THE VITAL PROCESS

Beachbody’s mission to help people achieve their goals and enjoy a healthy, fulfilling life is at the core of what we do. The Vital Process is the system of how we do it. We know that people who join Team Beachbody by way of a Challenge Group—who do the workout programs and drink Shakeology—started out as a customer first, is Vital to their future success as a Coach. We also know that consistent practice of the Vital Behaviors—Being Proof the Products Work, Inviting to Challenge Groups, Committing to Personal Development, and Recognizing Transformations— are the activities that ultimately drive the Vital Process.

#1 GET CLIENTS STARTED

*Attract, connect and invite people to make a decision to join a Challenge Group.*

Use the 5 Step Invitation Guide, How to Build Relationships and How to Overcome Objections to help you attract, connect and invite.

#2 GET THEM RESULTS

*Help people stick to their goals through belief in the products and through consistent engagement.*

Plan and manage effective Challenge Groups using the My Challenge Tracker app and learn What to Do When a Challenge Group Is Over to move to the next step in the Vital Process.

#3 TRANSITION TO COACH

*Help people who are interested (and who have seen results) transition to Coaching through the First 30 program.*

Use the Coach Opportunity Presentation and when they make the decision to sign up, use the First 30 Program to onboard new Coaches.

#4 DEVELOP AND MENTOR COACHES

*Help people be consistent in the 4 Vital Behaviors and learn how to help others through the Vital Process.*

Get your new Coaches in a Coach Basics group to help them advance to Emerald rank and Team Builder Status on the Leadership Ladder.