

P90X® & P90X2® – Challenge Pack Discount

October 1st – October 31st 2013

TBB Store Link - P90X Challenge Pack (for customers only)

<http://teambeachbody.com/shop/-/shopping/BCPP90X205?referringRepld=yourID>

TBB Store Link - P90X2 Challenge Pack (for customers only)

<http://teambeachbody.com/shop/-/shopping/BCPX2205?referringRepld=yourID>

PROMOTION HIGHLIGHTS

Team Beachbody is offering New & Existing Customers and New Coaches a discount on the P90X and P90X2 Challenge Packs. For the month of October, each challenge pack will be available for \$180. That's over \$90 of savings if your customer were to buy these programs and products separately!

Product Offer	Retail, Coach, Club Price	Discount	New Price	Savings Off Individual Items	New TV/PV	New Commission
P90X Challenge Pack	\$205	12%	\$180	\$93.84	60TV / 150PV	\$60
P90X2 Challenge Pack	\$205	12%	\$180	\$93.84	60TV / 150PV	\$60

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 the P90X & P90X2 Challenge pack, customers will receive the P90X or P90X2 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!

P90X and P90X2 are two of Tony Horton's and Beachbody's biggest fitness programs. These muscle-pumping workouts are designed to transform your body from regular to ripped in just 90 days. The secret in P90X is an advanced training technique called Muscle Confusion, which accelerates your results by constantly introducing new moves and routines so your body never plateaus. P90X2 incorporates a breakthrough in applied sports science called Muscle Integration. You'll engage all of your muscles with every move, delivering the same kind of training pro-athletes pay thousands of dollars for. View the [P90X](#) & [P90X2 Toolkits](#) for more information.

Shakeology® is the most delicious, nutrient-dense superfood-packed protein shake on the planet. It contains more than 70 natural ingredients derived from rich, nutrient-dense whole-food sources from around the world. The Healthiest Meal of the Day® comes in 5 flavors: Chocolate Vegan, Tropical Strawberry (Vegan), regular Chocolate, Greenberry, or Vanilla. View the [Shakeology Toolkit](#) for more information.

TARGET AUDIENCE

New Customers/New Coaches are a great audience to target with this promotion. Anyone who has been holding back because of price issues can now purchase two of Beachbody's best sellers for less than we've ever offered them before. P90X & P90X2 Challenge Packs are ideal for your customers that are looking to get ripped, lose weight, or improve performance.

Existing Customers who already own Power 90, Ten Minute Trainer, One-on-One, and P90X 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 is looking for the next big challenge? Make a list of everyone that could benefit from P90X or P90X2. And remember to build relationships everywhere you go!
2. **Make a list of all of your "Tony Horton program" customers.**
 - In the Coach Online Office go to My Business > My Customers > Advanced Customer Search.
 - Select "10-Minute Trainer®," "10-Minute Trainer – Spanish," "One-on-One®," "One-on-One – Spanish," "P90X," "P90X – Spanish," "P90X Plus," Power 90®," and "Power Half Hour®" from the "Products Purchased" menu and then click on "Show Report"
 - Select "Excel" from the drop down menu and click on "Run Report"
 - You now have a list of all of your customers who've purchased a Tony Horton fitness program that are perfect contacts to offer the P90X or P90X2 Challenge Pack discount.
 - Repeat the above steps to identify additional customers who've purchased other advanced programs, including Insanity®, Asylum®, and Les Mills Combat®.
 - i. NOTE: Don't send P90X assets to existing P90X customers or P90X2 assets to existing P90X2 customers.
 - ii. NOTE: Exclude all Shakeology customers as they are not your prime target for a new Challenge Pack.
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 P90X or P90X2 now's the time! You can get the P90X or P90X2 Challenge Pack for \$180, \$25 off the regular Challenge Pack price, and \$90 off if you were to buy the products separately! Challenge Packs are everything you need to succeed, including the 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

- This matches Beachbody's lowest price ever for the P90X and P90X2 Challenge Packs.
- Everyone's talking about P90X—the #1 best-selling extreme home fitness program of all time.
- P90X2 delivers the kind of results pro athletes insist on and even pay thousands of dollars for, with a breakthrough in applied sports science called Muscle Integration.
- Shakeology helps you "Bring it" during workouts, simplifies your nutrition plan, reduces junk food cravings, and accelerates your fitness results!

PROMOTION MARKETING ASSETS

Promotion eCards

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

Replicated Site Banners

- The banner will automatically be displayed on your Team Beachbody replicated website

Third Party Site Banners – (P90X) (P90X2)

- Use these banners to advertise on other potential websites

Check the P90X/P90X2 Toolkits in the Sales & Marketing section of your Coach Online Office for access to marketing assets, including customized Facebook posts for each product!

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 \$180 price.

Is shipping still free for the discounted challenge packs?

Yes! Shipping is still **free** even with the discount.

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

In order to make this discount available, we had to lower the commission to \$60 and TV/PV to 60/150.

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.

- Each customer pack includes a choice of P90X or P90X2, as well as your choice of Shakeology delivered through Home Direct, our monthly auto-ship program, and a 30-day VIP trial membership to the Team Beachbody® Club.
- Each New Coach pack includes the same as a customer pack, PLUS a Game Plan Tools Kit and Business Essentials Starter Program—all for the same price!