

INVITATION GUIDE

This is your step-by-step Invitation Guide to help you be successful inviting people to your Beachbody Challenge™ Group. It's packed full of scripts and tips that focus on the capstone of the 3 Vital Behaviors: Invite. Invite. Invite.

Check out the scripts, perfectly designed to personalize for your prospect based on each unique situation.

The more you follow the steps in this guide to invite, the easier inviting will become, the more confidence you'll build, and the less obstacles and objections you'll receive.

So get started and personalize the steps; then duplicate and repeat!

In order for any invitation to be genuine, you must first have a relationship with the person you are inviting. Our business is based on the strength of these relationships. Getting to know a person is crucial so that you know how to sincerely help them. It's all about building relationships, listening, and then providing a solution.

One of the most powerful methods of building rapport with another person and getting them to talk is the **F.O.R.M.** approach. **F.O.R.M.** is an acronym that stands for **Family, Occupation, Recreation, and Message**. Remembering these four things will help you connect on Facebook® and when you are out and about doing your daily tasks. After you ask them about their life (family, occupation, recreation), it's time to share what you have to offer, or your message.

Family. Ask about their family. Do you live around here? Do you have kids? How old are they? Most people love to talk about this part of their life. These questions get people talking about themselves and give you a chance to learn about them. You can also share some of your own answers to the same questions.

Occupation. Ask what they like about what they are doing. What are the challenges? What do they like most? What would they change? When they tell you about their job, you have a great opportunity to comment on what you might know about that particular industry or to ask about it if you are unfamiliar.

Recreation. Ask what they do for fun. Where do they vacation? Do they have a hobby or play sports?

You don't need to have a list of questions to follow exactly; just chat and be yourself. Keep it natural! Be genuine.

Message. Once you know more about them, you are better prepared to share your message and determine whether a Challenge Group offers a solution for the needs they have. Then bring your message to invite them to your Challenge Group. You are now ready to use the steps outlined in this invitation guide.

STEP 1—INITIAL INVITE



Start with STEP 1 if you're reaching out to them first.


New Message

To: Enter a friend's name or email address

Message:

Hey (NAME), I'm so excited about this new Beachbody Challenge because I have the opportunity to share a 90/60-day program with you. I thought about you first, because I know you're interested in making a change in your life. I'd love to share more about the program with you and see if you love it as much as I do. Does that sound like a plan?

☒


Send

Cancel

TIPS:

DON'T OVERDO IT.

- Stick to the script—don't overwhelm them with too much information.
- Ask if they want to hear more—don't send the second message until they say yes.

STEP 2—ENGAGE WITH A QUESTION



ALWAYS USE STEP 2 if they reply to your invite OR, if they reach out to you first.


New Message

To: Enter a friend's name or email address

Message:

Awesome, I'm excited you are considering the Challenge. I'll send you more information, but first I'm curious what's motivating you to want to join this group?

☒


Send

Cancel

TIPS:

PLAY 20 QUESTIONS.

- Slow down and ask questions—if you hear "on-the-surface" answers, ask more questions.
- Go back and forth as many times as you need to truly understand their emotional needs.
- The deeper their needs and wants, the more likely they are to enroll.

USE STEP 2 AT ALL TIMES. THIS IS THE MOST VITAL STEP IN RELATIONSHIP BUILDING. MASTER IT.

STEP 3—SHOW THE “EVER FEEL LIKE THIS?” VIDEO





If they want more information, or if they offer some type of objection, show them the video.

New Message

To:

Message:
Wow, (NAME) I totally understand, I have no doubt this Challenge Group will help you (REPEAT THEIR NEEDS AND WANTS FROM STEP 2). Here's a short video explaining more. Take a quick peek at this and let me know if you're still serious about the Challenge. If so, I will connect you to the Group details and commitments. Can you watch it right now? The sooner you get back to me, the sooner we can get you going. Sound fair?

<Insert "Ever Feel Like This?" video link>

Send **Cancel**

TIPS:

LET THE VIDEO DO THE TALKING.

- Share the video from the Coach Online Office > Video Library > News > “Ever Feel Like This?” video.
- Click the “Share” feature and hit “Copy Link.”
- The link has your Coach rep ID and when clicked will take your prospect to your personalized Coach Web site.

NEVER ARGUE FACT. IF THEY HAVE AN OBJECTION, SIMPLY SHARE A TOOL LIKE THE VIDEO OR STORIES OF PEOPLE WITH RESULTS.

