

MARKETING BIOS LIFE

Building a growing customer base should be the goal of every Bios Life Franchise Owner. Whether you are planning to simply sell the product or build a business organization, developing a growing customer base will play an important role in your long-term success. The Bios Life business model is designed to provide maximum rewards to those who maintain at least 20 Bios Life customers. For this reason, it should be your goal to acquire at least 20 customers over time, and then teach those who join your team how to do the same thing. In this section, we will look at the best ways to build a successful business by marketing the powerful Bios Life products.

Preparing to Succeed

The best way to start any entrepreneurial endeavor is by getting prepared. If you are going to develop a successful business on Main Street, you won't open your business until you are prepared to do business. Let's look at what you need to prepare to start marketing your Bios Life business.

1. Create clearly defined goals.

If you have not already written your goals, we encourage you to do it now. Over the years, we have learned that people who have clearly defined, written goals are much more likely to succeed than those who don't. For this reason, we encourage all Franchise Owners to take the time to establish their goals. Questions to consider include:

- How many customers do you want to get started in your first 30, 60, and 90 days?
- How many customers do you want to get set up on our Preferred Customer program in your first 30, 60, and 90 days?
- How many customers do you want to enroll in our Auto-Refill program in your first 30, 60, and 90 days?

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

2. Know the benefits of the Bios Life products.

It should be your goal to learn as much as you can about the Bios Life products and the benefits they can offer consumers. The more knowledgeable you are about the products and their benefits, the more confident you will be when discussing them and the more successful you will be in selling them. The best sources of product training include the following:

- The book “Live the Bios Life”, by Dr. Peter Verdegem
- The Bios Life Product Training chapter in the owner’s manual
- The Bios Life Talking Points chapter of the owner’s manual
- The Bios Life Clinical Studies chapter of the owner’s manual
- The Bios Life brochures
- The Bios Life newsletters
- Weekly webinars
- Special Events

3. Purchase Bios Life sales tools.

As you prepare to start marketing your Bios Life franchise, you will need to purchase an assortment of Bios Life sales tools. After becoming familiar with the tools, ask your sponsor which ones he/she recommends that you use. When your tools arrive, create a small box for these tools and put this box in the trunk of your car. This way you will always be prepared to introduce one of our Bios Life products when the opportunity presents itself. You should also make sure that your contact information and Unicity PIN (ID#) is on every tool you pass out. You can purchase these inexpensive labels through www.artisticgreetings.com or your local printer. Please review the chapter on Bios Life Tools for a complete listing of available tools.

4. Master your “Ten-Second Introduction.”

To be effective at marketing our Bios Life products, you always need to be prepared to introduce them. Your “Ten-Second Introduction” is what you will say when introducing your Bios Life business to others.

In addition to those folks we know, we meet new people every day. Many of these people either have a need for one of our Bios Life products or know someone who does. If appropriate, you may want to let these people know about your business. 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 your business. Over time, this will likely become one of your most successful ways of gaining new customers.

Here are some examples of a “Ten-Second Introduction” if your goal is to build interest in Bios Life Complete.

- I am a local vendor for the only natural, safe, and clinically proven alternative to statin drugs for helping people achieve healthy cholesterol levels.
- I own a business that has the distribution rights to the most effective, natural cholesterol-lowering product in the market.

- I own a franchise that has the exclusive distribution rights to the only clinically proven, safe, natural alternative to statin drugs for helping people reach and maintain healthy cholesterol levels.
- I have the marketing rights to the only natural, clinically proven and patented product to reduce cholesterol.
- I market the Number 1 clinically proven, natural product in the world to manage cholesterol levels, and I help people set up and build franchises around that product.
- I am in the cholesterol-lowering business.

Here are some examples of a “Ten-Second Introduction” if your goal is to build interest in Bios Life Slim.

- I am a local vendor for a unique product that helps people regulate their body fat.
- I own a business that has the distribution rights to one of the most effective products in the market place for helping people reduce their body fat.
- I have the marketing rights to a unique, all-natural product that works with your body to help eliminate fat naturally.
- I market a unique, clinically proven, natural product that helps people reduce body fat, and I help people set up and build a franchise around the product.
- I am in the fat-loss business.

Your “Ten-Second Introduction” should be designed to professionally introduce your business and one of our Bios Life products. If people want to learn more, they will ask you questions. If they don’t, they won’t. It’s that simple.

After getting additional ideas from your sponsor, 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.

Selling the Bios Life Products

Selling our Bios Life products is a numbers game—the more people you introduce to our products, the more of them you will sell. A business on a busy street will generate more sales than a business on a side street. This is why commercial real estate on a busy street is more expensive than on a side street. The principle is simple. You can’t sell products if people don’t know you are in business. It should be your goal then **to increase people’s awareness** as to the business you are in and the products you offer.

In this section, you will learn some of the basic ways Bios Life business owners are marketing their businesses and introducing our Bios Life products to others. As you participate in trainings, attend regional and national conferences, listen to training calls, read our newsletters, and talk with other Franchise Owners you will learn other ways to further develop a successful customer base.

Review the list of “Those You Know.”

