how to introduce the Bios Life Franchise opportunity to your existing customers. The next chapter, titled “Introducing the Bios Life Franchise Opportunity,” will teach you how to introduce the Bios Life Franchise to people who have not yet learned about our Bios Life products. As you build your business, you will want to be familiar with both of these methods of attracting prospective Franchise Owners.

### **Developing a Successful Mindset**

As we look at the long list of benefits of the Bios Life Franchise opportunity, we could ask ourselves, “Why wouldn’t everyone want to start his/her own Bios Life Franchise?” Studies reveal that 82 percent of our working population are dissatisfied with one or more areas of their careers. It’s amazing to think that if there were a way for people to enjoy a better quality of life, why wouldn’t they do it? But many won’t! For some people, it simply may not be a good time for a change. Others, consumed by the stress and pressure of their daily lives, can’t even slow down long enough to look at options. Others truly are content with their lives and aren’t interested in changing a thing. The point is that, no matter how great our business may be, not everyone will want to take advantage of it.

One of the keys to success in building your business is to acknowledge that not everyone will be interested in what we have to offer. You should expect a

certain percentage of people to decline your invitation to learn about our business. Don't allow those who say *no* to discourage you. Understand that each *no* brings you closer to a *yes*. You are looking for only a few who have the desire to improve their lives through our business.

## Selecting the Right Customers

As you start building your customer base, you will begin to recognize people with whom you would enjoy working and who have a need that this business could fulfill. These are the people you will want to introduce to the Bios Life Franchise. Your greatest success and enjoyment will come from working with people you like being around and who have a need or desire that the Bios Life Franchise can satisfy.

## Determining the Best Time to Introduce the Business

Although you can approach your customers at any time to determine if they would have an interest in learning about the Bios Life Franchise, we recommend that you ***wait until they begin seeing results*** from taking the product. When people see positive changes in their own health, they will be more inclined to want to learn about the business. Use your best judgment and be careful not to approach people too early. Generally speaking, the best time to approach your customers is when you are following up with them to see how they are enjoying the product or to see if they are ready to reorder, assuming they are not on our Auto-Refill program.

## Introducing the Business to Your Customers

There are several very informative business presentation tools available that can be used to introduce our business. The goal behind the creation of each of these tools was to present a compelling reason why someone should take a closer look at our business opportunity.

## Approaching Your Customers

Approaching your customers is easy. You will simply ask them if they would have an interest in learning about the Bios Life Franchise opportunity. If they do, you will want to set up a time to get together to discuss the business or ask them to review one of our tools and set up a time to follow up to discuss it further.

Here are different ways of determining someone's interest.

- *“Joe, based on your experience using Bios Life Slim thus far, do you feel you could recommend this product to others?”*

- *“Karen, would you have an interest in learning how you can get your product free?” If yes, explain that she could earn money to offset the cost of the product by recommending it to others.*
- *“Terry, you seem like someone who would do great in this business. Would you have an interest in learning about the business side of what I do?”*
- *“Maria, you mentioned to me that money was a little tight right now. Would you have an interest in working with me part-time to make a little extra money?”*
- *“Bob, you are the type of person I would really enjoy working with in this business. Would you be open to learning more about what I am doing to see if it would be of interest to you?”*
- *“Lisa, with your positive experience using Bios Life Slim, you could really do well in this business by sharing this product with others. Would you have an interest in learning about the Bios Life Franchise opportunity?”*
- *“Kelly, I am having a great time building my Bios Life business and I am starting to do well financially. When I consider people I respect and would really enjoy working with, I can’t help but think of you. Recognizing your desire to eventually stay home with the children, would you be open to taking a look at what I do?”*

There are a lot of different ways you can essentially ask the same question—“Would you be open to learning about the Bios Life Franchise opportunity?” Like most people, you will likely do what is comfortable for you and relevant to your business prospect.

Some of your customers will have an interest in learning about the Bios Life business and others won’t. When people do not have an interest in the business, don’t push it or make them feel uncomfortable. Instead, thank them for considering your offer and continue to service and support them. If the timing in their lives changes, they may have an interest then.

## **Exploring Other Options**

As you begin building your Bios Life Franchise, you will identify people you believe would be terrific in this business. With some of these people, you may choose to shortcut the process and introduce the Bios Life Franchise first,

rather than the product. Introducing the business to people who are not yet Bios Life customers requires more effort and training, but it also shortens the time it takes to begin developing a network of Franchise Owners because you are not waiting for customers to have positive product experiences before approaching them about the business.

To learn more about how to introduce the Bios Life Franchise to those you know, read the chapter under the Business Builder tab called, “Step 2. Introduce”