

## **November Give & Receive Challenge Pack Promotion**

November 1, 2013 – November 30, 2013

### **Beachbody Challenge Store Link**

<https://www.teambeachbody.com/checkout/-/bbcheckout/challengepack?referringrepID=yourid>

### **PROMOTION HIGHLIGHTS**

This November, Team Beachbody is offering not one but two unique promotions! We've combined them for your customers as the "Give & Receive" promotion.

1. The first piece of the promotion, "**Receive**", offers New & Existing Customers and New Coaches a \$20 coupon to apply to a future purchase when they buy any Challenge Pack in the month of November. In addition, Coaches who qualify for Success Club 5 or 10 will receive a \$10 coupon for every Challenge pack sold – up to \$100! All Challenge Packs will be at their regular price, commission, and PV/TV.

Coupon Terms: When your customers or enrolling Coaches purchase a Challenge Pack in November, they'll receive a \$20 coupon towards a future minimum purchase of \$30 or more on TeamBeachbody.com! Coupons will be emailed to the address on file within 7-10 business days of the Challenge Pack purchase for customers and new Coaches and on or around December 11 for sponsoring Coaches. Hurry, coupons expire on April 1, 2014!

Coupons may not be used on certain products - see official promotion rules [here](#).

2. In the second piece of the promotion, "**Give**", Beachbody is proud to partner with Feeding America™, the nation's leading domestic hunger-relief charity. For every Success Club point earned in November, Beachbody will give \$10 to Feeding America. That equates to a \$10 donation for every Shakeology HD order and a \$20 donation for every Challenge Pack sold!

There is no limit to the amount Beachbody will donate and we've promised a minimum of \$250,000 with a **goal of \$1,000,000** we hope you'll help us reach! Each \$1 donated provides 9 meals secured by Feeding America, so together, we can provide over 2,250,000 to America's hungry. For more information about Feeding America, or if you'd like to make a donation yourself, please visit [www.feedingamerica.org/beachbody](http://www.feedingamerica.org/beachbody).

### **PRODUCT OVERVIEW/BENEFITS**

Beachbody Challenge Packs are the complete package, offering total support for achieving health and fitness goals. The formula? Fitness + Nutrition + Support = Success. With every Challenge Pack, customers get a world-class fitness program, one of five delicious Shakeology flavors, and a FREE 30-day trial membership to the Team Beachbody Club, where customers will find all the support they'll need to complete The Challenge!

### **TARGET AUDIENCE**

**New Customers/New Coaches** are a great audience to target with this promotion. Anyone who wants to get in shape can now give & receive while doing it for the first time ever.

**Existing Customers** who are not already on Shakeology HD can be directly targeted through your Advanced Customer Search Tool. To use this report, go to the Coach Online Office > My Business > My Customers > Advanced Customer Search.

## PROMOTION TRAINING TIPS

- 1. Add names to your contact list.** Who do you know that is looking to make a healthy lifestyle change? Who comments on your transformation? Who's already in shape and looking for the next challenge? Make a list of everyone that could benefit from a Challenge Pack. And remember to build relationships everywhere you go!
- 2. Engage in the right questions.** Engage in conversation and learn to ask the right questions to help your customer get a fitness program that will work for them.
  - What are your fitness goals?
  - How much time can you dedicate to working out?
  - Have you tried an in-home fitness program before?
    - If yes – Did you complete it/achieve your goal? (If no ask – What kept you from completing it/not achieving it?)
    - If No – What's motivating you to try one now?

If you can help your customer choose the right fitness program that meets their needs, and not necessarily what they've heard is the "hot program right now," they will be more likely to stick with it and get the results they're looking for.

- 3. Connect with potential and previous customers.** Use Facebook®, Twitter®, email, and even the phone to get the message out.
  - "Hi (NAME), if you want to try any of our world-famous fitness programs and Shakeology, now's the time! For the first time ever, you can get ANY Challenge Pack and receive a \$20 coupon for a future purchase. Challenge Packs have everything you need to succeed, including a fitness program and a 30-day supply of Shakeology! I'm going to get a Challenge Group started this month so I'll touch base with you tomorrow to chat more about it. Talk to you soon!"
- 4. Follow 5-Steps to lock in the sale.** Use the [5-Step Invitation Process](#) and help your customers get a Challenge Pack and started in a Challenge Group.

## SALES/PITCH POINTS

- For the first time ever, get ANY Challenge Pack and get \$20 off your next purchase. With 23 fitness options, talk about customizable!
- Feel even better while getting in shape knowing that your Challenge Pack purchase donated 180 meals to Feeding America.
- Shakeology helps you simplify your nutrition plan, reduces junk food cravings, and accelerates your fitness results!
- Challenge Packs are the best deal to get in shape and provide customers with savings of up to \$68 compared to buying the products separately.

## PROMOTION MARKETING ASSETS

### [Promotion eCard](#)

- See above Training Tips for information on how to target your eCards

### Replicated Site Banners

- Add this banner to display on your Team Beachbody replicated website

### [Sizzle Video](#)

- Share this *new* video so your customers can learn more about Challenge Packs and the November Give & Receive promotion

## [Social Postcard](#)

- Use this social postcard to show your customers the great results that can be achieved!

## **PROMOTION FAQ'S**

### **Is this promotion available through the Coach Signup Flow and Coach Mobile App?**

Yes! New Coaches and Customers signing up through the Coach Signup Flow and the Mobile App will have access to the promotion.

### **Is shipping still free for the challenge packs?**

Yes! Shipping is still **free** even with the Coupon offer.

### **Are the Commissions and TV/PV the same during the promotional period?**

Yes

### **Will the content of each Beachbody Challenge Pack be the same during the promotional period?**

Yes, the content of each pack will remain the same during the promotional period.

### **Where can I learn more about the \$20 Coupon promotion for every Challenge Pack purchase?**

See [November 2013 Coupon Promotion Terms & Conditions](#)

### **Where can I learn more about Beachbody giving \$10 to Feeding America for every Success Club point earned?**

Learn more at [www.FeedingAmerica.org/Beachbody](http://www.FeedingAmerica.org/Beachbody)