When you first got started you should have made a list of “Those You Know.” Your best results in selling our products will likely come from introducing them to the people on this list. People who know and trust you are among those most likely to want to do business with you. They are also most likely to refer you to others. If you have not already made this list, we encourage you to do it now.

Contact People.

The best option for introducing the Bios Life products to the people you know is to simply call them and tell them about one or more of our products. For those who have an interest in learning more you can send them a product video from Unicity Video. Before calling people on your list, ask your sponsor and/or members of your upline for their advice.

Broadening Your Base

1. Look for opportunities to talk about the products.

If you stop and think about it, there are numerous opportunities you have each day to talk about one of our products. Someone you know may ask you how you are doing. You could respond, *“I’m doing great, thanks for asking. Things are okay with my job and the family is doing well, but what I am most excited about is a new part-time business I started.”* No doubt they will ask what type of business you are in. You could respond, *“I have distribution rights in the area to a clinically proven and patented product that helps people reduce their body fat. Our largest market is people who want to reduce their weight and increase their energy. So, I am pretty excited about its potential in this area.”* Don’t say anything more. If they have a need for the product, they are likely to ask more questions. If they don’t have a need, they will likely wish you the best and then move on to another subject.

If you have lost weight and/or inches in using the product, you should also share your personal results

2. Become effective at networking.

Every day you meet new people. As you begin developing your business, these people will become a great resource for you if you learn how to effectively network with them.

Always look for the 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 noting an unusual piece of clothing or jewelry a person is wearing, or commenting on 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 Bios Life Franchise 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.

Start today being intentional about networking and watch your sales grow.

3. Use the product in public.

Rather than using the products in the privacy of your home where no one sees you, mix a packet of Bios Life Slim 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, thus giving you the perfect opportunity to explain your product.

Don't just take it 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 the product and the business you are in. You will be amazed at how many people will say, "*Does that stuff really work?*" or something similar that will allow you to talk about its benefits.

4. Extend your list of prospects.

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 one of our products. When you have an opening or invitation, explain what you do. Be prepared; be professional. Look for ways to inform people; don't seize the moment to pitch in a way that may turn people off. Create interest when telling people about our Bios Life products. Your goal is to let people know the kind of products you offer in such a manner that they will ask questions and want to learn more.

5. Ask for referrals.

As people learn about the health benefits of our Bios Life products, ask for referrals. You may have a friend who just lowered his cholesterol level with Bios Life Complete. This is a perfect opportunity to ask if he knows anyone else who might have an interest in such a product. Don't ever push for referrals to such an extent that you turn people off; just ask in a positive and professional manner.

6. Stay on the forefront of people's minds.

Staying in touch with prospects and customers is essential in building a growing customer base. You should look for every opportunity to give or send people something about our products. Ideas include a *new* brochure, DVD, CD, or newsletter. Be careful; don't overdo it. Make a judgment based on what you would feel comfortable receiving from someone who is building a professional business.

7. Put a Bios Life signature file on your emails.

Have you ever noticed an email with a small marketing message at the bottom? This is called a signature file. Most all email programs allow you to set up a signature file with a marketing message that will be displayed at the end of your emails. By putting a small message at the end of your emails, you are letting everyone you contact know about your Bios Life business. Here are a couple examples of what you may want to display at the bottom of your emails.

- Authorized vendor of Bios Life—the only clinically proven, safe, natural alternative to statin medications for achieving healthy cholesterol levels.
- Local distributor for Bios Life Slim—a safe, natural, and healthy way to lose fat.
- Ask me about Bios Life—the best-selling, natural, cholesterol-lowering product available.

- Fat loss? Ask me about Bios Life Slim—a safe, natural way to lose inches and pounds.
- High cholesterol? Ask me about Bios Life—the leading natural alternative to statin drugs for improving lipid profiles.

There are many more ideas on how to identify people who have a need for our Bios Life products, but these are some of the most basic. As you attend training sessions, listen to conference calls, read training newsletters, and talk to other franchise owners, you will learn different ways to further develop your customer base.

Remember your Number 1 goal is to make people aware of the business you are in and the benefits of our Bios Life products. Even if they don't have an interest today, they may tomorrow. Building a successful Bios Life business takes time, just as with any other business. The longer you are in business and the more people who become aware of what you offer, the more your business will grow.

Above all, build your business as a professional, and never cross the line by turning someone off because of your rude approach or thoughtless tactics.

*Remember to treat others
the way you would want to be treated.*

Describing the Benefits of Bios Life

When you identify people who have a recognized need for one of our Bios Life products, make sure you are effective at describing its benefits. This is why it is strongly recommended that you familiarize yourself with the products and their positive results. It is also valuable to study the Bios Life Talking Points found in the Bios Life Talking Points chapter of the owners manual. When people express an interest in one of our Bios Life products, you want to be able to discuss the product and its benefits at that time.

Until you are comfortable explaining the benefits of our Bios Life products, you can three-way customers into one of our prerecorded five-minute overview calls at 212-461-8700. This is especially helpful if a person needs to hear more validation. Sharing the success stories of those who have used the product is always effective.

The key is to be prepared to discuss the product and its benefits when the opportunity presents itself. The most important thing to remember with this step is that **if** you are prepared to explain the products and their benefits, you will sell more product.