STEP 4—SHARE SPECIFIC DETAILS, COMMITMENTS, AND EXPECTATIONS

After they watch the video and still show interest in your Challenge Group.

New Message

To:





Message:
Hi (NAME), sounds like you're completely serious about (REPEAT THEIR NEEDS AND WANTS FROM STEP 2 AGAIN), I have no doubt this Challenge Group will help you get the absolute BEST results. Here's the deal...it's simple!

FITNESS + NUTRITION + SUPPORT + REWARDS = SUCCESS

Our commitment is for (30/60/90)-days of a Beachbody workout program, drinking Shakeology® every day, and joining the Challenge Group accountability page for support and motivation. We all work together and help each other throughout the entire program! This is a proven and simple formula, and those who commit are more likely to finish and GET THE ABSOLUTE BEST RESULTS!

- Purchase a Challenge Pack (DATE).
- The Challenge Group begins on Monday (ADD START DATE).
- You'll do everything at home, on your time, and on your schedule.
- Interaction is all done on a private Facebook® group page, where we post each day.
- Enroll as a Challenge customer. Where you pay retail and enjoy all the benefits of being a Beachbody customer, including access to fitness and nutrition tools and tips at TeamBeachbody.com and personal Coaching from me, and support from other Challenge Group members to help you achieve your goals.

Are you ready to enroll now?

Send **Cancel**

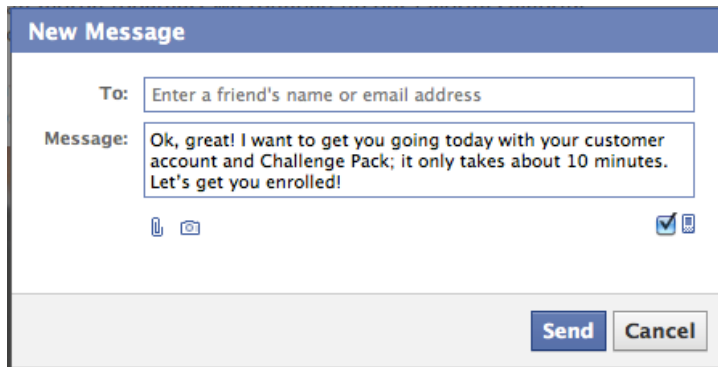
TIPS:

GIVE IT TO THEM STRAIGHT.

- They want to know what they're getting into, and you want them to succeed, so set the expectations now.
- Keep it simple and direct, and clearly express the commitment they're making and the results and return they'll achieve if they become a Group member.

STEP 5—HELP THEM ENROLL

If they tell you what they need to get started and take a Challenge Group spot.



TIPS:

ENROLL TOGETHER.

- Offer the very best customer service to ensure their order is processed correctly and on time.
- **Face to Face:**
Use the Coach Mobile App to enroll them.
- **Long Distance:**
Call and walk them through the enrollment process over the phone.

Open your Web site without being logged in to Team Beachbody® so you can go through the steps with them and see what they see.

Enroll a Customer with the Coach Mobile App

Steps to enroll with Coach Mobile App

1. Enter contact's email address.
2. Select "Enroll New Customer."
3. Enter their first and last name and phone number.
4. Click "Shop Now."
5. Select the program and Shakeology flavor of your contact's choice.
6. Click "Add to cart."
7. Review Order then hit "Submit."

Enroll Online

Steps to enroll as a Challenge Pack customer

1. Go to <http://www.BeachbodyCoach.com/screenname> (put in YOUR Web site).
2. Click "Shop."
3. Click the "Challenge Packs" link in the left nav.
4. Choose your Challenge Pack.
5. Check out.
6. Verify their order is complete.

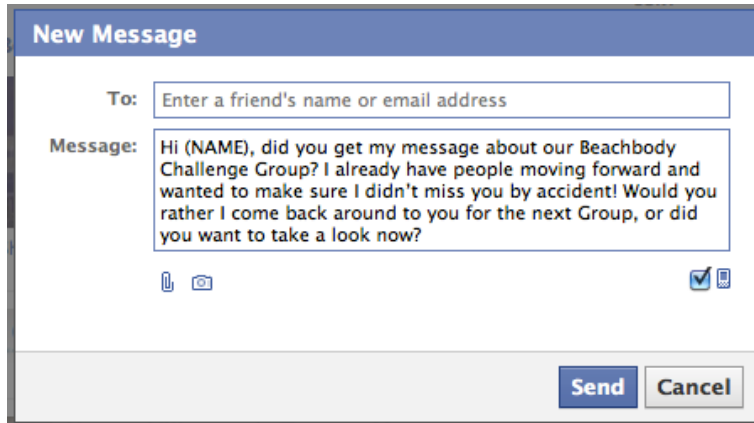
Steps to enroll as just a Shakeology® customer

1. Go to <http://www.BeachbodyCoach.com/screenname> (put in YOUR Web site).
2. Click "Shop."
3. Choose "Shakeology" and order the bag or packets of your choice. (Note: There's free shipping for Home Direct orders.)
4. Check out.
5. Verify their order is complete.

