

THE BASIC FIVE - DIAGNOSTIC EFFICIENCY TEST

The Basic Five Starts With You!

LEAD BY EXAMPLE

The Basic Five Diagnostic Efficiency Test is a comprehensive assessment of how well you and your sales and distribution organizations are implementing fundamental business activities and practices. Completion of this test will enable you to identify strengths and weaknesses within your business and target areas for improvement. By prioritizing business activities and practices (weakness to strength) you will be able to measure, monitor, adjust and control on a daily, weekly, monthly and yearly basis. The overall objective is to master these fundamental practices and activities so that they become a matter of habit, requiring minimal conscious effort. Learning, implementing, and ultimately mastering the Basic 5 has remained the key success factor to the growth of each and every UnFranchise[®] business despite the company's dramatic evolution.

It is imperative that you conduct this personal and group assessment honestly and accurately in order to obtain the full benefit of this activity. This assessment is critical to identifying where you need to invest your quality time.

Basic Five Scores: Transfer personal and group totals from each section and multiply to obtain respective scores.

Developing Attitude and Knowledge: _____ **Total x 1.087=** _____ **Personal Points**

_____ **Total x 1.087=** _____ **Group Points**

Goals & a Goal Statement: _____ **Total x 1.67=** _____ **Personal Points**

_____ **Total x 1.67=** _____ **Group Points**

Retailing: _____ **Total x 2.083=** _____ **Personal Points**

_____ **Total x 2.083=** _____ **Group Points**

Prospecting / Recruiting / Sponsoring: _____ **Total x 1.92=** _____ **Personal Points**

_____ **Total x 1.92=** _____ **Group Points**

Follow-Up & ABC's of Building Depth: _____ **Total x 1.92=** _____ **Personal Points**

_____ **Total x 1.92=** _____ **Group Points**

Total Personal Points = _____ **÷ 500 =** _____ **% Personal Score**

Total Group Points = _____ **÷ 500 =** _____ **% Group Score**

Name: _____ MA/ID# _____

Rate each one: 0 = Do not do yet 1 = Seldomly do 2 = Occasionally do 3 = Do often, but not consistently
4 = Do all the time/have mastered. It is a habit and second nature.

1. DEVELOPING ATTITUDE AND KNOWLEDGE

Personal	Group	
_____	_____	DO YOU TREAT THIS LIKE A BUSINESS? - Not a hobby, program, deal, club, etc.
_____	_____	CAREER MANUAL - READ IT, LEARN IT – Read 15 minutes per day.
_____	_____	POWERLINE – Read cover to cover.
_____	_____	UNFRANCHISE.COM – Are you familiar with the many services & functionality? Rep. ID#, password
_____	_____	SPECIALIZE IN A STORE – Know the benefits, special features, price justification and merchandising techniques.
_____	_____	TAPE/CD LIBRARY – Have tapes to lend out – Dr.’s tool kit – Know how to use tapes to teach people. Leverage time, instill belief, and create duplication. Includes IBV.
_____	_____	A MINIMUM OF FOUR TAPES/CDs PER MONTH (LISTEN, LEARN, TEACH, SHARE)
_____	_____	BASIC FIVE TRAINING (B5) – Attend or conduct once per month. Basic Five Audio Set
_____	_____	WEEKLY COUNCILING WITH UPLINE FIRST 90 DAYS
_____	_____	LOCAL SEMINAR / DISTRICT RALLY – Pre-purchase tickets. Sell Tickets.
_____	_____	TWO SECOND LOOKS PER MONTH – Attend and <i>bring</i> two new people.
_____	_____	WEEKLY CALL TO UPLINE: POSITIVE SOLUTIONS – Motivate the Upline, not just to discuss problems. Review progress.
_____	_____	READ 15 MINUTES PER DAY – New material each week. You are a teacher. You are a motivator. You are a mentor. You are a leader.
_____	_____	VOICEMAIL (PatLive) – Managing is 90% communication. Are you enrolled? Do you utilize? Earn IBV as UFMS member.
_____	_____	ASSOCIATE WITH POSITIVE, SUCCESSFUL PEOPLE
_____	_____	DON’T GET STUCK ON THE DOT
_____	_____	ECCT TRAINING – Attend or conduct at least twice per year.
_____	_____	GETTING STARTED GUIDE AND ACTION PLAN FOR SUCCESS – Review with Upline. Accountability. Minimum tasks and activities.
_____	_____	ATTEND REGIONAL CONVENTION – Buy your tickets and tickets for number of “Go Now” Distributors you plan to sponsor.
_____	_____	MAKE SURE ALL LEADERS IN YOUR ORGANIZATION PURCHASE TICKETS FOR THE MONTHLY EVENT (Local, District, Regional, Leadership School, International Convention)
_____	_____	NEW DISTRIBUTOR TRAININGS (NDT) – Attend or conduct once per month.
_____	_____	TEACH AND SELL ANSWERS TO POLICIES, REQUIREMENTS, AND MANAGEMENT RESPONSIBILITY TO YOUR GROUP Become a teacher and a coach.
_____	_____	UNFRANCHISE MANAGEMENT SYSTEM (UFMS) – Have you added the UFMS to your transfer buying? 30% IBV for PatLive monthly bill. Necessary to exercise the monthly accrual option. Provides the tools necessary to manage your business.
_____	_____	Add all points and record personal and group totals on cover sheet.
Total	Total	

Future Assignment: List answer values (0s, 1s, 2s, 3s) in ascending order on a separate piece of paper to prioritize areas for improvement.

