

GETTING YOUR CUSTOMERS STARTED

When your customer agrees to purchase one of our Bios Life products, your goal is to get him/her started using the product as soon as possible. The more time that passes from the time of their decision to the time you deliver the product the more their interest declines.

If you have not already read the previous section titled “Gaining a Positive Product Decision,” please do it before reading this section.

Selling at Retail

One of the great advantages of selling our Bios Life products is that you can earn retail profits up to \$50 per unit sold. This can provide you a nice part-time income by simply sharing our products with others. For this reason, we encourage you to take advantage of this retail opportunity by selling all first time customers their product at the suggested retail price.

Get Customers Started Using the Products

Here are your options for getting your new customers started.

1. Sell from your inventory.

Selling from your inventory is without 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—today, not next week. Selling products from your inventory also allows you to meet with your customers to explain the product, suggest other products, and continue to strengthen your relationship. Selling from your small working inventory should always be your goal.

2. Order the product on your customer’s behalf.

If a customer wants to purchase one of our products but you do not have any in your inventory, **you** should place that order with Unicity on his/her behalf. Here are three options you have when using this method.

- ***Use the customer’s credit card and have the product sent directly to your customer.*** When using this option, ask your customer to call you when the product arrives so you can review some basic usage tips.

- ***Use your credit card and have the product sent to you.*** Then collect payment when you deliver the product to your customer.
- ***Use your credit card, but collect money from your customer at the time the order is taken.*** When you place the order with Unicity have the products sent directly to your customer. Ask your customer to call you when the product arrives so you can review some basic usage tips.

When obtaining someone's credit card information, you will need to record:

- The complete credit card number
- The type of credit card
- The expiration date
- The name as it appears on the card
- The three-digit security code found on the back of the card

3. Instruct customers how to order directly from Unicity.

Your customers can call Unicity's toll-free line at 1-888-Bios Life and buy any of our products directly from the company. The problem with this option is that you are requiring your customers to take action to call the company to place their orders. The result will be that **many** of your customers simply won't make the effort to call Unicity. When this happens you lose sales; you won't get reorders; you lose customers. The only way to justify this option is if your customers feel uncomfortable giving you their credit card information. When using this option, ask your customer to call you when the product arrives so you can review some basic usage tips.

When a customer chooses to buy directly from the company by phone, there are several steps for you to follow.

- ***Give them the toll-free customer number*** 1-888 Bios Life.
- ***Give the product name, item number, and pricing.***
- ***Give your PIN*** (Personal Identification Number) or your account number that was assigned to you when you became a Franchise Owner.

When your customers buy directly from Unicity at retail, you will be paid the retail profit along with your commission in your next commission statement.

4. Let customers buy through your personal website.

This is an option, but not the best one for the same reasons listed in the previous point. If you do refer a customer to your website, be sure to give

clear instructions on what to do. When using this option, ask your customer to call you when the product arrives so you can review some basic usage tips.

If you do not have a personal website, you should consider getting one, but until then you can have your customer buy from www.bioslife.com, www.bioslifeflim.com or www.unicity.net. When referring customers to one of our sites, don't forget to give them your identification number (PIN or account number) so that you will receive credit for their purchases.

Demonstrate How to Use the Product

Every time you sell one of our Bios Life products from your inventory to a new customer, be sure to give him/her a Bios Life shaker cup. Giving your customers shaker cups will not only increase their compliance on the product, but will also serve as a constant reminder to use the product. While you are with your customer, open the box and take out a packet. Fill the shaker cup with cold water, add the Bios Life powder, and shake it. Then have your customer drink it *immediately*. (Be sure to tell your customers if they do not drink their Bios Life immediately it will thicken and become more difficult to drink.) This is a great way to get customers started because it will show them how easy it is to use the product, and you can answer any questions they may have.

A lot of Franchise Owners also like to give one or more product sales tools and a product catalog to new customers. In this way, customers can continue to build their belief in our Bios Life products as well as learn about the other great products offered by Unicity. The Bios Life tools are also handy in the event their spouses want to learn about our Bios Life products.

Enroll a Customer in Unicity's Special Programs

The Bios Life Franchise offers two important programs for your customers.

- The Preferred Customer program allows your customers to enjoy discounted product pricing and free shipping. The price to become a Preferred Customer is \$14.95.
- The Auto-Refill program allows your customers to receive products at the same time each month without any action required on their behalf.

When customers enroll in our Auto-Refill program, the \$14.95 Preferred Customer fee is waived. To learn more about these two programs, please read chapter 16.

Once you have sold your customers their first order at retail, you have the option of explaining the benefits of our Preferred Customer and Auto-Refill programs. Setting up your customers on our Preferred Customer and Auto-Refill programs is beneficial to both you and your customers. Your customers benefit because they are able to enjoy the cost savings and convenience of receiving their products each month without having to place an order. You benefit because it saves you time from having to deliver products to your customers each month and you are able to build a residual income.

Let's examine four options on how you can quickly get your customers set up in Unicity's Preferred Customer and Auto-Refill programs.

1. Gain a Verbal Agreement.

You can ask your customers if they would like to benefit from the cost savings and convenience of our Preferred Customer and Auto-Refill programs. When they verbally agree, you simply ask what credit card they would like to use. After you write down the credit card information, you can sign up your customer through one of our corporate websites or by phoning Unicity. When using this option it is your responsibility to make sure you clearly explain the programs and the commitment your customer is making.

2. Fill out a Preferred Customer Agreement.

After your customer agrees to enroll in our Preferred Customer and Auto-Refill programs, pull out the Preferred Customer Agreement and fill out the form on his/her behalf. Then request that your customer approve it by signing at the bottom. At this point, you can either fax it or phone it in to the company. Make it easy on your customers by always filling out the form on their behalf.

3. Three-way your customer into Unicity.

After your customer has agreed to enroll in our Preferred Customer and Auto-Refill programs, you can use three-way calling to three-way him/her in to the company. When choosing this option, explain to the phone rep that you are on the phone with your customer who would like to enroll in our Preferred Customer and Auto-Refill programs.

4. Enroll your customer through one of our corporate websites.

Customers can enroll in the Preferred Customer and Auto-Refill programs through one of our corporate websites. While many customers can set themselves up online, it is always better if you do it for them. Anything you

can do to simplify the process for your customers will increase your success rate.

When enrolling customers in the Auto-Refill program make sure they understand that they will receive a product shipment each month and that their credit card will be charged at the time of each shipment.

When you set up a new customer on our Preferred Customer and Auto-Refill program over the phone, tell the Unicity representative when you want their first order shipped, otherwise the first order will be sent immediately at the same time the Auto-Refill is set up. If you are faxing the agreement to Unicity, clearly indicate when you want the first order shipped.

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