

# GETTING YOUR NEW FRANCHISE OWNER STARTED

Now it's your turn to become a coach and leader. Getting your new Franchise Owners started correctly will prove to be one of the most crucial steps to your success in building a network of Franchise Owners. It is important not only to get your new Franchise Owners started correctly, but also to understand that how you get them started becomes the pattern they will use to get their new people started, and so on. It is important to duplicate the getting-started process correctly. In this chapter, you will learn how to get a new Franchise Owner started successfully. Don't allow yourself to feel overwhelmed with this section. Your sponsor or one of your upline business partners will help you get your first few started.

Your new Franchise Owner may be a man, or a woman, or a couple. To simplify the use of pronouns in this section, let's use a fictitious character. Let's assume that Tim Stevens is your new Franchise Owner.

This chapter will focus exclusively on the process of getting your Franchise Owners started who plan to both sell our products and build a network of Franchise Owners. These people are called business builders. If you are getting someone started who simply plans to sell our products, then some of these steps are not necessary.

## Finalizing the Decision

When Tim makes the decision to start his own Bios Life Franchise, smile and welcome him aboard. If you are with him at the time of his decision, shake his hand firmly and let him know you are pleased to have him on your team. Then cover the following four points:

1. If Tim's goals are to build his Bios Life Franchise by sharing the products and building a network of Franchise Owners, then complete the Franchise Application and have him sign on the line at the bottom. Once this form is completed, it's your responsibility to see that this application is properly processed. There are several ways this can be done: you can phone

it in while you are together, you can phone it in when you get home, you can fax it in, or you can sign him up online.

2. Sell one box of Bios Life Slim™ / Complete from your inventory so your new Franchise Owner can begin experiencing the benefits of the product immediately.
3. Give Tim a copy of the chapter "Getting Started for Business Builders" which you had printed out earlier. If you forget to bring a copy, ask him to review and print out the "Getting Started" training at [www.bioslifeownersmanual.com](http://www.bioslifeownersmanual.com). Tell him that when you return home you will send him an email with a link from Unicity Video to a video training presentation that will walk him through the ten steps to getting started. Ask him to watch this presentation as soon as possible.
4. Set up a time to meet within the next 24-48 hours to review the ten steps to getting started. This in-person meeting is often referred to as a strategy session. It is extremely important to have this strategy session within 48 hours. We have found that if you do not have this strategy session within 48 hours, their interest drops and getting new Franchise Owners started becomes more difficult. It is also recommended to block out two hours for this strategy session to make sure you have ample time to answer questions and complete all the steps without rushing.

## Getting Prepared for the Appointment

When you return home from getting Tim started, send him an email with the link to the Getting Started PowerPoint training at Unicity Video. Tim can click the link in your email and watch and hear how he needs to get his business started correctly.

We have found that people learn more by watching and listening than by reading; therefore, you should always encourage your new Franchise Owners to watch the Getting Started PowerPoint presentation.

Another advantage of having him watch the PowerPoint is that you will be sent an email from Unicity Video notifying you that he clicked the link in your email and began watching the training. You can then login to Unicity Video and see how much of the training he watched. If he watched the full training, then you can meet with him knowing he understands how to get started. This is also an indication that he is serious about learning how to get started.

### Sample Email Script

Hi Tim,

I enjoyed our time together today. I'm really looking forward to helping you achieve your goals as a Bios Life Franchise Owner.

As we discussed, below is a link to the PowerPoint video training that covers the ten steps to getting started. Please watch the entire video before our meeting.

<INSERT VIDEO LINK>

I look forward to getting back together with you for our strategy session Wednesday night at 7:30.

If you have any questions before then, please don't hesitate to give me a call on my cell at XXX-XXXX.

Take care,

Chris

Before getting together with Tim for his strategy session, you want to make sure that he has watched the PowerPoint training. If he does not have high speed Internet service, you want to make sure he has read the document you gave him covering the ten steps to getting started.

Prior to the appointment, call Tim and let him know you are looking forward to getting together with him at the designated time and location. On that call, ask him if he has had a chance to watch/read the Getting Started section. You want to make sure he reviews the Getting Started training if he has not already done so. With this behind him, the time you spend together will be more productive.

Before you get together with Tim, you should print out and read the same Getting Started section to refresh

your memory of what is in that section. Bring this with you so, as you review the ten steps, you have a copy in front of you. You will also find that many people forget to bring their copy of the Getting Started chapter with them to their strategy session, so having an extra copy often proves beneficial.

In addition, be sure to bring the necessary forms you will need to complete to get your new Franchise Owner started correctly. Here is a list of forms you need.

- Franchise Application, if it has not already been completed
- Auto-Refill Agreement
- Product Order Form

### Beginning the Strategy Session

When you get together with Tim, here is what you want to do prior to going over the ten steps to getting started:

- Show a genuine and sincere enthusiasm to be able to team up and work together. Make sure you focus on Tim, not yourself.
- Share your enthusiasm about the Bios Life® business. Your goal is to build his belief and assure him that he made the right decision.
- Express your enthusiasm about Bios Life® and Unicity products.
- Ask if there are any questions or concerns that he wants to talk about before getting started.

