

# COACH EVENTS

## HOW TO HOLD A BEACHBODY CHALLENGE™ COACH OPPORTUNITY MEETING

### LEARNING

- Learn how to get ready for your Beachbody Challenge Coach Opportunity Meeting.
- Understand what to present, and how to present it.
- Understand the importance of a quality enrollment.
- See how to follow up naturally and effectively to achieve results.

### PURPOSE

#### What is a Beachbody Challenge Coach Opportunity Meeting?

The Beachbody Challenge Coach Opportunity Meeting is the event where you present the rewards of becoming a Team Beachbody® Coach and build your team.

It's the forum for sharing everything you love about Team Beachbody and the Coaching experience.

It's where people can feel comfortable to ask questions and learn more, especially during the post-presentation mingling when you can engage one-on-one.

These ongoing events will be an integral part of your business. You'll want to schedule them on a regular basis. And whether you hold your own events or you team up with other Coaches in your area, they'll become another core activity where you get prospects in front of a presentation.

#### Getting Ready

When you became a Coach, you may have attended an Opportunity Meeting that provided you with enough information to make the decision to become a Coach. Now it's your turn to duplicate the same activity.

You've been building your Contact List, using the 5-Step Beachbody Challenge Invitation Process to start your Beachbody Challenge groups. A Beachbody Challenge Coach Opportunity Meeting is a great way to share the benefits of becoming a Coach with your contacts and Challenge customers.

## Inviting Guests

When you invite people to a Beachbody Challenge Coach Opportunity meeting, it's always best to:

- Start with a phone call to everyone on your guest list—the personal touch goes a long way in sharing your energy and excitement.
- Follow up via Facebook®, Evite®, or email—or a combination.
- Make a quick reminder call to everyone 1 to 2 days before your event to confirm attendance.

Remember to keep it simple when you're making invitation calls. This isn't the time to pitch Team Beachbody or sell products. You're just genuinely inviting people to come learn more about the Team Beachbody business. You can also encourage them to bring anyone along who might be interested. And remember, it's normal to meet with some hesitation when you're making calls. The best thing you can do is ask questions to find out *why* they're hesitating. See the example below.

### Invite – Phone

**GUEST:** Hello.

**COACH:** Hi [name], it's [your name]. How are you?

**GUEST:** Good, you?

**COACH:** Doing great, thanks. Hey, I'm calling because we've been talking about Team Beachbody lately, and we have a Beachbody Challenge Coach Opportunity Meeting coming up on [date], at [time], that I think you'd be interested in. It's basically a showcase for the business side of Team Beachbody. We'll talk about how becoming a Coach can enable you to make a difference in others' lives while making additional income. We'll also look at how easy it is to get started.

I thought of you because you mentioned that you were looking for [tie in a reason for them to attend as it relates to their interest]. I'd love you to come—again it's [month/day], [time], [location]. Do you think you can make it?

**GUEST:** Ummm, I've been really busy lately, so I'm not sure I'll have time.

**COACH:** I understand. It's so interesting that the busiest people are often the most successful! Let me ask you this: Do you have confidence in Team Beachbody products and how they can help people get healthier?

**GUEST:** Yeah, I guess I've seen enough to believe it.

**COACH:** Well, you know my story—I lost [23] pounds and have never felt better. People started asking me what I did—I was sharing my story so much I realized Team Beachbody was a real gift. I decided to make it official and became a Coach. Since then, I've seen so many people turn their lives around, and it's been really rewarding. That's what I love about being a Team Beachbody Coach—you get to represent a company and products that really do work, that really help people. We can always find the time to do the things we want! If you have just 3 hours a week and you want to help people, you have time for this. Why don't you join us at the

Coach Opportunity Meeting to see if it's something that makes sense for you right now? If so, it could be the best hour you'll ever spend. And even if it isn't, then you've spent just an hour with some great people—not a bad use of time!

**GUEST:** Well, I'm still not sure I can make it.

**COACH:** You seem hesitant. What's on your mind?

**GUEST:** I don't know. To be honest I'm just not that into selling stuff, and this seems like sales mixed with multi-level marketing.

