

SHAKEOLOGY PRICE INCREASE // FAQ

I heard the price of Shakeology is going up. Is that true?

Yes. Effective April 1, 2013, the price of Chocolate (regular ONLY) and Greenberry will increase by \$10—from \$119.95 to \$129.95.

When does the price increase go into effect?

April 1, 2013.

How does this affect cost per serving?

Currently, the cost per serving (to a customer) is about \$4.00. That will only increase by 33 cents to \$4.33—which is still in line with daily cost of a Starbucks® latte, Naked® fruit drink, or other routine purchase. Only Shakeology is a WAY better value.

How much will I save by locking in the original price on HD?

\$22/month! (\$10 per order + \$12 on shipping and handling)

Will the increase affect bags, single-serve packets, and combo packs?

Yes. All of the above.

Which Shakeology flavors will be affected?

ONLY Chocolate (regular) and Greenberry. The price (\$129.95) of our Vegan flavors will not change.

Will the price increase affect Challenge Packs?

No. Challenge Pack prices will not change after April 1st, regardless of which Shakeology flavor your customer chooses. However, after the initial Challenge Pack purchase, the monthly price will be \$129.95.

I'm already on HD for Chocolate or Greenberry. Will I be subject to the price increase?

Good news! If you're already on HD for either Chocolate or Greenberry (or alternating), you will NOT be affected by price increase. You'll continue to pay \$119.95/month for life—as long as you never cancel your HD subscription.

I bought Shakeology before, but I'm not currently on HD. Will I be able to lock in the original price after April 1st?

No. Whether you (or your customers) purchased previously or not, if you're not on HD before April 1, 2013, you will be subject to the new price. In fact, after April 1st, ALL new one-time purchases and HD subscriptions will cost \$129.95.

Why is the price of Shakeology going up?

We're raising the price for three reasons: 1) to counteract the rising costs of fuel, shipping, and ingredients, 2) so we can continue to offer FREE shipping with HD orders, and 3) to preserve the integrity of our ingredients (rather than skimping or ordering from lower quality sources).

Is there a business opportunity here?

Yes. A BIG one. Between now and April 1st, you have the chance to lock in new and existing HD customers at the original price—for life!

There are 3 things you'll want to do: 1) Reach out to your current HD customers and give them the option to switch and save before April 1st. 2) Reach out to your previous Chocolate and Greenberry Shakeology customers and win them back with the opportunity to save \$22/month forever. 3) Reach out to your contacts and create urgency by letting them know how much they can save on the Healthiest Meal of the Day if they order before April 1st.

Why else is this a big opportunity?

Every new HD order you secure between now and April 1st will also guarantee you 1 Success Club point (2 for Challenge Packs), 1 or 2 Team Beachbody Cup points, and \$10 or \$20 Cruise Dollars! Not to mention, the commissions you'll earn!

Are there any price increase-specific sales tools or training available?

Yes! Refer to the "Shakeology: Small Price Increase, BIG Opportunity" article in Breaking Coach News. That should get you started. Over the course of the next week or so, we'll also be rolling out targeted eCards, viral ePostcards for social media, sample social media posts, and more.

- You'll find everything in our March issue of Coach Monthly. Look for the article in your inboxes this Friday, March 1st!

What's the best sales tool available?

Our new "Tony Horton Checks Out Shakeology" has over 150,000 views on YouTube and is easily the best Shakeology value video we've ever done. It really justifies the price and will help you overcome objections. Share the version in the Coach Online Office by going to the Video Library > News > Announcements > Shakeology Ingredients: Tony Horton Checks Out Shakeology.