### Reviewing the Ten Steps to Getting Started

#### Step 1. Become a Bios Life Franchise Owner.

If you were with your new Franchise Owner at the time of his decision, you should have already completed this step. If this step has not already been completed, pull out a Franchise Application form from your briefcase and complete it now. This form can be found in worksheets section of this manual and at [www.bioslifeownersmanual.com](http://www.bioslifeownersmanual.com).

Complete the form on Tim's behalf. Ask him to review the information for accuracy and then have him place his signature at the bottom. Once this form is completed, you can phone it in while you are together, you can phone it in when you get home, you can fax it

in, or you sign him up online. It's your responsibility to see that this application is properly processed.

New Franchise Owners often feel overwhelmed when getting started, so you want to do everything you can to simplify the process for them.

### **Step 2. Put your goals in writing.**

During this step, make sure you clearly understand Tim's reasons for wanting to build his Bios Life Franchise. Go over his goals and let him explain and expand on his reasons. The more you learn about why he wants to do the business, the more prepared you will be to offer direction and suggestions. Talking about his goals at the beginning of the Strategy Session will get him more excited about building his Bios Life Franchise. The more excited he is about building a successful business, the more likely he will be to complete the remaining eight steps properly.

### **Step 3. Determine your commitment.**

In this step, you want to identify Tim's commitment to his new business. You also need to know what days and hours he is positively committed to setting aside to build his business. At this point in the conversation, you should let him know the times you have set aside to work your business. Identify blocks of time when both of you are available so you can establish the best times to help him build his business. The greatest waste of your time is working with uncommitted people. Follow your intuition as you review this step to determine if Tim is someone with whom you want to invest your time.

### **Step 4. Make a list of "Those You Know."**

As you review this step, ask Tim if he has begun to make his list. If he has, take a few minutes and look over his list. Tell him some of the helpful things you did when making your list. Encourage him to be creative and expand his list to as many people as he can.

### **Step 5. Put together your game plan.**

Helping Tim put together his game plan is one of the most vital steps in getting him off to a successful start. Based on his goals and your experience, share with him how he should build his business. Once you are both clear on how Tim is going to begin building his business, set up times to talk at least every other day for the next week. You will do these calls to answer his questions, give him instructions, and to continue to guide him on the right course. Talking to your

Franchise Owners at least once every 48 hours is very important to keeping them on track and motivated.

### **Step 6. Enroll in the Unicity Auto-Refill Program.**

As you review this step, make sure Tim clearly understands the advantages of enrolling in the Auto-Refill Program. Once he agrees to enroll in the Auto-Refill Program, pull out an Auto-Refill Agreement and complete it on his behalf. An Auto-Refill Agreement can be printed out at [www.bioslifeownersmanual.com](http://www.bioslifeownersmanual.com). When you have finished, ask him to sign on the appropriate line. Once this Auto-Refill order is completed, you need to take the responsibility for making sure the order gets placed.

### **Step 7. Place an appropriate start-up product order.**

If Tim has reviewed the Getting Started section, he should be prepared for this step. It would be wise to review with him the reasons to place an order and the points that should be carefully considered when determining what size order to place. Your goal here is to have Tim place an order consistent with his goals and objectives. After you have reviewed these points, help him complete the product order form. Once this form is completed, you can phone it in while you are together, you can phone or fax it in when you get home, or you can sign him up online.

### **Step 8. Sign up for Unicity Video.**

Explain to Tim what Unicity Video is and how he will use it in the building of his business. If you are together, go to [unicityvideo.com](http://unicityvideo.com) and sign him up. If time allows, show him the simple steps involved in using this service. If time does not allow, ask him to sign up and watch the tutorials, then set up a time to show him how to use this service.

### **Step 9. Place your start-up sales tool order.**

Your objective in reviewing this step is to make sure Tim has the proper sales tools to begin building his business. Based on his plan for building his business, review the list of tools you recommend that he purchase.

### **Step 10. Prepare for dream stealers.**

As you review this step share with Tim that some people with the best of intentions will try to discourage him from doing this business. Talk about the importance of being prepared for these dream stealers, so that he is not caught off guard when someone tries to discourage him. Tell him that when people say negative things,

he should thank them for their concern and ask them to watch one of our videos so that they have a better understanding of business. Then after they have watched the video, they can explain why he should not pursue his goals as a Bios Life Franchise Owner.

When sponsoring long distance, you will need to go through this same process over the phone.

## **Conducting an Abbreviated Session**

The above ten steps have been determined to be the most important activities in getting started correctly. However, if you are meeting with a new Franchise Owner for his/her strategy session and your time is short, the most urgent steps that should be completed are:

- Step 1. Complete the Distributor Franchise Application and Agreement
- Step 7. Place the start-up order for products
- Step 8. Sign up for Unicity Video

By completing these three steps, at least the getting-started process will have begun and the product will be sent to your new Franchise Owner. The other seven steps are essential and must not be neglected. Cover them as soon as your schedules permit.

## **Becoming a Great Coach**

As you begin bringing aboard new Franchise Owners, you will need to be a good coach and teacher to those you sponsor. You will want to teach those you recruit how to duplicate everything you have done. There is probably no other business where duplication plays such a critical role to the success of an organization. Your goal should be to master each step in the process outlined in this training. Strive for excellence in everything you do and help others strive for excellence in all that they do.

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*“First, you have to be visible in the community. You have to get out there and connect with people. It’s not called net-setting or net-eating. It’s called networking. You have to work at it.”*

*Dr. Ivan Misner*

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