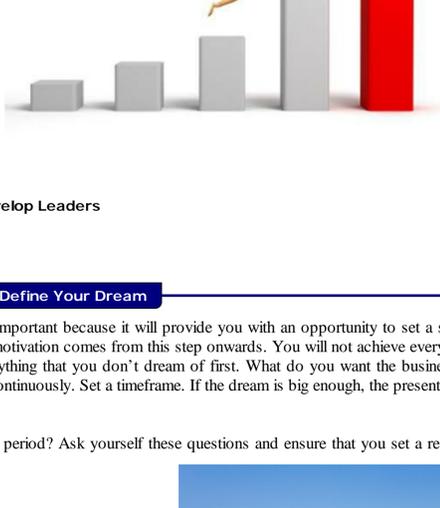


Steps to Success

In the preceding pages we will show you the basic steps to begin your MODICARE business. *If you take the time to learn these steps and to teach the same to your down lines, you will realize that being a successful entrepreneur is an easy and simple task.*

- 1 Define Your Dream
- 2 Upline Support Chart
- 3 Use & Know the Products
- 4 Memory Jogger (Make a List)
- 5 Appointment
- 6 Show the Plan
- 7 Product Demonstration
- 8 Follow Up
- 9 Encourage New Consultant & Develop Leaders
- 10 Develop width & Depth

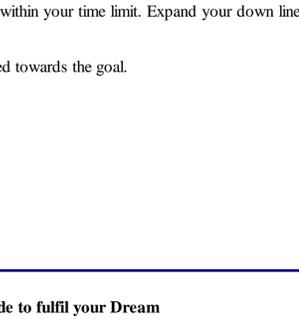


Define Your Dream

Focusing on a goal or a want is very important because it will provide you with an opportunity to set a short-term goal and work towards achieving it. Your motivation comes from this step onwards. You will not achieve everything you dream about, but you will never achieve anything that you don't dream of first. What do you want the business to provide for you? Write it down and visualize it continuously. Set a timeframe. If the dream is big enough, the present facts don't count!

What is it that you want? In what time period? Ask yourself these questions and ensure that you set a realistic target for yourself. This could be:

- ▶ A Holiday.
- ▶ Something for your house.
- ▶ To pay off your loan.
- ▶ To buy a personal computer, car or ...
- ▶ To pay for your children's education.
- ▶ To achieve financial independence.



Now plan towards achieving your goal. You have already determined the time frame in which you would like to achieve this goal. See what tools you have in order to accomplish this goal within your time limit. Expand your down line base and use the referral system. In short get closer to your goals every day.

At the end of every week review how much closer you have reached towards the goal.

ACTION STEPS

1. Identify your wants.
2. Set yourself a time target.
3. Identify the tools at your disposal.
4. Plan strategies towards achieving these goals.

Upline Support Chart

Know all those people who will support & guide to fulfil your Dream

Who is your sponsor?

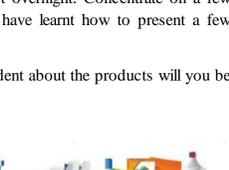
The person who signs you up into the Modicare business is your sponsor

Who are your up-lines?

Your sponsor, and his /her sponsor and people above are your up-lines

Importance of Up-line Support System

- Complete the Up-line support chart before you do anything else!
- Your Up-line is your guide and your mentor.
- Your Success is their success and their success is your success.
- You need up-line support when you are new.
- Use your up-line support to build your business in other cities.



Use & Know the Product

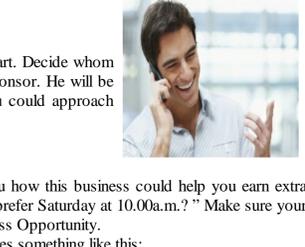
It is important to have a thorough knowledge about the products before you introduce them to prospective customers. Your first step should be to use the products yourself. After using them, you will feel more comfortable explaining the benefits of the products to others. You will also feel more comfortable describing practical uses after they have worked for you in your own home. **Be a product of the product.**

Study the product literature thoroughly and take guidance from your sponsor to learn as much as possible about all the products. You will soon realize that people are more willing and interested in purchasing products from a convincing and knowledgeable person. You don't have to become a product expert overnight. Concentrate on a few products and learn how to introduce and demonstrate them effectively. Once you have learnt how to present a few products, you can easily learn how to present the other products.