SITUATION SCRIPTS

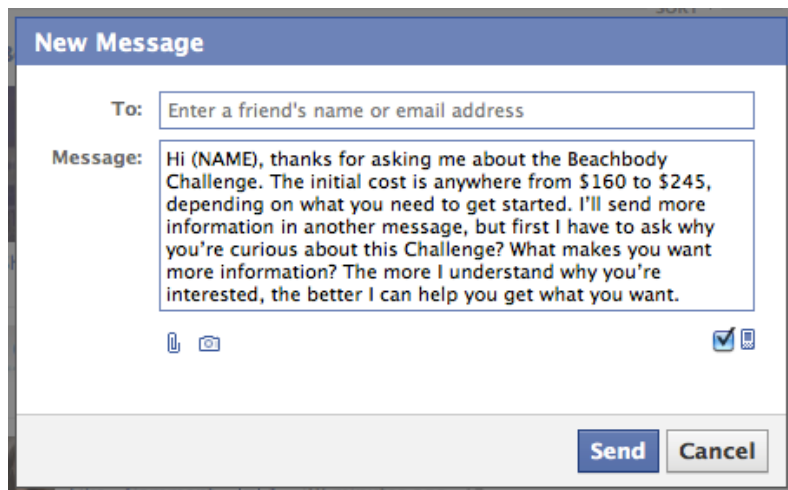
Didn't anticipate you'd forget a step, or that your prospect wouldn't respond? No worries, nobody's perfect, which is why we created scripts for situations like these to get you back on track. Remember to modify the language to fit your personal style.

My prospect didn't respond to Step 1 or 2. Now what?



The screenshot shows a 'New Message' window. The 'To:' field contains the placeholder text 'Enter a friend's name or email address'. The 'Message:' field contains the following text: 'Hi (NAME), did you get my message about our Beachbody Challenge Group? I already have people moving forward and wanted to make sure I didn't miss you by accident! Would you rather I come back around to you for the next Group, or did you want to take a look now?'. Below the message field are icons for attachments and a checkmark. At the bottom right are 'Send' and 'Cancel' buttons.

My prospect asked about price immediately after Step 1 before we even got to Step 2. Now what? Give a direct answer to their questions.



The screenshot shows a 'New Message' window. The 'To:' field contains the placeholder text 'Enter a friend's name or email address'. The 'Message:' field contains the following text: 'Hi (NAME), thanks for asking me about the Beachbody Challenge. The initial cost is anywhere from \$160 to \$245, depending on what you need to get started. I'll send more information in another message, but first I have to ask why you're curious about this Challenge? What makes you want more information? The more I understand why you're interested, the better I can help you get what you want.' Below the message field are icons for attachments and a checkmark. At the bottom right are 'Send' and 'Cancel' buttons.

SITUATION SCRIPTS



I messed up and didn't use Step 2 and failed to get my prospect's needs and wants. Now what?


New Message

To:

Message:

Hey (NAME), I need to apologize! I messed up and sent you the video too soon. If I truly want to help you, I should be asking you a few questions so it's more about you and less about me. I'm still learning and I'd feel terrible if you missed out just because I made a mistake. So let me ask you—why are you curious about this Challenge? What makes you want more information? The more I know about why you're interested, the more I can help you by directing you to the best information.

☒


Send

Cancel



My prospect didn't respond to Step 3. Now what? Wait 48 hours . . . Then say:


New Message

To:

Message:

Hi (NAME), I'm not sure where we left off. I already have people who have joined the Group and are moving forward, and I just want to make sure I don't leave you out by accident. Did you have a chance to watch that video, or were you having trouble getting it open?

☒


Send

Cancel



My prospect didn't respond to Step 4 or 5. Now what?


New Message

To:

Message:

Hi (NAME) I'm not sure where we left off. I already have people who have joined the Group and are moving forward, and I just want to make sure I don't leave you out by accident. So where were we? I know you wanted to [REPEAT THEIR NEEDS AND WANTS]. Did you want me to go ahead and fill this spot with someone else and move you to next month, or were you ready to get started now?

