



RBC

RETAIL BUSINESS CENTER



BASICS OF AN RBC

A Retail Business Center (RBC) is a program offering businesses the opportunity to sell IDLife products in their storefront location. By entering this program, they receive a 40% discount off the retail price of our products.

**STEP
1**

The RBC must have a meeting with IDLife Corporate to discuss contract guidelines, terms and conditions of the agreement, the suggested retail pricing model, and their obligations to remain in good standing as an IDLife approved RBC.

- There is a minimum monthly purchase of \$500 to participate in the program
- There is a minimum one-year contract commitment

Any retail storefront business such as a **medical office, hair salon, gym or chiropractor's office** can sign up for this program. The RBC will be a Level 1 to you, the Associate, and the QV generated from the sale of products will be 60% of the retail price for the products. As the associate responsible for signing the RBC, you receive 50% of the RBCs QV towards your CV. As a Level 1, RBCs revenue does NOT count towards your PV.

**STEP
2**

Upon signing the contract with IDLife, the RBC will pay a \$99 enrollment fee to get their website established and ready for business.

This one year contract is set up with automatic renewals at the discretion and desire of both IDLife and the RBC. This renewal can be removed upon receiving a written request 60 days prior to the end of the contract.

HOW TO GET STARTED

MEMORY JOGGER

The memory jogger is a tool used to identify prospective RBCs that you might not otherwise think of. Keep in mind these businesses must have a storefront location to merchandise the product. (Reference page 13)

The Success System Planner that you received in your Starter Kit is the perfect tool to help you identify and approach your first RBC opportunity. Utilize this tool to create a game plan before meeting with your potential RBC. Here are some specific areas in the Planner that can assist you:

ACTION PLAN

Before approaching your identified prospect, have a plan. Do the necessary research to determine what the business does, who its clientele are, and how the IDLife product line can benefit or compliment their existing business. In order to be successful, you must be able to explain how the opportunity meets their business objectives and doesn't conflict with their stated business purpose. (Reference page 19)

USE YOUR RESOURCES

Your greatest resource at your disposal is your sponsor and upline leaders. They can provide the direction, information, and planning to make you successful in your efforts. In addition, you can always reach out to our Chief Business Officer, Robbie Nicholson at 972.838.8051 or Robbie.Nicholson@IDLIFE.com for further assistance in setting up an RBC. (Reference page 17)