**COACH:** Trust me, I'm not a salesperson either, and that's what I like about Team Beachbody. It's not about selling, it's just about sharing something that can really make a difference in people's lives; it just comes naturally. I like to refer to it as PHP . . . People Helping People! Team Beachbody is about the products, their benefits, and how they can change lives. We're all in this to build a community that supports each other in working out, eating right, getting healthy, and ending the trend of obesity. If you're at all interested in helping people live healthier lives, it'd be worth your time to stop by the Coach Opportunity Meeting. I can assure you there won't be any pressure. Just information. Want to come and check it out?

**GUEST:** I guess it wouldn't hurt. But I can't promise anything, especially because things are really tight for us right now.

**COACH:** I understand. It sometimes seems like there's never enough to go around! What's great about Team Beachbody is that you can enjoy these products, get a discount, help others, and also MAKE money. I can help you work toward experiencing success quickly and try to earn your investment back by holding a Beachbody Challenge—once you do that, it's possible to start putting money in your pocket. If you had extra money right now, what would you want to use it for?

**GUEST:** I don't know. Probably get out of debt; maybe take the kids on vacation.

**COACH:** Then that's exactly what I'd help you work toward—being debt-free and creating memories with your family. It's all possible with the income you can earn as a Coach.

**GUEST:** OK, I guess I'll come by the meeting.

**COACH:** You'll be glad you did—at least you can get all the info and see if Coaching is something you'd like to do. I'll send you an email with all the details. And remember, feel free to bring a friend or two. [Get their email address if you don't already have it.]

**GUEST:** OK, thanks.

### **Invite – Facebook**

Ever thought about having fun making a difference and earning some extra income? I'm holding a Beachbody Challenge Coach Opportunity Meeting. If you're even remotely curious about becoming a Team Beachbody Coach, YOU HAVE TO BE THERE!

Don't miss it: [month, day], [time AM/PM], [location]. RSVP here on Facebook or at [email]. Can't wait to see you! Check out <http://www.TeamBeachbody.com/> before you come.

### **Invite – Evite**

#### **[front of Evite]**

You're invited to my Beachbody Challenge Coach Opportunity Meeting

#### **[inside the Evite]**

**Host:** [your name]

**Location:** [address, city, state, ZIP]

**When:** [month, day, time]

**Phone:** [your phone number]

#### **[Message]**

Don't miss this get-together! We'll be talking about how becoming a Team Beachbody Coach can enable you to make a difference while earning additional income. You'll see how easy it is to get started with a Beachbody Challenge group. Even if Coaching isn't something you're sure you're ready for, it's worthwhile!

Good company, good (healthy!) snacks, good time!

PS Check out [www.beachbodycoach.com/\[your name\]](http://www.beachbodycoach.com/[your name]) before you come. Can't wait to see you there!

**Invite – Email**

We've talked about Beachbody Challenges, and here's your chance to learn more...

You're invited to attend my Beachbody Challenge Coach Opportunity Meeting.

**DAY:** [month, day]

**TIME:** [time AM/PM]

**WHERE:** [address]

If you're even remotely curious about how becoming a Team Beachbody Coach can change your life (and others' lives), don't miss it. And if you're not sure you're ready for Coaching, still come!

Let me know either way—RSVP by [day]. Can't wait to see you!

PS Check out [www.beachbodycoach.com/\[your name\]](http://www.beachbodycoach.com/[your name]) before you come.

**Equipment/Supplies**

A few days before your meeting, make sure you have the equipment, supplies, and Beachbody® Sharing Tools you'll need for a successful event. Make sure your display table is nicely arranged. Double-check all the details so you're not caught scrambling at the last minute. And as always, start on time!

Item	Purpose
TV and DVD player OR laptop with projector and screen/wall	To show Beachbody Sharing Tool DVD: "Introduction to Team Beachbody."
Computer/laptop	To show guests the wealth of information at <a href="http://www.teambeachbody.com">www.teambeachbody.com</a> , sign them up for FREE memberships, sign on new Coaches, etc.
Stereo/MP3 player and CD/playlist with light music	To set a warm, inviting tone, have light music playing as guests arrive.
Blender	For sampling Shakeology®.

Small paper or plastic cups	For sampling Shakeology.
Bag of Shakeology	For sampling Shakeology.
Ice (lots!)	For sampling Shakeology.
Any other ingredients for Shakeology recipe you're using (e.g., milk, fruit, etc.)	For sampling Shakeology. (Optional—you can ask guests to bring extra ingredients—it can help people feel personally invested to help).
P90X® Peak Performance Protein Bars	Cut up in small sample sizes, place on napkins.
Napkins	For sampling.
Table and tablecloth	For your Beachbody Sharing Tools display (see below).
Optional: folding chairs	To ensure you have enough seating for everyone.