☒


Send

Cancel

OBJECTION SCRIPTS:

If you get an objection during the invitation process, don't think it's the end of the road. Instead of taking them off your list because they have an objection, use one of the scripts below to offer a solution. They might just turn out to be your best customer or Coach—go get 'em!

MONEY OBJECTION AFTER STEP 3, 4, or 5





“I DON'T KNOW; ALL I KNOW IS . . .”

Option 1:

New Message

To:

Message: I don't know about that. All I know is I wouldn't let money be something that stops me! I have a few people who are enrolling as Coaches and making lists of people to invite for a Challenge Group. We invite their list of people and explain what's going on. It takes only 3 or 4 people saying 'yes,' and they can earn enough money to help cover the cost of their Challenge Pack purchase! Does this sound like something you might want to try, or would you like me to go ahead and give your spot to someone else and check back with you in a couple months?





Send **Cancel**

Option 2:

New Message

To:

Message: I don't know about that. All I know is, if I were serious about [REPEAT THEIR NEEDS, AND WANTS], I'd find a way to pull together the money, even if that meant asking others for help. But don't let money be your excuse! I'm sure if you're serious about doing this, we can find a way to make it happen. Would you like to spend a few minutes exploring how you can find the money you need, or would you rather I show you how you can earn it by referring people you know to the Challenge Group?





Send **Cancel**

“FEEL, FELT, FOUND”

New Message

To:

Message: I totally understand how you feel; investing in anything new can be a big decision. My friend (NAME) felt the very same way. She had no idea how she could pay for it—until she found out she could enroll as a Coach and earn money by referring some of her friends. We invited 10 to 15 of her friends, and with just 3 or 4 people joining her in the Challenge, she make enough to pay for her costs. It sounds like you really want to do this and are just hesitant because of money. Why don't we do what I did with (NAME) and help you earn enough money so you don't have to worry? Sound like a plan? Who do you know that might be interested?

Send **Cancel**

CLARIFYNG SCRIPTS:

“Hmm . . . I’m just not sure.” Sound familiar? If you’ve got a prospect who’s just not sure, you need to step in and help clarify their concerns. The best way to do this is to get them talking by asking clarifying questions. Use these scripts to help your prospect clear up the confusion, whether that’s during the invitation process, or anytime you’re chattin’ it up about Beachbody®.

GENERAL PRODUCT/PROGRAM OBJECTIONS

They say:

So what is this Beachbody thing you are doing?

You could say:

Where should I begin? What do you want to know?

They say:

I know you are really into that P90X® workout, but I could never do something like that.

You could say:

What do you mean? What have you heard about the program?

They say:

Every time I have done this sort of thing it didn’t work.

You could say:

Well I would never want that to happen. What hasn’t worked for you in the past? Why didn’t it work?

They say:

I’m not sure this is for me.

You could say:

Help me understand why you don’t think it’s for you. What kind of program do you think would work for you?

They say:

I have tried some of those meal replacement drinks and they taste awful.

You could say:

Well I am confident that we can find a recipe that you would like. There are so many options to choose from. What flavor has the most appeal to you?

They say:

I just don't think I could do the workout. I am too out of shape.

You could say:

I am confident that your weight will not be a challenge and I can show you programs that work at different fitness levels. What kind of program would you feel comfortable with?

SITUATION SCRIPTS:

TIME COMMITMENT OBJECTIONS

They say:

I'm so busy I don't have time for myself.

You could say:

Tell me more about what's going on? What makes it so hectic?

They say:

I don't want to overcommit myself.

You could say:

Sounds like you're busy. What would the right balance look like for you?

SITUATION SCRIPTS: MONEY OBJECTIONS

They say:

I just can't afford this.

You could say:

The only way you could feel comfortable investing in this is if you could feel absolutely confident that you would get greater value out than what you put in. I understand that. What would you need to see or experience from Beachbody so you could know if the value was there?

Or:

What made me give it a try was the 30-day money-back guarantee. I knew that if I didn't like it, I would get my money back. After 30 days I felt so much better I knew it was worth every penny. Does the money-back guarantee change anything for you?

Remember, the key is to respond with a question to get more clarification. If you get an objection, don't jump to respond without truly understanding the real issue. When you ask questions for clarification it shows you really care, and you're sincere in wanting to offer the correct solution. Always remember that "intent" counts more than "technique." The more you help others succeed, the more likely it is that you will succeed. So choose and deliver your words with good intent and let your technique develop through experience over time.

People don't care how much you know until they know how much you care.