



NEW CONSULTANT ORIENTATION

A healthy beginning...



Introduction

Maybe you don't know yet, but you just made one of the most important decisions of your life, and for this, we want to congratulate you. We also want to welcome you to Immunotec, the most recognized company in the field of immune strengthening.

The Immunotec family is thrilled every time someone like you decides to start their business and spread our Immune Strengthening Protocol (ISP) that has already helped so many families. That's why we created a profitable compensation plan and supporting structure to make your business simpler and fun.

You will also notice an entire team of great leaders creating events and training sessions for you, while creating a community of dedicated and enthusiastic people to improve the world. All this infrastructure is at your disposal. It is your decision to make the most of it. You must decide to do this big, and we will accompany you with the education and the necessary tools to achieve it.

The first of these tools is the workbook in your hands. In it, you will find the necessary steps to successfully initiate your business, but you should know that the most crucial thing will be the attitude towards it. In this, as in all endeavors, the way you approach your business will be a decisive factor. If you decide to start immediately, you will have a better chance of success than procrastinating. If you do it with enthusiasm, you will have more opportunities to grow than if you procrastinate. The passion, professionalism, and determination of your workday will make you grow much faster in your career.



Speaking of passion, here's a video about our amazing story. Please scan the QR code and watch it, we know it will motivate you to go big.



A Serious Commitment

Please don't initiate your business with a "trying" attitude. Do it with the mindset of becoming a student of the profession and make a one-year commitment to becoming a professional.

Like any new job, leveraged selling requires learning new skills. The good news is that you have the opportunity to earn money while you learn. The best advice we can give you is to reinvest what you earn in your first year in the growth of your business. And commit to working a year in your business for only 10 to 15 hours a week before any evaluation. We believe that if you follow this doubling system during that time, you will be so satisfied with the results that you will continue the business for the rest of your life.

Without further ado, let's start this new wellness journey in the best way.



Step 1

Give meaning to your business

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Building a great business needs your effort and discipline. The thing that most motivates us to give that additional effort is to be very clear about why we are doing these things, what are we obtaining in exchange for our work?

We suggest you write in detail the reason you decided to join Immunotec. Please, answer: if time and money were not a problem, what would your ideal life be like? What would you do? What would you have? What problems would you solve? And in general terms, how would that impact your life and your loved ones?

Be as detailed as possible. The clearer you are, the more powerful your motive will be.



Wellness Goals:

What wellness goals would you most like to achieve for you and your family? Talk to your sponsor about the products that would help you achieve it and write it down:

Now that you know what products you and your family need, be sure to activate the AutoShip Program (if available in your market) so you will always receive it on time to create the best testimonials.

Have you already activated your AutoShip Program? Yes _____ No _____

Financial Objectives:

Short-Term: What's something urgent to solve? (We all have some urgency that we could very well solve: pay the rent, credit cards, help your parents, pay a semester at college, spend more time with your children, go on a trip ...

• How much additional money do you need per month to accomplish that?

•What do you need at Immunotec for that to happen? (do this with your sponsor or upline leader)

____ enrollees x ____ = \$

____ indirect enrollees x ____ average (7%) = \$

Rank to qualify for that income level: _____

Requirements for the rank:

For qualifying details, please see the Compensation Plan, available in the Back Office.



Medium-Term:

What monthly income do you want after your first year, to feel that your time is worth it?

Long-Term:

What income do you need in the next 5 years to achieve your dream life?

With your sponsor, establish the ranks necessary to meet your goals and what is needed to achieve them.



Step 2

Set the groundwork

2.1 - MAKE A PROSPECT LIST

The next step in starting your business is having a good list of prospects. However, here, unlike other business models, ALL THE PEOPLE YOU KNOW are prospects, because everyone needs a life of well-being, and now you have a way of helping them.

You don't need to write the names of all the people you know, you already have them on your cell phone or as friends on social networks. But you must transfer them to this list when you contact them to give them the appropriate follow-up. Throughout your career, you will surely write thousands of names on your list, which will be in a specific notebook or Excel sheet. For now, write the name of the first 30 people you will contact to offer them the product or the opportunity to join Immunotec.

Tip: Write down 10 people close to you to sell them the product and 20 that you think would be very successful if they decided to join your team.



