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.

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.

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.

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.

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.

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
2. Click “Shop.”
3. Click the “Challenge Packs” link in the left nav.
5. Check out.
6. Verify their order is complete.

Steps to enroll as just a Shakeology® customer
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.

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.

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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?

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.
SITUATION SCRIPTS

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

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

My prospect didn’t respond to Step 4 or 5. Now what?
OBSESSION 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:

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?

Option 2:

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?

“FEEL, FELT, FOUND”

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?
**CLARIFYING 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**

<table>
<thead>
<tr>
<th>They say:</th>
<th>You could say:</th>
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<tbody>
<tr>
<td>So what is this Beachbody thing you are doing?</td>
<td>Where should I begin? What do you want to know?</td>
</tr>
<tr>
<td>I know you are really into that P90X® workout, but I could never do something like that.</td>
<td>What do you mean? What have you heard about the program?</td>
</tr>
<tr>
<td>Every time I have done this sort of thing it didn't work.</td>
<td>Well I would never want that to happen. What hasn't worked for you in the past? Why didn't it work?</td>
</tr>
<tr>
<td>I'm not sure this is for me.</td>
<td>Help me understand why you don't think it's for you. What kind of program do you think would work for you?</td>
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</table>
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?

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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?

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**SITUATION SCRIPTS:**

**TIME COMMITMENT OBJECTIONS**

<table>
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<tr>
<th>They say:</th>
<th>You could say:</th>
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<tbody>
<tr>
<td>I’m so busy I don’t have time for myself.</td>
<td>Tell me more about what’s going on? What makes it so hectic?</td>
</tr>
<tr>
<td>I don’t want to overcommit myself.</td>
<td>Sounds like you’re busy. What would the right balance look like for you?</td>
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SITUATION SCRIPTS:  
MONEY OBJECTIONS

<table>
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<th>They say:</th>
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<td>I just can't afford this.</td>
<td>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?</td>
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<tr>
<td>Or:</td>
<td>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?</td>
</tr>
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</table>

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.