## Beachbody Sharing Tools

Item	Purpose
DVD: "Introduction to Team Beachbody" (Your copy + 10)	Your copy—to show during the event.  10 copies on your display table—to give away to interested prospects.
DVD: "Shakeology Breakthrough" (10)	10 copies on your display table—to give away to interested prospects.
DVD: "Every Body Needs a Tune Up" (10)	10 copies on your display table—to give away to interested prospects.

Product Catalogs (2 to 3)	On your display table—for guests to browse.
Product Order Forms (10)	For any guests interested in purchasing Shakeology, fitness programs, and other products.
Coach Applications (10)	For any guests interested in signing on as a Team Beachbody Coach.
Your Business Cards	To hand out to EVERYONE!
Your Contact List	To add referrals to.
Shakeology Recipe Cards (10+)	On your display table—to give away to interested prospects.
Optional: Shakeology Single-Serves (10+)	On your display table—available for purchase (individually or in multiples as a 1-week supply).
Optional: P90X Peak Performance Protein Bars (10+)	On your display table—available for purchase.
Optional: Tri-folds available at <a href="http://www.teambeachbodymall.com">www.teambeachbodymall.com</a> , including INSANITY®, TurboFire®, P90X, Shakeology	Check the Coach Online Office for Tri-folds—in the Team Beachbody Mall—and display on your table.
Optional: Program Comparison Chart and binder with Product Reference Guides	Check the Coach Online Office, print out the Program Comparison Chart and Product Reference Guides, and place in a 3-ring binder to have on hand at your event for questions about each fitness program and nutritional product.

\*Available in the Sales & Marketing Tools section of the Coach Online Office.



## What to Present

As with everything you do with Team Beachbody, feel free to make your presentation your own. But just like everything we do at Team Beachbody, we want to make sure you've got the support to do that—so we've prepared two methods you can choose from and follow as a guide to presenting the Team Beachbody opportunity.

The first method is to use the Beachbody Challenge Coach Opportunity Presentation PowerPoint®, which is available to download in the Coach Online Office in the Meeting Resource Center. The presentation introduces your prospects to the Beachbody Challenge and Coach Opportunity all in one. It also includes talking points for each slide, so you know what to say and when to say it.

If you prefer to not use a PowerPoint presentation, or you don't have the ability to use a PowerPoint presentation, then you can use the "Introducing Team Beachbody" video to do the talking for you. You can also find this video in the Coach Online Office in the Meeting Resource Center or in the Video Library.

In either method, you should still follow standard practices to conduct your meeting, which includes a welcome and introduction, presenting Team Beachbody, how to become a Coach, sampling products, and wrapping up the meeting. You can use the sample scripts in this training and adapt them to your own style to maximize your success.

### SCRIPT: Welcome and Introduction

- Hi, everyone! Thanks for coming!
- I'm [name]. I'm proud to be a Team Beachbody Coach—and I'm excited to talk with you about how Coaching can make a big difference in your life.
- At today's event, we'll talk about living healthier with Shakeology and Team Beachbody programs, as well as how becoming a Coach can be a rewarding way to help other people while earning additional income.
- Even if you're not sure you'd like to become a Coach yet, this is a great place to be. Come back every month—you're always welcome!
- This is really a chance to connect with others who have the same healthy goals you do, and feel part of the Team Beachbody community through Beachbody Challenge groups.
- But first, I'd like to recognize other Coaches in the room. [Name them.] You'll notice we all work together and help each other as Coaches; we're really one big family!
- Now for a little background on me . . .
- [Tell your story of becoming a Coach, what it means to you, your own personal fitness success so far, etc. Spend a significant amount of time on your "Why." Share what it is that motivates you to succeed as a Coach—whether that's getting out of debt, affording an education for your children, going on vacations you've dreamed of, getting a new home, etc. This will help your prospects reflect on what their "Why" can be.]