Name	Product or Business?	Status	Next step
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2.2 - GEAR UP WITH TOOLS

Like any business, you must be well prepared to take advantage of every opportunity. Make sure you always have:

- Briefcase with Immunotec materials
- Product catalog
- Registration forms
- Videos uploaded to your phone, tablet, or computer
- On-ear headphones

It is also important that you connect with the team and all the training tools. Please:

- Follow us on Facebook.com/Immunotec (with the option “see first”)
- Register for your team’s next event which will be on _____
at _____.
- Register for the next corporate event which will be on _____
at _____.
- Download the Immunotec Business App on your phone and register to access its full capabilities.



2.3 - SCHEDULE YOUR FIRST MEETINGS

To create a successful business, it is always best to start fast. This allows you to have what is known as momentum: a growth inertia that enables easier and faster team-building. Our suggestion is to schedule at least 5 meetings with your sponsor for your first 7 days of work. Please write down the time and place of your first 5 presentations.

Start date:

Day 1: _____

Day 2: _____

Day 3: _____

Day 4: _____

Day 5: _____

Day 6: _____

Day 7: _____



Step 3

Start your business

The best way to start a business is by having a “grand opening”, and this new endeavor is no exception. If you were opening a restaurant, you would want everyone to know as soon as possible, so they would be the first to attend and show others that what you offer is drawing people’s attention. That is why we suggest you see 50 people in your first 10 days. This way, you will add a lot of energy to your new business. Energy is always necessary to obtain the best results. All the points that we will work on are to achieve that great start. If you cannot meet any of these metrics, do what you can, but always remember, the more you do in the first 10 days, the better.



3.1 - CONTACT YOUR PROSPECTS

Now that you have everything ready, let's get to work. Call the people in your list and let them know that you found a great biotech company you'd like to talk to them about. Always remember that your goal is not to convince them of anything by a phone call or messages: your only goal is for them to attend a presentation where they can learn the details. In order to meet your goal of meeting 50 people, ideally, you should call 100 people.

Ten keys to a successful invitation

1) Never make invitations face to face.

The reason for this is simple: if you invite face to face, you give people a chance to start questioning you. They will often ask you to explain everything right there. It's easier to end a phone call or chat.

2) Make quick contact. *(See number 1 above).*

If it's a phone call, let it be up to 2 minutes. If it is by chat, keep it less than 10 messages. Simply doing this will dramatically increase the response and the number of people actually showing up to a presentation. And the more people attending your presentations, the more will enter the business. It's that easy. If you are still on the call after 2 minutes, you start pleading, arguing, or answering too many questions.

3) Have your dream-board in view.

You need to keep your passion and intensity at a high. And one of the best ways to do that is to stay focused on why you're doing it in the first place. Your dream-board is a great reminder.

4) Include your prospect's spouse or partner in the invitation.

Often, you will have someone attend a presentation and they will be happy to sign up right away. Then they will go home to a skeptical spouse and will withdraw. A couple that registers together generally stays in the business, because one can reinvigorate the other in times of weakness.

5) Repeat the appointment details at the end of the call.

Confirm that you both heard the same thing and reinforcing the date in their mind.



6) Never call again to confirm the appointment.

Doing this only gives rise to postponements and cancellations. (However, sending an invitation to Google Calendar or using a similar service can be effective.)

7) Set a specific time to make invitation calls.

Spare between 30 and 90 minutes just to make calls without distractions. It will generate momentum and productivity. And you'll get enough positive responses to build traction for your presentations.

8) Answer a question with another question.

In actual presentations, we suggest you always answer all the questions directly. However, in the invitation process, remember: the prospect does not know what he does not know. You need to keep enough intrigue to ensure that, if they are a viable prospect, they get a chance to see the presentation. (So they obtain enough information to make the best decision for themselves). You can achieve this by answering each question with another question.

9) Customize your invitation to their desires.

Every time you know what someone else wants in their life, you have the opportunity to personalize the invitation and increase its effectiveness. If you have a close relationship with someone, they may have mentioned something they want, like paying off their credit card debt, finance their children's trip abroad, or build a swimming pool in their garden. You have the opportunity to intrigue them with the possibility that what they are about to see may help them realize their desire.

10) Never end up with a bad call/chat.

If you contact a "know-it-all" or just someone cynical and pessimistic, you can't stop there. (Otherwise, you could fall into a procrastination path.) If you get into a negative contact, quickly end the communication and immediately dial the next number on your list. If that contact goes well, you may be more motivated to make another and another. Let the positive energy feed itself.

