

## PREFERRED CUSTOMER PROGRAM

Customers are a key component of a successful Bios Life Franchise. The Bios Life Preferred Customer Program provides Franchise Owners with a consistent message and process to attract and retain customers.

Studies have shown that customers who belong to a membership program are three times more likely to remain loyal compared with customers who do not belong to a membership program.

This chapter will review the following aspects of the Preferred Customer Program:

1. Customer Benefits
2. Franchise Owner Benefits
3. Membership Fee
4. Auto-Refill Program
5. Financial Model
6. Sign-up Process

### 1. Customer Benefits

The Preferred Customer Program offers numerous benefits to your customers. The following benefits target building loyalty among your customer base:

1. Bios Life® preferred pricing (15% lower than retail)
2. Free shipping on all orders
3. Access to leading health, nutrition, and product information
  - Health and nutritional science updates (online, eNews)
  - Product information (eNews, orderdrops, brochures)
4. Eligibility for special product discounts and promotions

### 2. Franchise Owner Benefits

Customers are a critical aspect of any franchise—a Bios Life Franchise is no different. New Bios Life Franchise Owners are encouraged to build a minimum customer base of 20 people. This base may be built over a few months or in a Franchise Owner's first business month. In addition, many Franchise Owners continue to recruit new customers each month even after building their initial customer base of 20 people.

Franchise Owners benefit from having Preferred Customers. Benefits include:

1. Strong product offer to customers—discounted pricing and free shipping
2. Consistent marketing message and process
3. Preferred Customer Profits of \$30.00 for each unit of Bios Life Slim™ sold
4. Additional earnings from Personal Rebates—up to 30%
5. Preferred Customers on Auto-Refill contribute to Personal Volume and in turn, Group Volume
6. Corporate process of regular communication with customers—focused on increasing loyalty
7. Recurring income stream from loyal customers

The Preferred Customer Program was developed specifically to aid Franchise Owners in building their Franchise to a sustainable level. A successful Franchise Owner will maximize each benefit of the Preferred Customer Program as he or she builds a strong customer base.

### 3. Membership Fee

To become a Preferred Customer, each person must pay a modest annual membership fee of \$14.95. All benefits associated with the Preferred Customer Program are available for this one low price.

The membership fee is waived for Preferred Customers who participate in the Auto-Refill Program. This program is outlined in the next section.

#### **4. Auto-Refill Program**

It is recommended that all Preferred Customers participate in Auto-Refill. As participants in Auto-Refill, customers will receive their monthly shipment of Bios Life® and any other Unicity product requested at the same time each month. Each Preferred Customer may personalize their Auto-Refill order and select the delivery date.

The Preferred Customer's credit card will be charged automatically. Auto-Refill removes the bother of placing monthly orders and eliminates the risk of running out of product. In addition, the Preferred Customer annual membership fee is waived for Preferred Customers who participate in the Auto-Refill Program.

To change an Auto-Refill order or to cancel participation, Preferred Customers simply need to call Customer Service toll-free at 1-888-BIOSLIFE (888-246-7543).

#### **5. Preferred Customer Financial Model**

The savings relating to Preferred Customer membership easily pay for the membership fee. For example, retail cost of one month supply of Bios Life Slim™ is \$114.95. The shipping cost averages \$5.00, for a total monthly cost of almost \$120.00.

As a Preferred Customer, the cost of Bios Life Slim™ is \$99.95 and shipping is free. The \$20.00 difference between the Retail price of \$120.00 (including shipping charge) and the Preferred Customer price of \$99.95 (free shipping) more than pays for the membership fee of \$14.95 in one month. In one year, total savings would amount to more than \$240.00.

#### **6. Sign-up Process**

There are four ways to sign-up as a Preferred Customer:

1. Register online with the aid of a Bios Life Franchise Owner (using Franchise Office)
2. Register online at [www.bioslife.com](http://www.bioslife.com) (no help from Franchise Owner required)

3. Telephone the Customer Service Center (1-888-BIOSLIFE or 888-246-7543)

4. Fax completed application form to the Customer Service Center (1-800-226-8232)

During the sign-up process, the Preferred Customer will be asked to provide the ID number of the referring Franchise Owner. If the Preferred Customer does not know the ID number, he/she may enter the name of the referring Franchise Owner in the ID field. If the Preferred Customer was not referred by a Franchise Owner, but learned about Bios Life® in some other way, he/she will be assigned to a Franchise Owner through the corporate Lead Allocation Process.

#### **Chapter Notes Summary**

The Bios Life® Preferred Customer Program is a key aspect of building a successful Franchise. A strong and growing customer base will provide a Franchise Owner with a sustainable residual income and an ever growing pool of contacts to develop new Preferred Customers and new Franchise Owners.