

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.

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.

Attitude and Knowledge: _____ Total x 1.19 = _____ Personal Points

_____ Total x 1.19 = _____ Group Points

Goal Setting: _____ Total x 1.67 = _____ Personal Points

_____ Total x 1.67 = _____ Group Points

Retailing: _____ Total x 5.0 = _____ Personal Points

_____ Total x 5.0 = _____ Group Points

Recruiting and Sponsoring: _____ Total x 1.92 = _____ Personal Points

_____ Total x 1.92 = _____ Group Points

Follow-Up: _____ 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# _____

- ___ **WHAT YOU WILL GIVE UP OR OVERCOME TO ACHIEVE?**
- ___ **DETAILED PLAN** – Each month, each week, each day.
- ___ **WRITE YOUR GOAL STATEMENT** – Part 1, Chapter 3, Section 4(B)(2), page 24 of 45, of 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 combination 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 (page 5).

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

3. RETAILING

- | Personal | Group | | | | | | | | | | |
|---------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------|---------------------|-----------------------|----------------------|----------------------|---------------------------------------|--------------------------------|---------------------------------------|-------------------------------------------------|
| ___ | ___ TRANSFER BUYING PROGRAM – Are you enrolled? | | | | | | | | | | |
| ___ | ___ SPECIALIZE IN A STORE – Know the benefits, special features, price comparisons and justifications, objections, and merchandising techniques. | | | | | | | | | | |
| ___ | ___ MERCHANDISING TECHNIQUES – Check the techniques you are using <table border="0" style="margin-left: 20px;"> <tr> <td>___ Trial size marketing</td> <td>___ Demonstrations</td> </tr> <tr> <td>___ Video marketing</td> <td>___ Targeted mailings</td> </tr> <tr> <td>___ Counter displays</td> <td>___ Commercial sales</td> </tr> <tr> <td>___ PC-3 Evaluation and retail system</td> <td>___ Preferred Customer Program</td> </tr> <tr> <td>___ Cosmetic consultations or clinics</td> <td>___ One-to-One Marketing and Mass Customization</td> </tr> </table> | ___ Trial size marketing | ___ Demonstrations | ___ Video marketing | ___ Targeted mailings | ___ Counter displays | ___ Commercial sales | ___ PC-3 Evaluation and retail system | ___ Preferred Customer Program | ___ Cosmetic consultations or clinics | ___ One-to-One Marketing and Mass Customization |
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| ___ Cosmetic consultations or clinics | ___ One-to-One Marketing and Mass Customization | | | | | | | | | | |
| ___ | ___ USE THE PRODUCTS – How many do you use? How many more could you use? People ask what's that? Opportunities appear naturally. Tell the story. | | | | | | | | | | |
| ___ | ___ 10 REGISTERED PREFERRED CUSTOMERS
Multiple Purchasing. Developed relationship. Financial ability to buy more? Ordering consistently? | | | | | | | | | | |

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4. RECRUITING AND SPONSORING

- | Personal | Group |
|-----------------|--------------------------------------------------------------|
| ___ | ___ WHO DO YOU KNOW LIST – 100 to 500 people |
| ___ | ___ POSSIBILITY LIST |
| ___ | ___ ADD TWO POSSIBILITIES PER DAY - Habit |
| ___ | ___ TOP 10 LIST – Cultivate prospects |
| ___ | ___ ANSWER TO "WHAT IS IT?" – On a 3x5" note card |
| ___ | ___ TWO MINUTE COMMERCIAL – Written out and rehearsed |

- ___ ___ **ONE ON ONES** – Can present the business? Once per week?
- ___ ___ **TWO ON ONES** – With you sponsor or your Downline
- ___ ___ **SECOND LOOKS** – Two per month (Bring two people)
- ___ ___ **DEVELOP SOURCES** – Referrals, Ads, MLM Contacts, Three-Foot Rule: people talk about three things
- ___ ___ **AUDIO AND VIDEO RECRUITING** – Three-Five audios and/or videos circulating weekly. Duplicate with each “Go Now” in Downline.
- ___ ___ **LEARN HOW TO DO ONE ON ONE PRESENTATION WITH FLIPCHART** – Practice once a day, show the plan daily to someone.
- ___ ___ **LEARN HOW TO DO A GROUP PRESENTATION** – Duplicate perfectly.
Remember: the person who holds the marker makes the money.

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5. FOLLOW-UP and ABCs OF BUILDING DEPTH

- | Personal | Group |
|----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ___ | ___ TOOLS – Information Packet, One on One Presentation, audios/videos, <i>Getting Started Guide and Action Plan for Success</i> . |
| ___ | ___ 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) – (someone else should show the plan). |
| ___ | ___ 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! |
| ___ | ___ PROGRESS ONE ABC LEVEL PER WEEK |
| ___ | ___ COMBINATIONS AND CROSS-POLLINATION – How many groups in each town? 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. |

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