To learn more about how to make these invitations, go to: immunotec.com/resources and watch the video "Effective Invitations".



3.2 - PRESENT THE IMMUNOTEC OPPORTUNITY

The presentation in which you will show all the benefits of being part of Immunotec is called “Discover Immunotec” and that’s where you will really be doing business. Everything else has been a warmup for this moment.

For the best results, it should be:

- As simple as possible. We suggest that you don’t speak a lot and use many tools (such as videos, catalogs, internet pages, etc.), since explaining a video or graphic material is much easier than doing the entire presentation by speaking.
- Highly professional. Remember that you are the image that your guests will see of Immunotec and its products. Make sure you are dressed for business success, have your home tidy and distraction-free, and have all the necessary tools on hand.

To learn how to make the best presentations, go to: immunotec.com/resources and watch the video “Powerful Presentations”.



Step 4

Enjoy the journey

Congratulations! You are ready to start your business, but remember: this is only the first step and now it will be your discipline and professionalism that will make this entrepreneurship that begins today come true. We want to give you 2 tips:

- **Enjoy the journey.** We know that you are here to do business, but if you just do that, you will be missing a lot of what we have to offer in this great Immunotec family: training to develop more successful skills, a community of entrepreneurial people that are aligned with your values and your mission, exciting events where you can be recognized for your achievements and, of course, the benefit of improving your life with our top-of-the-line products range. All this grants you a richer experience. Make sure you make the most of it.



- Commit to the actions that the winning teams do from day one.

If you do them, your whole experience will be much more positive. Here are the 10 principles of the winning teams:

1. Get rid of products that are from competitors of your new business. Can you imagine Elon Musk driving another car other than a Tesla? Remember: You own your business! And, as such, you must take care of your brand. If you don't believe in the value of your product, no one else will.

2. Always have more Customers than Consultants. If you have 3 Consultants, make sure you have at least 4 Customers. If you have 30 Consultants in the business, have at least 31 people who just want to buy the product. For a business to be solid, there must always be more consumers than promoters.

3. Make your orders and those of your family on the first day of the month. You may think, how will this benefit my business? The answer is simple: on the first day you're still in time to plan what you will do for the next 29. If you and your team place your orders on the last day and you realize that you are 200 points short of your next rank, it is very likely to think "I am no longer able to reach it." But if you have 29 days left, you will know how to plan the month to reach that and even the next rank.

4. Add someone new to your list every day. The list is your fuel for the business and, if the fuel runs out, the journey ends... It's that simple.

5. Make sure someone finds out about Immunotec from you every day. You never know who needs additional income, a new group of friends, a little extra energy in their day, or a new motivation. In 5 years, all the people you know will have heard about Immunotec, and it is better that they find out from you.

6. Use tools for EVERYTHING! We have tools to train, to present, to follow up, to motivate, to sell. Why do we have so many tools? Because tools are never wrong, they never have a bad day, they never hype information and everyone can use them exactly the same, that's what allows your business to be replicable. Learn about all our tools and how to use them at immunotec.com/resources.



7. Attend all events and in a professional manner. In addition to being crucial in your growth and understanding of the business, events are the spaces where we really team up. Sometimes you bring guests and sometimes you don't. When you do, you want the event to be filled with high energy and the vibe that makes your guests fall in love with Immunotec. Therefore, when you do not bring guests, you must also attend and support others, just as others will.

8. Leave your house prepared for success. You must always carry product samples and the necessary tools for the business. If you set foot outside your home, you must be prepared to present the business, give the product a try, and take advantage of all the situations that come your way. You never know where you will find your next Consultant.

9. Practice at least half an hour of Personal Development every day. Your check will never be bigger than you. If you want your business to grow, you must grow as a person. Listen to audios, read books, participate in training. Do what you have to do, but make sure you give your growth at least 30 minutes a day.

10. And, above all, be coherent. Practice first-hand everything you teach your team. Otherwise, you will lose all your credibility and your business. We are not employees of Immunotec, we are Immunotec. It is not our business; it is our philosophy of life and does not have a schedule. If we promote wellness, we promote it 24 hours a day. If we believe in being happy, we believe in it 365 days a year. If we want a better world, we always want it.

Thank you for being part of this story. It is an honor to be by your side.





Living Better

