**CONNECTING WITH YOUR NEW CUSTOMER LEADS**

Connecting with your new Customer Leads is not always as easy to do. To help you improve your chances of successfully connecting with customer leads, follow these guidelines and scripts.

There are two great videos produced by corporate instructing you how to set up a 4 week follow up plan with your new customer leads.

Go to **COO->MY BUSINESS->MY QUALIFICATION PROGRAM->LEAD WHEEL PROGRAM QUALIFICATION** and watch the following videos posted at the bottom of the page while following along with these notes:

* **Lead Lesson Four, Part One: How Do I Follow Up?**
* **Lead Lesson Four, Part Two: How Do I Follow Up?**

**Don’t know what to say? Don’t worry we’ve got you covered. Here are some tips to get you started:**

* DON’T WAIT! The first 24-48 hrs is crucial. The leads need to hear from you right away. We have created some very easy templates that you can use and personalize to help you set up a 4 week follow-up schedule.
* DON’T WIMP OUT when reaching out. You are a LEADER so talk like one. Be confident and directive in your call to action. Don’t use words like “if you could”, “if you wouldn’t mind”, “it would be great if” or “I’d like it if”.
* DON’T overuse !!!, ☺, or ;-). You don’t talk like that, so don’t write like that.
* DON’T give them too much information or too little information
* DON’T sell. The goal is just to get a reply. They have already had the shakedown by customer service and are probably very leery of our intent.
* DON’T be frustrated if they don’t reply. Realize that people are busy, scared, unorganized, and yes even lazy. It may take them time to get back to you, or they may never contact you.

Try to follow this format for all of your communications with your customer. Refer to the video for further explanation.

* Introduction/Reminder
* The Good News
* Goals (Fitness, Nutrition, Strength, Weight loss, etc)
* Deadline, Objective, Date, Time
* Questions / Call to Action

Personalize the following scripts to fit your personality. No scripts is perfect and you will likely continually modify and improve it as you figure out what works best for you.

To contact your new customer leads it is importantly that you set up a 4 week follow up plan including 3 forms of communication such as EMAIL, TEXT and CALL.

For example, designate one day per week as EMAIL day, one day as TEXT day, and one day as CALL day.

Tuesday = EMAIL DAY

Thursday = TEXT DAY

Saturday = CALL DAY

On the day that you receive the lead you should do all three…email, text and call. Then plug them into your regular follow up schedule. The video clearly explains this.

**INITIAL CONTACT OBJECTIVE: INTRODUCTION**

**It’s crucial to contact new customers within 24-48hrs of receiving the lead. Reach out to them with ALL THREE methods of contact on that first day. Here are some examples:**

**EMAIL:**

Hi (first name),

My name is Brian, and I am your FREE Beachbody Coach.

I started as a customer, just like you in April 2009 using P90X and Shakeology (I’ve since exceeded my goal and lost over 38lbs). As a coach, I use my personal experience to help you get started, stay motivated and get results!

What are your current fitness/weight loss goals? How is your nutrition? Do you struggle to stay on track like I did?

It is important that we connect in the next 5 days. My objective is to walk through your product together and make sure you’re ready to start your program with confidence.

I am available at the following times this week:

* *Day/Time*
* *Day/Time*
* *Day/Time*

What time above (or another time not listed above) works best for you?

Regards,

Coach Brian

**VOICEMAIL:**

*Hi (firstname),*

*My name is Brian, and I am your FREE Beachbody Coach.*

*I started as a customer, just like you and I’m excited to help you start (product name).*

*It is important that we connect in the next 5 days to talk about your goals and make sure you’re ready to start. I’ve sent you an email with details & free times.*

*Reply to that email, give me a call or text message at (xxx) xxx-xxxx. Again, this is Brian your free Beachbody Coach and you can reach me at (xxx) xxx-xxxx*

**TEXT MESSAGE:**

Hi, I’m your free Beachbody Coach. I’m excited to help you start (program name)! It’s important that we connect by (day) & talk about your goals. I sent you an email with free times or text me back 3 times you are free. –Brian

**WEEK 1 - FOLLOW UP OBJECTIVE: “Prepare to PRESS PLAY”**

**If you haven’t heard back from your customer after your initial contact then plug them into your week 1 follow up schedule, but change the objective to “prepare to press play”.**

**EMAIL:**

Hi (first name),

It’s Brian, your FREE Beachbody Coach.