2. GOALS & GOAL STATEMENT

Personal Group

- _____ _____ **DEFINE YOUR DREAM AND PURPOSE** – What is the driving reason why you are doing this business? If you cannot write it down, then you do not have it or you do not know it.
- _____ _____ **DEFINE YOUR SHORT TERM AND LONG TERM GOALS** – 5 to 10 in ascending order of attainability.
- _____ _____ **WHAT YOU WANT** – The things or lifestyle, the income required to support them, the business development centers required to qualify in order to attain the income level, the Pin Level.
- _____ _____ **WHEN DO YOU WANT IT** – Exact date.
- _____ _____ **TRANSLATE IT INTO THE BUSINESS** – How many business development centers qualifying per month to earn the necessary income. Pin Level?
- _____ _____ **WHAT YOU WILL GIVE UP OR OVERCOME TO ACHIEVE?**
- _____ _____ **DETAILED PLAN** – Each day, each week, each month, each year.
- _____ _____ **WRITE YOUR GOAL STATEMENT** – Refer to Career Manual
- _____ _____ **READ GOAL STATEMENT TWICE A DAY**
- _____ _____ **VISUALIZE IT REGULARLY** – The check, the Pin Level, the organization, the things or lifestyle, the PowerLine, BE IT.
- _____ _____ **PICTURES, BROCHURES, FINANCING, GO SEE IT, TEST IT, FEEL IT** – Do what you would do if you were ready to get it.
- _____ _____ **TO DO LIST** – Prioritize each day before going to bed.
- _____ _____ **CHECK WHERE YOU ARE DAILY, WEEKLY, MONTHLY, AND ADJUST** – Modify statement if necessary. Meet with sponsor or Upline mentor regularly to review.
- _____ _____ **STRATEGIC BUILDING PLAN** – Where to work to reach group objectives in each leg. Maximize with combinations and cross-pollination.
- _____ _____ **TICKET GOAL** – Local _____ District _____ Regional _____ Leadership School _____ International Convention _____
- _____ _____ **Total Total Add all points and record personal and group totals on cover sheet.**

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3. RETAILING

Personal Group

_____ **TRANSFER BUYING PROGRAM** – Are you enrolled? Have you added UFMS? BV and IBV.

_____ **SPECIALIZE IN A STORE** – Know the benefits, special features, price comparisons and justifications.

_____ **BASE TEN** – Minimum production: Each Distributor creates greater than, or equal to 400 BV/Month (Personal use = 100 BV/Month, 10 customers @ 30 BV/Month = 300 BV) You in addition to three Distributors on the left and three Distributors on the right each implementing Base Ten = **Base Ten, Seven Strong** = earning \$300 per month.

_____ **MERCHANDISING TECHNIQUES** – Check the techniques you are using

- | | |
|---|---|
| _____ Trial size marketing | _____ Demonstrations |
| _____ Audio/Video/CD/DVD Marketing | _____ Targeted mailings |
| _____ Counter displays | _____ Commercial sales |
| _____ OPC-3™ evaluation and retail system | _____ Preferred Customer Program |
| _____ Cosmetic consultations or clinics | _____ One-to-One Marketing and Mass Customization |
| _____ Nutri-Physical™ | _____ Web Portal |
| _____ GoNowMail™ | _____ Preferred Customer Business Card CD |
| _____ Mini Product Web Sites | |

_____ **USE THE PRODUCT** – How many do you use? How many more could you use? People ask “What’s that”? Opportunities appear naturally. Become a product of the product. Tell your story or the story of others. Home Shopping List

_____ **REGISTERED PREFERRED CUSTOMERS** – Are *all* customers registered?

_____ **BUILD SHARE OF CUSTOMERS** – Multiple purchases. Develop relationship. Sustain/Maintain dialogue. Obtain feedback. Financial ability to buy more? Ordering consistently? Repeat retail customers. Home Shopping List.