- [IF YOUR SPONSORING COACH IS ATTENDING IN PERSON OR VIA PHONE OR VIDEO CHAT—Talk about how your Coach inspired you. Have him/her share his/her "Why" for being a Coach and building a team. Have him/her talk about how he/she enjoys working with you and seeing you achieve your "Why."]
- But my sponsoring Coach and I, we're not the only ones here who've had a great experience with being a part of a Beachbody Challenge.
- [Name of another Coach or member you've pre-arranged to speak], do you mind sharing your story, and letting us know your "Why," as well?

If you choose method one and use the Beachbody Challenge Coach Opportunity Meeting PowerPoint, play the presentation and use the talking points for each slide. Once the presentation is over, use the script provided in the "Time to Shake Things Up and Power Up!" section of this training.

If you choose method two, then use the script below to share the "Introducing Team Beachbody" video.

### **SCRIPT: Presenting Team Beachbody**

- Thanks, and now let's talk about Team Beachbody!
- As most of you know, this is the company that since 1998 has been helping millions of people achieve their goals for living a healthy, fulfilling life.
- There's a critical need out there—over one-third of Americans are obese. Millions more are overweight.
- We all know, whether it's 10 pounds or 100 pounds, any extra weight affects how we feel.
- For years now, Team Beachbody has produced the country's most popular fitness programs, including P90X, INSANITY, TurboFire, and LES MILLS PUMP.
- But rather than listen to me go on and on about this company I love, let's watch this DVD that explains how Team Beachbody—and all of us as Coaches—can help change lives.

[PUSH PLAY ON "INTRODUCING TEAM BEACHBODY" VIDEO]

### **SCRIPT: How to Become a Team Beachbody Coach**

- Anybody see anything that stood out in the DVD?
- One of the things I appreciate is how many different Beachbody workouts there are—there's something for everyone, every fitness level, and every workout preference.
- Another thing I love is the support Beachbody provides us as Coaches.
- A little earlier I talked about how Team Beachbody has impacted my life and how it motivated me to become a Coach to help others.
- Today has been a chance for you to see how Team Beachbody can make a difference in your life.

- As a Team Beachbody Coach, you get to be there to support other people as they pursue their health and fitness goals.
- You get to help them stay motivated by keeping in touch via Facebook or email.
- You get to help them transform their lives, and there's no better feeling, trust me!
- As a Coach, you'll also get 25% discount on all Team Beachbody programs and products.
- And you'll have the opportunity to earn money in two ways: retailing and recruiting.
- Retail commissions are generated when customers buy products from you.
- By selling products to them through your own word-of-mouth campaign, each time you sell a product at retail price you'll earn a 25% retail commission.
- If your customers who are Team Beachbody Club members place orders, you'll receive a 15% commission on their order, and they'll receive a 10% discount on their purchase.
- You can also earn ongoing or residual retail commissions for selling products on Home Direct.
- Home Direct is a shipment program that automatically ships product reorders every month to customers.
- Our most popular Home Direct product is Shakeology.
- When you sell products to a customer on Home Direct at retail price, you'll automatically earn a 25% retail commission on their product order.
- If you sell products on Home Direct to a Team Beachbody Club member, you'll receive a 15% commission on their order.
- You'll earn a commission every time a Home Direct order automatically ships.
- You can also earn a 50% commission on your customers' Team Beachbody Club membership enrollment. That's a \$19.44 Club subscription commission upon the initial sale of the membership and again with each automatic renewal of their Club subscription, which occurs every quarter.
- In addition, you can earn commissions for every Beachbody Challenge Pack you sell.
- Challenge Pack commissions can be \$50, \$60, \$70, or even more, depending on the products your customers choose!
- You can also qualify to earn bonuses from building a team of Coaches who duplicate your activity and help others achieve their goals.
- As you can see, Coaching benefits not only you, but also the lives of those you touch with Team Beachbody.
- Any questions about Coaching?
- If you have any other questions, just talk to me or another Coach afterward. We'd be happy to help.

### **SCRIPT: Time to Shake Things Up and Power Up!**

- All right, I'm ready for a Beachbody snack, aren't you?!
- It's time for Shakeology and P90X Peak Performance Protein Bars!
- Shakeology is essentially a premium meal replacement shake filled with nature's most health-boosting ingredients, including real food sources of vitamins, minerals, fiber, and

antioxidants, plus protein and phytonutrients to help rebuild muscle, maximize cellular health, eliminate toxins, and keep blood sugar from spiking.