You should be receiving your (enter product here) this week. I’m sure you are excited to get started.

Take a minute to share with me your current fitness/weight loss goals? Do you know how to plan and track the most optimal nutrition plan to help you get the best results?

Let’s connect by xxxxx. My objective is to help you prepare to press play. We can plan your 1st week of meals, schedule workouts or connect you to a small customer accountability facebook group for the extra help and support that you need to succeed.

I am available by phone at the following times this week:

* *Day/Time*
* *Day/Time*
* *Day/Time*

What time above (or another time not listed above) works best for you? If you prefer to email or text we can just do that also. Whatever you are more comfortable with.

Regards,

Coach Brian

**VOICEMAIL:**

*Hi (firstname),*

*It’s Brian, your FREE Beachbody Coach.*

*You should be receiving your (enter product here) this week. Are you ready to get started?*

*Let’s connect by Tuesday.*

*My objective is to help you prepare to press play. We can plan your 1st week of meals, schedule workouts or connect you to a small customer accountability facebook group for the extra help and support that you need to succeed.* *I’ve sent you an email with details & free times.*

*Reply to that email or give me a call or text message back at (xxx) xxx-xxxx. Again, this is Brian your free Beachbody Coach and you can reach me at (xxx) xxx-xxxx*

**TEXT MESSAGE:**

Hi, I’m your free Beachbody Coach. You should be receiving (program name) this week! Let’s connect by (day) & talk about your goals. I sent you an email with free times or text me back 3 times you are free. -Brian

**WEEK 2 - FOLLOW UP OBJECTIVE: “Start now. See results sooner.”**

**If you still haven’t heard back from your customer lead after your week 1 follow ups then plug them into your week 2 follow up schedule, but change the objective to “Start now. See results sooner”.**

**EMAIL:**

Hi (first name),

Its Brian again, your FREE Beachbody Coach. I’m sure you are busy and I hope that I’m not bothering you by contacting you.

By now you should have received your program in the mail. If you haven’t please let me know right away and I’ll check into the delivery status for you.

You purchased this program because you have a goal and results that you are looking to achieve. As your personal coach I am here to help you get started, stay on track, and get the absolute best results! The sooner you start the program, the sooner you will start achieve and enjoy those results.

Share with me your goals and how I can help you achieve those?

We need to connect ASAP. My objective is to help you get started sooner rather than later. We can plan your 1st week of meals, schedule workouts or connect you to a small customer accountability facebook group for the extra help and support that you need to succeed.

I am available by phone at the following times this week:

* *Day/Time*
* *Day/Time*
* *Day/Time*

What time above works best for you? Suggest a few other times if those don’t work. If you prefer to email or text we can just do that also. Whatever you are more comfortable with.

I look forward to hearing from you soon.

Regards,

Coach Brian

**VOICEMAIL:**

*Hi (firstname),*

*It’s Brian again, your FREE Beachbody Coach.*

*I’m calling to ensure that you have received XXXXX in the mail and help you get started.*

*You purchased this program because you have a goal and results that you are looking to achieve. As your personal coach I am here to help you get started, stay on track, and get the absolute best results! The sooner you start the program, the sooner you will start achieve and enjoy those results.*

*I’ve sent you an email with details & free times.*

*Reply to that email or give me a call or text message back at (xxx) xxx-xxxx. Again, this is Brian your free Beachbody Coach and you can reach me at (xxx) xxx-xxxx. Let’s connect!*

**TEXT MESSAGE:**

Hi, I’m your free Beachbody Coach. Did you receive (program name) yet? It should be there by now. Let’s connect by today. The sooner you get started, the sooner you will see results. I sent you an email with free times or text me back 3 times you are free. -Brian

**WEEK 3 - FOLLOW UP OBJECTIVE: “Starting is scary. Not starting is far more frightening”**

**If you still haven’t heard back from your customer lead after your week 2 follow ups then plug them into your week 3 follow up schedule. At this point we will assume that they are a bit intimidated or scared to get started. Change the objective to “Starting is scary. Not starting is far more frightening”**

**EMAIL:**

Hi (first name),

It’s Brian, your Beachbody Coach.

