

Tips on how to make the most of the Unicity Compensation Plan

By Stewart A. Lonky, M.D.

As you review the compensation plan the first time, you will very likely think it to be confusing. However, as you go over it with your upline, and then review it again, I believe that you will come to the conclusion that it is both simple and elegant, simultaneously. These tips are designed for the individual who has reviewed the plan and feels confident in understanding the basics. They are here to help you *and* your downline in reaching the goals you set for your business endeavors with Unicity.

1. It cannot be emphasized enough that for those IBO's interested in building a business in as short a period of time as possible, the single most important act is placing a 1,000 point order at the outset. It opens **all** income streams from **all** activities; recruiting, product sales, and product use. Since we don't know what decision the first people we present this business and unique products to will make (ie. Product user, product advocate or business builder), it provides an income stream no matter which decision they make. Since the initial order can always be returned for a 90% refund, the risks are small, and the rewards are high. Make sure you have covered these points with your new IBO.
2. Recognize that for those people who make a 1,000 point order at the outset, the plan rewards **all** activities. For those who make less than 1,000 point start-up orders, and decide to "build" their way to their 1,000 cumulative PV status, the plan rewards RECRUITING & SPONSORING new IBO's in deference to product use or sales. An example will help explain:

If your new recruit makes an initial order for a \$250 product pack, they will earn 250 points. If he or she then show the business and products to a few associates and makes \$400 (400 points) in product sales to those people, he or she will make no money! This IBO has not yet earned the right to rebates, because he/she has not yet reached the 1,000 point plateau (he/she has now, in fact, reached 650). However, if the 2 folks who placed the 400 point order had become IBO's, and made 400 point start-up orders, the IBO would receive a Business Development commission of \$40 (10% of the 400 points, since the IBO was at the 10% level with the cumulative PV of 250 points).

The tip: IBO's not at the 1,000 point cumulative PV level who want to see income happen should concentrate on **recruiting and sponsoring**.

3. Recognize that in Phase 2 of the comp plan, the Organizational Development phase, commissions from overrides are based on the **PV** of the IBO's in your downline, not the Team volume. Thus, it is important to stress to all your IBO's to achieve greater than the minimal 100 point monthly PV requirement. This is accomplished by having IBO's try new products every month, replenish their "on hand" products to give or sell to new prospects or recruits, and continue to solicit customers who will order directly from the company, thus increasing their PV. This also helps the IBO reach the level of Qualified Manager sooner, since it will be much easier to reach the 1,000 Team Volume requirement if PV's are well over 100 points all the way down the downline.

Tip: Keep your PV as high as possible each month, so that it serves as an example to your downline.

4. Always be aware of where you are regarding your qualification level in Phase 2 of the plan regarding your participation in overrides. Knowing the "leg" requirements for promotion to **your** next level is a key here. Then, check on-line from your website to see how close or how far you are from promotion to the next level. Start doing this as early in the month as possible, so you can stimulate recruiting and sponsoring in the appropriate legs. You don't have to stimulate product sales if you are helping your downline recruit. Product sales are the natural result of presenting these products to potential IBO's.

Remember: Your legs with the highest Organizational Volume will be kept "as is", and all remaining legs will be compressed for the purpose of calculating the third legs Organizational Volume. This "compressed" leg may actually have an Organizational Volume that is higher than the one or both of the other legs, depending on the sum of the legs compressed.

Tip: To maximize income, and capture all the volume in your downline, you must have a technology toolset. For business builders, this is a "must have". Then....Check your volumes daily starting on the 20th of the month.

5. Be aware of the fact that the Organizational Development part of the plan pays on “generations” of IBO’s, not levels. A Generation is defined by a Qualified Manager (IBO with 100 PV and 1000 Team Volume). Also, as a Qualified Manager’s organization downline grows, his/her Organizational Volume (OV) will grow. Eventually, this OV will hit the 10,000 level. Once this happens 3 months in a row, there is a “maintenance requirement” (Actually, it is an average of 10,000 over 3 months). This maintenance requirement is that this IBO must now be a qualified Manager at least one out of every 3 months, or his/her downline rolls up.

The key points here are:

- a. Early in the game, you will have many levels of non-qualified IBO’s, and so the “generation” jump will not match the level. So, you might be paid 6 or 7 **levels** deep to get 3 **generations** of payout. This is to your advantage, so during this phase you should concentrate your efforts on getting IBO’s to maximize their PV’s and the PV’s of those they sponsor.
- b. The “strategy” outlined in (a) above means that you will be paid on many levels, and the best strategy is to maximize the number of new people in the organization. This maximizes your check, while you search for the one or two people who will attack this business with a passion.
- c. Once you find those “leaders”, you will see an organization of duplication begin. Then, nearly every **level** will have a qualified manager, at least downline from the “leader”. This happens through the desire to duplicate the leader. Thus, the cycle of duplication here is:

Start up order of IBO “A” =1,000

Show how to duplicate in new sponsoring (“A”’s new IBO’s = 1000.)

Teach IBO “A” to show business and products to as many people as possible....builds customers = High PV

Teach IBO “A” to look for the leader(s) in his/her downline.

There you have it. Five “tips” given to those of you who have studied the compensation plan and are ready to build this. It’s really not an exciting process...in fact, it’s a little boring; all this repeating. Just remember, those who are successful in this business do 2 things well: First, learn the compensation plan. Second, keep the training simple, and reproducible. If the goal is always in mind, the strategy follows, and the activities are simply a fulfillment of the goals and strategy. Don’t ever change this approach.