_____ **NUTRI-PHYSICAL™ - NUTRITIONAL ANALYSIS** - Have you utilized? Build share of customers?

_____ **WEB PORTAL** – A necessity, create BV & IBV, provides web presence, E-Commerce

_____ **DRIVE TRAFFIC / PROMOTE YOUR WEB PORTAL** – Word of mouth, business cards, GoNowmail™, Preferred Customer Business Card CD, Mini Product Web Sites, Distributor locator listings, brochures / eflyers, Nutri-Physical™

_____ **INCENTIVE BUSINESS VOLUME (IBV)** – Endless Shopping Experience™, designate center, determine placements.

_____ **AUTO BV** – Determine placement.

Total Total Add all points and record personal and group totals on cover sheet.

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4. PROSPECTING / RECRUITING / SPONSORING

Personal Group

- | | | |
|--------------|--------------|--|
| _____ | _____ | WHO DO YOU KNOW LIST – 100 to 500 people. |
| _____ | _____ | POSSIBILITY LIST – Your inventory. No possibilities, No business! |
| _____ | _____ | ADD TWO POSSIBILITIES PER DAY – Habit |
| _____ | _____ | TOP 10 LIST – Those possibilities who show interest, curiosity. Decide type of approach (i.e. referral, evaluation, direct, product, audio/video/DVD) |
| _____ | _____ | ANSWER TO “WHAT IS IT?” – On a 3 x 5 note card. The best answer is <i>your</i> answer. Learn to talk in themes. |
| _____ | _____ | TWO MINUTE COMMERCIAL – Your reason Why? Written out and rehearsed. |
| _____ | _____ | ONE ON ONES – Can you present the business? Once per week? |
| _____ | _____ | TWO ON ONES – With your sponsor or your organization. |
| _____ | _____ | SECOND LOOKS – Two per month (Bring two people) |
| _____ | _____ | DEVELOP SOURCES – Referrals, Ads, MLM/network marketing contacts, Three-Foot Rule: People talk about three things. |
| _____ | _____ | AUDIO AND VIDEO RECRUITING – A minimum of three-five audios and/or videos/DVDs circulating weekly. Duplicate with each “Go Now” Distributor. Recommended tools: Make Your Move audio CD, Wake Up audio CD, Three Part DVD UnFranchise Advantage CD, Success from Home magazine and DVD |
| _____ | _____ | LEARN HOW TO DO ONE ON ONE PRESENTATION WITH FLIPCHART – Practice once a day, show the plan daily to someone. Recommended Tools: Three Part DVD (“The System”), Powerpoint presentation (UnFranchisetraining.com), small Flip Chart, BIG Flip Chart, online presentation, UnFranchise Advantage CD, and Script in Career Manual |
| _____ | _____ | LEARN HOW TO DO A GROUP PRESENTATION – Duplicate perfectly. Use commentator approach. Remember: the person who holds the marker makes the money. |
| Total | Total | Add all points and record personal and group totals on cover sheet. |

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5. FOLLOW-UP and ABC PATTERN OF BUILDING DEPTH

Personal Group

- _____ _____ **TOOLS** – Information Packet, small Flip Chart, audios/videos/CDs, Getting Started Guide and Action Plan for Success.
- _____ _____ **CALENDAR / SCHEDULE** – No appointments = No Business!
- _____ _____ **MEETING AFTER THE MEETING** – What did you like most? Leading question and tie down. Book follow-up appointment!
- _____ _____ **TRIAL RUN – TEST MARKET** – Evaluation technique.
- _____ _____ **BOOK A FOLLOW-UP FROM EACH MEETING IN YOUR CALENDAR (SCHEDULE AND BOOK)**
- _____ _____ **SET UP TWO ON ONES OR A MEETING IN THEIR LOCATION OR HOME**
- _____ _____ **ABC PATTERN** – From each meeting in the next person’s location to bring people. Every three levels (ABC) – (a new person should show the plan). Duplicate house to house, product preview, Motives® preview, ABC/trial run meeting, home kickoff and Getting Started Guide and Action Plan for Success.
- _____ _____ **TEACH EVERYONE TO BRING TWO PEOPLE TO THE SECOND LOOK FROM THE ABC PATTERN.**
- _____ _____ **SELL MONTHLY MEETING, TRAINING, SEMINAR TICKETS. HAVE TICKETS ON HAND. BUY THEM!**
You can’t sell a ticket you don’t have!
- _____ _____ **PROGRESS ONE ABC LEVEL PER WEEK.**
- _____ _____ **COMBINATIONS AND CROSS-POLLINATION** – How many groups in each town/city per leg? How many legs am I working per night?
- _____ _____ **DUPLICATE PATTERN** – Pass the marker. One person every three levels must pick up the pattern.
- _____ _____ **ARE YOU DIRECTING THE ABC TRAFFIC?**
 - _____ Assigning each team member to bring prospect to Second Look
 - _____ Directing them to come with you to meeting on bottom level.
 - _____ Directing them to book follow-ups.
 - _____ Directing them to sell tickets.
- _____ _____ **Total Total Add all points and record personal and group totals on cover sheet.**

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