Don't forget, conviction is contagious. Only if you are convinced and confident about the products will you be able to convince others.

ACTION STEPS

1. Use the products.
2. Try to use every MODICARE product and evaluate its performance.
3. Note what exactly you like about the products.
4. Read and study the product pages.

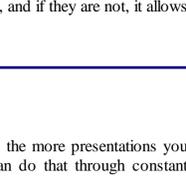


Memory Jogger

Find this Documents in [Download Zone](#)

Appointment

Once you have a minimum of 20 names on your list you can start. Decide whom you would like to contact first . You can do this with the help of your sponsor. He will be pleased to help you and can provide you with valuable information. You could approach potential consultants in the following manner:



"I have just started my own Business as and I'd like to show you how this business could help you earn extra income. Are you available Wednesday evening at 5.30 p.m. or would you prefer Saturday at 10.00a.m.?" Make sure your prospect hears the enthusiasm in your voice about the MODICARE Business Opportunity.

You could also use what is known as a "Third Party Approach", which goes something like this:

"I've just started my own business as an independent MODICARE Consultant, distributing high-quality affordable consumer goods. Who do you know who would be interested in buying products or would like to make some extra money?"

This way, if they are interested, they will let you know by asking for more information, and if they are not, it allows them the opportunity to decline without you having asked them directly.

Show the Plan

SALES AND MARKETING PLAN PRESENTATIONS

Always plan ahead. Arrange meetings for every week (The more people you meet, the more presentations you make, the more business you will do). Make sure your list never gets exhausted (you can do that through constant referrals).

Practice your approach to invitations and presentations with your sponsor – this will give you more confidence. The venue of the presentation does not matter as long as you are comfortable – it could be at your or your prospect's residence or any other place. Whatever the location, arrive at the scheduled venue on time and try to set up in an area which will have few distractions (if possible). You need to command as much of your prospect's attention as possible as you take them through the details of the Plan.

THE PRESENTATION

It is very important to ensure that you are well prepared for the presentation. A haphazardly presented business opportunity or Sales & Marketing Plan can leave a negative impression. Keep all your presentation material ready (E.g. Flip charts, Brochures, Product catalogues). It would be helpful to ask your sponsor to conduct some presentation is not the only important element, how you present yourself is as important. Look smart and professional because people will judge you and the company you represent by the impression you create. **BE ORGANISED AND LOOK SELF ASSURED AND CONFIDENT.**

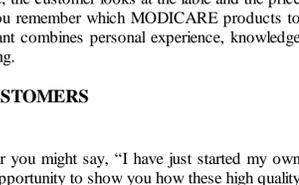
Try and personalize your presentation. Explain your reasons for joining MODICARE – tell them about your goals and dreams and how you managed to achieve them with the help of your MODICARE business. You can even try to establish your prospects' goals and try to explain how the MODICARE Business plan can help them to achieve their goals. Explain the Sales and Marketing plan thoroughly. Respond to all questions and queries honest. Never treat questions as a threat, think credibility only by being honest. Never treat questions as a threat, think of them as indicators of interest. You could ask questions like: "Is it clear how we make money in this business?" or "Can you think of people you can introduce into this business / network?"

If your prospects want to think it over, give them time. But definitely follow-up with a telephone call or a personal visit within 48 hours. Once your prospects have made a decision to become a Consultant, set an appointment for their initial training within two days. This is a business of duplication. As you reach others how to merchandise the products and sponsor Consultants, those Consultants will teach others to do the same. Quality teaching produces productive Consultants. As your group grows, find and motivate the potential leaders – those who have a willingness to learn and a desire to be successful.

