**The DACXI PATHWAY**

There are two stages to the path or journey someone might take to engage with Dacxi

The first is prior to ‘onboarding’ or making their first purchase and the second again is in two parts, ‘Being a Customer’ and ‘Being a Partner’, the latter being optional.

The Pathway is presented from the point of view of an active partner. Most customers who do not become partners are ‘passive’ other than they may decide to make further purchases or withdraw funds.

Other than that, there are only five things a customer needs to do or consider:

1. Listen to a ‘presentation’ – probably quite informal - and make the decision to engage.
2. Go through the onboarding process (AML, KYC etc.)
3. Learn how the Exchange works.
4. How to passively refer others by using their link
5. Upgrading their status to partner

This in effect is the ‘Customer Pathway’ in its entirety – at least for the moment until other products and exchanges are launched but as yet we *do no need to know what these will be or how they will work* and we certainly don’t *need* to explain or even mention them to potential customers.

For those who decide to ‘upgrade’ there is a separation between what they need to do and what they need to learn.

There are a clear set of partner activities, but these must be preceded by one critically important action – when someone decides to become a partner, they **must** know to do this in collaboration with their ‘Guide’.

If, as is the case at present, this doesn’t happen then the coherence of the network is reduced, and we end up with the situation where anyone with a question goes to the company. That is not how it is supposed to work!

As a ‘Guide’ or introducing partner it is your responsibility to make sure new partners go through the training and carry out the activities properly – that’s what you get paid for!

(When a customer – non-partner – refers someone, they **should** appear in your network. I’m not sure this is happening at the moment)

Partner activities fall into two categories:

1. **Customer Gathering & Conversion**
2. **Partner Mentoring**

(‘Mentor’ is another word for ‘Guide’ – I prefer it)

**Customer Gathering:**

There are 5 steps – Connect – Consult – Clarify – Confirm – Consolidate

**Connect**: Set up a meeting, formal or casual with someone you think may be interested *and qualified*

**Consult**: Discuss the questions **Why You?** (why I am talking to *you* about this\*), **Why Me?** (what do I know about it, how I can help and who are Dacxi including credibility and security), **Why This?** (what is this crypto stuff, what is it for and why is it important), **Why Now?** (what’s the offer, what’s the potential and what’s the urgency)

**Clarify:** Answer their questions briefly and to the point without introducing additional information

**Confirm**: Just ask if they are ready to go ahead now. ‘Yes’ means go to the next step, any other answer means ‘not now’ in which case just ask them to come back to you when they are ready, at some time everyone will have to engage with crypto, like it or not! Under no circumstances try to persuade them or you’ll lose them forever.

**Consolidate:** Take them through the ‘Buy’ process including requirements for AML and KYC, explain at this stage the concept of referring others for a 500-coin bonus and how to use their referral link.

\*At the beginning of the consultation you should set up an **‘up front contract’** – something like “If you find what I’m about to tell you might be beneficial to you would you be prepared to take me up on it?”. You can also make it clear you are quite happy, and won’t be offended if they say ‘No’.

I’ve put in all this detail because this is what new partners need to learn.

**Conversion:**

This is an extension of the Consolidation step and is simply to explain to people – who are already engaged – the benefits of becoming a partner in terms of potential bonuses but also what their responsibilities would be.

**Mentoring:**

As partners we mentor three groups of people:

* Customers who we have personally introduced and who customers (non-partners) have introduced,
* Partners we have directly introduced, and
* Partners who other partners in out ‘team’ have introduced.

The steps we have to guide or mentor ‘our people’ through are:

* Customer Gathering
* Knowledge expansion (Learning) about Dacxi and how it works
* Sources of Information about crypto and the economy (internal and external)
* The Dacxi Ethos and Ecosystem

At the same time, we are continuously providing support to everyone ‘engaged’ through us.

Contrary to some opinions being a Partner is not just about earning more bonus from ‘sales’, it’s just as much about supporting the network we have created and the community as a whole.

That’s ‘all’ we need to do so what is available to help?

The Dacxi **Customer Guide** should in my opinion be avoided. The information is presented in an entirely illogical order and there is just **too much**. Anyone who sees this before engaging is likely to ‘run a mile’. It needs breaking down and presenting in a logical step by step order with all the ‘theory’ taken out.

The Dacxi **Partner Programme Guide** on the other hand is better, within limits, as it excludes any guidance on how to present to potential customers.

There is a video on how to do this but it’s not very good, contains a lot of ‘ums’ and ‘’you knows’, is somewhat out of date a bit too ‘ad lib’ and is in an antipodean accent. It wouldn’t inspire confidence in someone who was not used to any form of ‘selling’.

There are some more useful product related documents on the Bundles and Dacxi itself

The Website itself has improved but I wouldn’t really want to send anyone there unless they have a talent for mazes or jigsaws. There is no clear customer journey through the site and many of the links are misleading taking browsers back to the ‘buy now’ page rather than where they thought they might be going. The ‘Help’ button (bottom right on the Partner pages) is quite useful.

What we need is a clear step by step linear learning programme, with ongoing checks like the UW online training elements, but since it took about 12 years to get them ‘right’ I’m not sure what we can do here in the short term. It would be a lot of work.

For the moment we just have to ‘know our stuff’ and present it as best we can to customers and partners alike.