Have you taken the first step and pressed PLAY on (enter fitness program)? Quite honestly, pressing play for the first time is probably the most frightening part of this whole program. But what is far more frightening is not getting started at all!

I know that you have goals that you want to achieve and those are why you purchased this program a couple weeks ago. I really want to help you achieve your goals to live a healthier life. For me to be able to help you though, we really need to connect ASAP. My objective is to help you move past any fears or hesitations that you may have, and optimize your at-home fitness training so that you achieve the results that you desire.

Just a reminder that my coaching service is completely FREE of charge. It is a courtesy offered to you by Team Beachbody. Don’t worry, my goal is not to sell you more products. I’m just here to help you get started and get great results. Bottom-line, if you are successful at achieving your goals with our products, then I know I have done my job, Beachbody has completed its mission, and we hope that you’ll be a loyal advocate for our programs for life. It’s a win-win.

Reply back to this email, text, or call right now just to let me know that you are still interested in achieving your goals. If you are, then we will move on to the next step and make it happen.

I look forward to hearing from you soon.

Regards,

Coach Brian

**VOICEMAIL:**

*Hi (firstname),*

*It’s Brian, your Beachbody Coach.*

*I’m just calling to see if you have had a chance to start your first workout with (fitness program). I know that pressing play the first time or two can be a bit frightening, but not getting started at all is even more frightening. Please give me a call back. I have some great tips for you that I want to share to help you get started.*

*I’ve also sent you a few emails, but I haven’t heard back from you so I’m not sure if you received them or not.*

*Reply to one of those emails, give me a call or text message back at (xxx) xxx-xxxx. Again, this is Brian your free Beachbody Coach and you can reach me at (xxx) xxx-xxxx. I look forward to hearing from you.*

**TEXT MESSAGE:**

Hi, it’s Brian, your Beachbody Coach. Did you get started with (program) yet? I know that getting started can be a bit scary, but not getting started is even more frightening. It’s importantly that we connect today. I’ve got some tips for you to help you get started. Also, check your email. I sent a few messages to you. -Brian

**WEEK 4 - FOLLOW UP OBJECTIVE: “When you’re ready, I’m ready for you.”**

**If you still haven’t heard back from your customer lead after your week 3 follow ups then plug them into your week 4 follow up schedule. At this point you have done your duty at following up with them and trying to get them involved. Change the objective this week to “When you’re ready, I’m ready for you.”**

**EMAIL:**

Hi (first name),

It’s Brian, your Beachbody Coach.

I haven’t heard back from you, and I certainly hope that I didn’t offend you in anyway. I just want to let you know that when you are ready to get started, or if you ever have questions, I will be here for you. When you are ready, I’m ready for you.

My offer to help you has no expiration date. I will continue to keep in contact with you via my newsletter filled with tips, success stories, and exciting news from Beachbody. If at any time you decide that you want to connect with me and the rest of the team my lines of communication are wide open and I’d love to hear from you.

You can connect with me and our team in several ways:

Email:

Phone or text:

Facebook profile / page:

Team Facebook Group:

etc…

Just a reminder that my coaching service will always be completely FREE of charge. It is a courtesy offered to you by Team Beachbody to help you achieve your goals.

I wish you the best of luck and I hope that we can connect in the near future.

Regards,

Coach Brian

**VOICEMAIL:**

*Hi (firstname),*

*It’s Brian, your Beachbody Coach.*

*I haven’t heard back from you, and I certainly don’t want to become a nuisance to you. I just wanted to let you know that when you are ready to get started, or if you ever have questions, I will be here for you. When you are ready, I’m ready for you.*

*My offer to help you has no expiration date. If at any time you decide that you want to connect with me personally I’d love to hear from you.*

*Just reply to one of the emails, give me a call or text message back at (xxx) xxx-xxxx. Again, this is Brian your free Beachbody Coach and you can reach me at (xxx) xxx-xxxx. I wish you the best of luck in reaching you’re your goals and I hope to hear from you when you are ready.*

**TEXT MESSAGE:**

Hi, it’s Brian, your Beachbody Coach. I haven’t heard back from you, and I hope that I didn’t offend you in anyway. I just want to let you know that when you are ready to get started, or if you ever have questions, I will be here for you. When you are ready, I’m ready for you.I wish you all the best.-Brian