Invite your friends to hold a presentation in their homes for their friends. This means that your friend finds and invites his/her friends, many of whom you might not know therefore potential new Consultants and potential new customers.

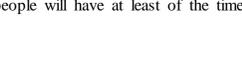
ACTION STEPS

1. Fix appointments for presentations.
2. Always plan ahead.
3. Take guidance from your sponsor.
4. Go through the contents of the Sales and Marketing Plan thoroughly
5. Explain your reasons for joining MODICARE and how it has helped you to achieve your dreams.
6. Respond positively to queries and doubts. Follow up with interested prospects within 48 hours.



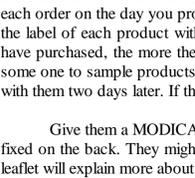
Product Demonstration

Product demonstrations are an integral part of the merchandising aspect of the MODICARE BUSINESS .By demonstrating the features and benefits of the products you can visually show the advantages of using MODICARE products to your prospective customers. Study the product page thoroughly and practice demonstrations with your sponsor.



When you introduce and demonstrate the products, remember that the biggest advantage you are offering your customers is personal service. As a consultant you are responsible for introducing the products, demonstrating the product benefits and answering questions the customer may have. In a store, the customer looks at the label and the price tag, here it is up to you to introduce, educate and market the products. You remember which MODICARE products to use, when, how much, and for what use. When the MODICARE Consultant combines personal experience, knowledge and service for customers – the customer relationship is healthy and satisfying.

HOW TO INVITE POTENTIAL CUSTOMERS



While speaking a potential customer you might say, "I have just started my own MODICARE business and I would like an opportunity to show you how these high quality products work. When can we get together? Is Monday morning at 9.30 a.m. OK, or would you prefer Sunday at 4.30 p.m.?" A good approach is that you give your customers a choice of two different times because most people will have at least of the time available.

THE PRESENTATION

Be well prepared for the presentation and keep all your demonstration material ready. Play the MODICARE promotional video at the beginning of presentation. Personalize the presentation and explain the benefits and advantages you have experienced and perceived by using the products. Remember if you have not used the products yourself or you are not convinced about its performance and utility you will not be able to convince others.

After introducing and demonstrating the MODICARE products, do not hesitate to ask for an order. Use the Customer Order Form – it is practical and professional way to record your ordering information. It is important to deliver each order on the day you promised to your customer. Take the time to go over the formulation and usage instructions on the label of each product with your customers. Make sure he or she understands and is familiar with each product they have purchased, the more they satisfied they will be. Another way to introduce the MODICARE product line is to allow some one to sample products at no charge. Simply demonstrate and leave them with a two-day supply and then follow up with them two days later. If the customer experience the products for themselves, they are more likely to place an order.

Give them a MODICARE Business Opportunity Leaflet and a Product Catalogue with your name & address labels fixed on the back. They might like to order some more items later or show it to their friends and family. The opportunity leaflet will explain more about the business. Explain to them the advantages of being a consultant.

Customers are the backbone of your business. If you look after them and they experience the benefit of your products, they will continue to buy from you and will be happy to recommend you to their friends. When a customer is satisfied with the products they will want to buy more, so don't forget to continue to recommend additional products and make them aware of any releases or promotions. Keep a record of each customer so that you can develop that all-important relationship. A note of birthdays and other important anniversaries opens the door for gift-giving suggestions (Refer to the Customer Record Card).

ACTION STEPS

1. Use information from the product page to explain the best use of the product and how each customer can maximize the benefit of MODICARE products.
2. Play your MODICARE promotional video at the start of the evening.
3. Refer to your personal experiences and explain how you feel about the quality of MODICARE products.
4. Deliver product on the agreed-upon date. Give your customer a copy of the order form and set a time to re-service them and/or demonstrate other products



Follow Up

Follow up with your prospects (Consultants and customers) is the most critical element of a successful MODICARE business. Be professional in your approach and maintain regular contact with your clients. It would be to your advantage to maintain separate Customer Record Card for all your customers.