- If any of you are new to Shakeology, you're going to want to learn more.
- On the display table I have a few items you can take—the "Shakeology Breakthrough" DVD, the "Advice from 100 Doctors" CD you can listen to on the way home, and a Shakeology Tri-fold.
- Be sure to look everything over, because if you're not benefiting from the Healthiest Meal of the Day®, you're missing out.
- And if you don't already have Shakeology Home Direct, then you need it! You'll get your Shakeology delivered to your door on time each month, with FREE shipping.
- Now today, we're serving up [name the recipe].
- You'll find there are endless ways to mix up Shakeology. I've got some Shakeology Recipe Cards on the table, so pick up one of those, too.
- Try the P90X Peak Performance Protein Bars—they come in four flavors. I've got [name the flavors you have] here.
- They're formulated to provide a healthy balance of protein, carbohydrates, and nutrients to fuel your body through hard workouts and support an active lifestyle.
- They also help maintain stable blood sugar levels, help keep you from overeating at mealtimes, and help reduce cravings for sweets.
- [IF YOUR SPONSORING COACH IS ATTENDING: Invite your Coach to share his/her insights on Shakeology and the P90X Protein Bars, too.]

### **SCRIPT: Wrapping Things Up**

- As you enjoy your Beachbody treats, let me wrap things up by saying thanks for coming.
- You can see why becoming a Coach is an easy choice: It's rewarding, it's exciting, and it's life-changing.
- Whether you're ready today to become a Coach, to sign up for a Club Membership, or to just continue learning more with a FREE online membership, we're happy for you that you're here—Team Beachbody can really make a difference in your life.
- If you'd like to order, talk to me afterward.
- I'll also follow up with each of you in a few days to see if you have any questions or need anything else.
- If I don't have your email and Facebook information, make sure I get it before you go.
- And there's no rush; we'll stay and mingle for a while.
- If you have any questions, just talk to me or one of the other Coaches.
- Thanks again for being here.
- We'll have our next Beachbody Challenge Coach Opportunity Meeting [date, time], so you're welcome to join us again!
- [IF YOUR SPONSORING COACH IS ATTENDING: Have your Coach help you take orders and sign on interested Coaches.]

## **FOLLOW UP**

Be sure to follow up with those who attend your regular Beachbody Challenge Coach Opportunity Meeting. Whether they just came and listened, they ordered product, or they signed on as Coaches, everyone is important to your business. You never know when they'll be ready to take the next step—or who they can refer someday.

### **Follow Up – Facebook**

Example #1 – You can post: Great event yesterday, thanks to everyone who came. I love sharing what a difference Team Beachbody can make. So excited to be working with new Coaches and starting another Beachbody Challenge.

Example #2 – You can post: Lots of new faces, amazing people at last night's event—thanks to everyone who came. Team Beachbody can change your world—it's changed mine! Can't wait for us all to make great things happen with our new Beachbody Challenge groups!

### **Follow Up – Email**

Example #1 – Thanks, [name], for coming to my Beachbody Challenge Coach Opportunity Meeting. I'm excited you're getting started with a Challenge Pack. I can't wait to see how much you're going to love it all. Let me know if you have any questions, and I will be here to support you in your journey to achieve your goals.

Example #2 – So glad you made it to the Beachbody Challenge Coach Opportunity Meeting. You're going to LOVE being a Team Beachbody Coach! You should be getting your Game Plan Tools Kit in the next few days; in the meantime, you'll want to go to the Coach Training Academy where you'll learn the basics for your business. I'll be in touch tomorrow to schedule our Get Started Right interview and help you develop your action plan.

## **WRAP-UP**

Reaching out to others and sharing the Team Beachbody message is the lifeblood of your business. Having an official, regular forum for that will help you immensely.

As you plan for your future events, you can fly solo or team up with other Coaches to share the presentation with the "Introduction to Team Beachbody" DVD, and grow the attendance. Be sure to kick each event off with something interesting and fun. Focus on a certain aspect of TeamBeachbody.com, like SuperGym®, Training Tips, and more. Or make it a potluck one month—invite guests to make recipes from the Meal Planners!

As with everything Team Beachbody—have fun! Your role is to make a difference in others' lives while growing a business, and that's a pretty amazing job!