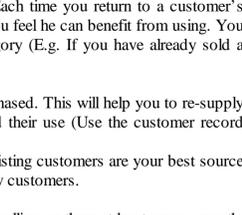
SPONSORING PROSPECTS

If there are prospects who have shown an interest in business or have agreed to sign up, it would be better to follow up with them within 48 hours. If you delay, the prospect might lose interest. Ensure that you go through the Sales and Marketing Plan with your prospects so that they do not have any doubts whatsoever. Clarify all doubts and queries. Emphasize the fact that they will always have your and MODICARE'S support.

Work out weekly and monthly targets with them so that you are aware of their goals and you can then guide them towards achieving those goals.

ACTION STEPS

1. Go through the sales and Marketing Plan on a one to one basis with your consultants.
2. Clarify all doubts and queries.
3. Emphasize the support they can receive by being a part of MODICARE.
4. Identify their goals.



FOLLOW UP WITH YOUR CUSTOMERS

Do not forget to follow up with your customers. It is very important to ensure that they are using the products in the recommended manner and that they approach you again. Every time you make a visit to them, reconfirm your next appointment to discuss other products and to inform them about new products. Each time you return to a customer's home, take two or three additional products that are new to your customer, which you feel he can benefit from using. You can introduce complementary product or products from a different product category (E.g. If you have already sold a Detergent, next time take a Pre Wash).

Keep accurate records of each customer and products that they have purchased. This will help you to re-supply your customer with MODICARE products they regularly use as well as to expand their use (Use the customer record card).

Using a personal referral is the best way to build your business because existing customers are your best source for new customers and new Consultants. Referrals give you a constant source of new customers.

Your initial goal should be to serve 15-20 customers and maintain them by calling on them at least once a month. By maintaining a regular customer base you will be able to benefit in three ways. Firstly, you will receive a regular income. Secondly, as they learn more and more about the products and business, you will be able to sponsor Consultants from this customer base and receive a commission from the company. Thirdly you will be setting a good example for Consultants you sponsor and teach.

ACTION STEPS

1. Follow-up with customers after they use a new product.
2. Maintain regular contact to check on product needs and to inform about new products.
3. Maintain Customer Record Cards.

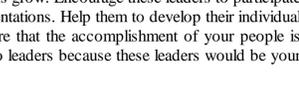
Encourage new Consultant & Develop Leaders

The best feature of the MODICARE business is that you are never alone. MODICARE Corporate support is always available in the form of training, assistance, motivate and guidance. As a sponsor you should also assist and guide your Consultants. Be available always – make sure that your Consultants have your contact number and address and that of your up-line. Help them to focus on their dreams and goals – once they have identified these they will find it easier to plan their business.

Practices Sale and Marketing Plan Presentation and Product Demonstrations with your group people. Ensure that everyone is absolutely comfortable doing the presentation on their own. Keep regular meetings with your group to share idea and experiences. Share experiences within the group – there is always something to be learnt through experiences and they can be important stepping stones to success. Always encourage your people and help them to develop their individual skills.

ACTION STEPS

1. Always be available for your consultants.
2. Be patient – learning takes time.
3. Share experiences and ideas.
4. Encourage personal growth among the group members.



DEVELOP LEADERS IN YOUR GROUP

As your MODICARE network experience expands it will become increasingly difficult for you to devote the necessary and required time to ALL your people. To optimize your time it is important for you to be able to recognize potential leaders in your group. Develop these leaders so that they assist you in making your business grow. Encourage these leaders to participate as well as lead at group functions and conduct their own meetings and presentations. Help them to develop their individual skills and to then use those skills to their business. You should also ensure that the accomplishment of your people is acknowledged and appreciated. Concentrate on developing your people into leaders because these leaders would be your greatest assets.

ACTION STEPS

1. Analyze business performances of potential leaders in your group.
2. Identify individual strengths and problem areas in each leader's group.
3. Help the leader overcome their weaknesses by attending special training and counseling by MODICARE.
4. Provide them with the opportunity to display their skills.
5. Observe, monitor and encourage them at every step.

Develop Width & Depth

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